
SOUTH AFRICAN WINE AND BRANDY INDUSTRY

APPLICATION FOR THE CONTINUATION OF STATUTORY MEASURES IN THE WINE AND BRANDY INDUSTRY

NAMC REQUESTING COMMENTS / INPUTS FROM DIRECTLY AFFECTED GROUPS IN THE WINE AND BRANDY INDUSTRY

On 2 June 2025, the Minister of Agriculture, received a request, in terms of the Marketing of Agricultural Products Act (MAP Act), Act No 47 of 1996, for the continuation of statutory measures (registration, records & returns and levies) in the South African wine and brandy industry. It is proposed that the statutory measures be implemented for a new four-year period from 1 January 2026 to 31 December 2029. The current statutory measures will expire on 31 December 2025.

The applicant for the proposed statutory measures is South Africa Wine NPC, (SA Wine), representing the role players in the wine and brandy industry. The proposed statutory measures are as follows:

- Registration;
- Records & Returns; and
- Levies:
 - Research, development and information levy (RDI levy);
 - Wine export generic promotion levy (Export levy); and
 - Brandy generic promotion levy (Brandy levy).

SA Wine contracted the following business units / non-profit companies (NPCs) to conduct its operational or business services, namely -

1. WOSA (WoSA Export Marketing NPC): International Market Growth;
2. SAWIS (SA Wine Industry Information and Systems NPC): Business Intelligence. SAWIS is also responsible for administering the registration and records & returns statutory measures; and
3. SABF (South African Brandy Foundation): Market Growth – Local Brandy.

The purpose and objective of the statutory measures in the wine and brandy industry are as follows:

- **Registration and Records & Returns:**

To ensure that continuous, timeous and accurate information is available to all role players. Market information is deemed essential for all role players for them to make informed decisions. By combining compulsory registration with the keeping of information and the rendering of returns on an individual basis, market information for the whole of the industry can be processed and disseminated and will form the basis for the collection of statutory levies. SAWIS will be responsible for the above-mentioned statutory measures.

- Payment of the **statutory levy amount** for the funding of the following functions in the wine and brandy industry, namely:

- Research, Development and Information Levy (RDI levy)

To co-ordinate and fund research and development, innovation, training, technology and knowledge transfer, business intelligence, media and communication, tourism and advocacy, stakeholder engagement, conducive policies that ensure license to trade and market access in the wine industry.

According to South Africa Wine, the industry can only prosper over the long term if it remains competitive, is inclusive, has a conducive regulatory environment that include access to relevant research, continue to invest in skills and can create more opportunities via market access. The RDI levy will be invested within a clear strategy governed with oversight by the South Africa Wine Board. Specific focus areas that will be managed with a programme approach includes: research and innovation, information and business intelligence, policy, stakeholder management and market access, media and communication and wine tourism.

- Wine Export Generic Promotion Levy (Export levy)

To generically promote SA wines on selected export markets and to improve the efficiency of the export process.

According to SA Wine, the export levy will assist the SA wine industry to remain competitive in the global marketplace. In addition, it will assist in capacity building among all exporters, in particular SMME's and BEE's, and in improving the efficiency of the export process. A portion of the levy is also be used to fund, maintain and further develop the Wine-on-Line system, a free, user friendly, automated export certification process.

- Brandy Generic Promotion Levy (Brandy levy)

The objective of the brandy levy is to contribute to creating a transformed and responsible value chain and focus market for brandy. An integrated approach in collaboration with the wine industry will have a larger impact on the entire value chain. This is important to empower new entrants into the category and offer support/mentorship to ensure successful launches.

The proposed brandy levy is to be used to grow the entire brandy industry and to position South African brandy as a credibly quality alternative to Cognac, locally and globally.

The following levy amounts are proposed:

Grapes intended for the production of wine	2026	2027	2028	2029
	R/ton	R/ton	R/ton	R/ton
RDI levy	70,63	74,13	77,84	81,69

Grape juice concentrate intended for use in wine	2026	2027	2028	2029
	c/l @ 17.4°B*	c/l @ 17.4°B	c/l @ 17.4°B	c/l @ 17.4°B
RDI levy	10,09	10,59	11,12	11,67

Drinking wine	2026	2027	2028	2029
	c/litre	c/litre	c/litre	c/litre
RDI levy	10,09	10,59	11,12	11,67
Export levy Certified Bulk	17,19	18,49	19,88	21,38
Export levy Certified Packaged	20,30	21,32	22,39	23,51
Export levy Uncertified	16,43	17,78	19,24	20,82
Export levy Wine Online	0,75	0,79	0,83	0,87

Distilling wine or wine spirit	2026	2027	2028	2029
	c/l @ 10% alc/vol**	c/l @ 10% alc/vol	c/l @ 10% alc/vol	c/l @ 10% alc/vol
Brandy levy	3,48	3,64	3,80	3,97

* cents per litre at 17.4°Baling

** cents per litre at 10% alcohol per volume

SA Wine is the responsible entity for the implementation and administration of the statutory measures in the industry.

A product is levied once only per levy. Thus, for example, if grapes intended for the production of wine were levied for the research, development and information levy, it cannot be levied in another format (such as wine) again for the research, development and information levy.

SA Wine will continue to spend at least 20% of the total amount of levies collected towards transformation projects.

The NAMC believes that the application by SA Wine for the continuation of the wine and brandy statutory measures is consistent with the objectives of the MAP Act (as set out in section 2 of the Act).

Directly affected groups (e.g. wine producers, wine traders, wine spirit producer, and exporters of drinking wine) in the wine and brandy industry are kindly requested to submit any comments, in writing, regarding the proposed statutory measures, to Mathilda van der Walt (mathildavdw@namc.co.za) on or before 18 July 2025, to enable the NAMC to finalise its recommendation to the Minister in this regard.

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