

CALL FOR PROPOSALS:
WINE AND SPIRITS FUND



MENTORS - TECHNICAL EXPERTS IN THE WINE AND SPIRITS INDUSTRIES



agriculture

Department:
Agriculture
REPUBLIC OF SOUTH AFRICA



NAMC

Promoting market access for South African agriculture



Funded by
the European Union

ABOUT THE PROGRAMME:

The National Agricultural Marketing Council (NAMC) hereby invites eligible mentors-experts within the wine and spirits industries to submit their CVs to mentor business leaders within the wine and spirits industries under the Marketing and Distribution in Priority Markets Outside the European Union component of the fund.

In order to promote change, inclusive growth, and the development of black-owned brands in South Africa's wine and spirits industries, the European Union (EU) has joined with South African authorities to launch a €15 million Wine and Spirits Fund Project. The initiative consists of two parts: €10 million for transformation and €5 million for marketing and distribution. The Land and Agricultural Development Bank of South Africa ("Land Bank") will carry out the program's transformation component, while NAMC will carry out its marketing and distribution component.

PURPOSE

The primary goal of this call is to select mentors or experts who are passionate about the wine and spirits industries, have a track record of empowering others, and, most importantly, want to change the sector. In particular, Black-owned and managed businesses (about 51% ownership/shares and more) are encouraged to participate more in the value chain by specialists with a wide range of value chain experience.

The following will fall under the mentor's purview:

- Accelerates growth by providing strategic guidance,
- Sharing expertise and offering accountability,
- Help mentees navigate challenges and avoid costly mistakes,
- Assist in defining business goals and expanding professional networks,
- Assist in building confidence and fostering a growth mindset to improve overall business performance and decision-making.

ELIGIBILITY CRITERIA

Applicants must:

- Must be South African citizens with valid identity documents
- Have proven mentorship experience
- 5–10 years' experience in the wine, spirits industry
- Background in one or more of the following:
 - a) Wine or spirits production
 - b) Distribution and logistics
 - c) Retail, hospitality, or beverage marketing
 - d) Export and international trade
- Strong business and financial knowledge, including funding and business development
- Understanding of market access and distribution channels
- Knowledge of industry regulations and compliance i.e liquor licensing etc
- Ability to mentor and guide entrepreneurs or small businesses

- Established industry networks with commodity association such as SA Wine, producers, distributors, investors, or retailers
- Willingness to commit time for regular mentoring sessions

ROLE OF MENTORS

- Provide strategic guidance on funding, market entry, and distribution
- Support entrepreneurs in business growth and industry navigation
- Share industry insights and professional networks
- Any other related business linked to marketing and distribution
- Reporting to NAMC or any structures as and when necessary.

REQUIRED DOCUMENTS

Applications must include:

- Costed Proposal/Business plan outlining how the work will be carried out
- Curriculum Vitae
- Proof of company registration (if an entity)
- SARS Compliance Certificate
- Organisational profile (include comprehensive CV's of the mentorship team/Directors)
- A minimum of 3 reference letter(s) confirming successful implementation of similar projects, where applicable, including contactable references.
- Valid B-BBEE certificate
- Certified copies of identity documents for the Directors.

APPLICATIONS

- Application can be submitted using the following form: **CALL FOR APPLICATIONS: MENTORS - TECHNICAL EXPERTS IN THE WINE AND SPIRITS INDUSTRIES.**
- The form also makes provisions to upload all the required documents. Documents submitted via email will not be accepted.
- The closing date for applications is on the 3rd of November 2026

QUERIES AND REQUESTS FOR ADDITIONAL INFORMATION

For any queries or additional information, please contact the NAMC support team at EUWine.
Project@namc.co.za

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