

PROUDLY SOUTH AFRICAN

LOCAL *Wine expo*

Proudly South Africa in partnership with the Department of Trade Industry and Competition, Southern Sun, National Agricultural Marketing Council (NAMC), SA Wine Industry Transformation Unit (SAWITU), The Wine Arc, Tourism Business Council of South Africa (TBCSA) and Kaya FM hosted a Local Wine Expo from the 7 - 9th July 2022 at Sandton Convention Centre.

The first day of the proceedings kicked off with a panel session in the morning and covered various topics such as tackling challenges on market access, tapping into the township liquor value chain.

"As Proudly SA, we are grateful that we created an enabling environment to start to start the discussions on buying local South African wines" said Chief Marketing Officer Happy Ngidi.

The main purpose of the event was to encourage buyers and procurement teams from various industries to consider supporting local brands most of which were new entrants to the market.



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^ Industry experts, Happy “MaKhumalo” Ngidi, Malcolm Green, Wendy Alberts and Wendy Petersen sharing their valuable insights during the panel discussion at the Buyers and Media session that took place at the Local Wine Expo (Picture: Proudly SA)

Also, the event was aimed at supporting black-owned brands that are part of the SAWITU and the Wine Arc to promote market access.

SAWITU Managing Director, Wendy Petersen, concurred with the notion that black brands faced market access challenges.

“To get the bottle to the shelf, and for the consumer to engage with the product and be loyal is the greatest challenge our wine and spirits brands face” she added.

Furthermore, there was a special request from SAWITU for government to start considering supporting black brands with manufacturing capacities and capabilities.

Critically, the event sought to connect black brands with South African liquor traders and buyers.

The official wine tasting started at 3 in the afternoon and in the 3 days, the event attracted more than 200 visitors.



“With the growing number of patriotic South Africans who are becoming more aware of the importance of choosing locally made goods over imports, we thought it necessary to start hosting trade shows that exclusively promote South African made products and services. With this wine Expo, we intend to showcase good quality local wines SA produces, jobs created in this industry and the value chain the industry contributes to in the best interest of the South African economy” said Happy Ngidi, the Chief Marketing Officer of Proudly South Africa