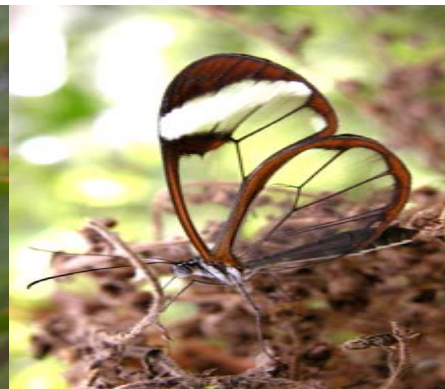




20<sup>th</sup> December 2007



# Wines of South Africa structure

Not for profit organisation owned and funded by industry, not government

Offices in South Africa and London

Long term contracts with agencies in:

- United States
- Canada
- Sweden
- Germany
- Netherlands



# Our business scope

Enhance the image and reputation of our wines in international markets

Assist in the development of new export markets

Facilitate the development of South African wine tourism

Facilitate the development of the local wine market



# History of South African wine

- 1652 Dutch East Indian Company establishes a refreshment station at the Cape
- 1655 First vines planted
- 1659 First wine made from Cape grapes
- 1679 Simon van der Stel planted in Constantia and created world famous wines
- 1680 French Huguenots settled
- 1800 British occupation of the Cape
- 1861 British war with France ended and phylloxera hit
- 1918 KWV was created and brought stability
- 1925 Pinotage created



# History of South African wine

1971 Stellenbosch wine route was founded

1973 Wine of Origin legislation was created

1990 Nelson Mandela was released from prison

1992 KWV was scrapped

1994 Democratic elections held in South Africa liberating the industry

2007 UK is South Africa's largest export market

**South Africa has over 100,000 hectares under vine, it is the 8<sup>th</sup> largest producer of wine globally. 13 year old export industry.**



# Fundamental changes

- Over 40% of our vineyards have been replanted in the last decade
- Investment
- Focus on viticulture and research
- Better plant material and understanding of terroir
- New areas being discovered
- Generation of passionate young wine makers
- An understanding of brand “South Africa”
- Exponential improvement in quality



# Ethical issues

- South Africa provides 50% of all fairtrade wines and there are many wineries working towards accreditation
- The industry is also monitored by the Wine Industry Ethical Trading Association with regard to employment practises
- Integrated Production of Wine
- Biodiversity and Wine Initiative
- Black Economic Empowerment



# WINEGROWING AREAS OF SOUTH AFRICA

## COASTAL REGION

Districts:

- SWARTLAND
- STELLENBOSCH
- TYGERBERG
- CAPE POINT
- CONSTANTIA (WARD)
- TULBAGH
- PAARL
- DARLING

## KLEIN KAROO REGION

Districts:

- CALITZDORP
- LANGEBERG-GARCIA

## WARDS NOT PART OF A REGION

- CERES
- CEDERBERG
- LOWER ORANGE
- PRINCE ALBERT VALLEY
- SWARTBERG

## OLIFANTS RIVER REGION

Districts:

- LUTZVILLE VALLEY
- CITRUSDAL VALLEY
- CITRUSDAL MOUNTAIN

## BREEDER RIVER VALLEY REGION

Districts:

- BREEDEKLOOF
- WORCESTER
- ROBERTSON
- SWELLENDAM

## DISTRICTS NOT PART OF A REGION

- OVERBERG
- WALKER BAY
- DOUGLAS
- CAPE AGULHAS
- BOT RIVER
- PLETTENBERG BAY



  
 Wines of  
**South Africa**  
 variety is in our nature

[www.wosa.co.za](http://www.wosa.co.za)  
[www.varietyisinournature.com](http://www.varietyisinournature.com)



**Variety is in our Nature**



Wines of  
South Africa



# The oldest viticultural soils



# Two Oceans



# Terroir

Varied soils, micro-climates and aspects all affect the character of our wines

# Biodiversity

The natural environment is the foundation of the biodiversity in the Cape Floral Kingdom

# Wines

The abundant biodiversity of the Cape floral Kingdom is a potent indicator of South Africa's rich and diverse terroir which provides us with a treasure trove of wine making opportunities

indicator



Wines of  
South Africa



# Building a premium image



# Extra-ordinary diversity of people





Wines of  
South Africa

**95% of our wine is produced  
within the Cape Floral Kingdom**



**Over 9600 plants**

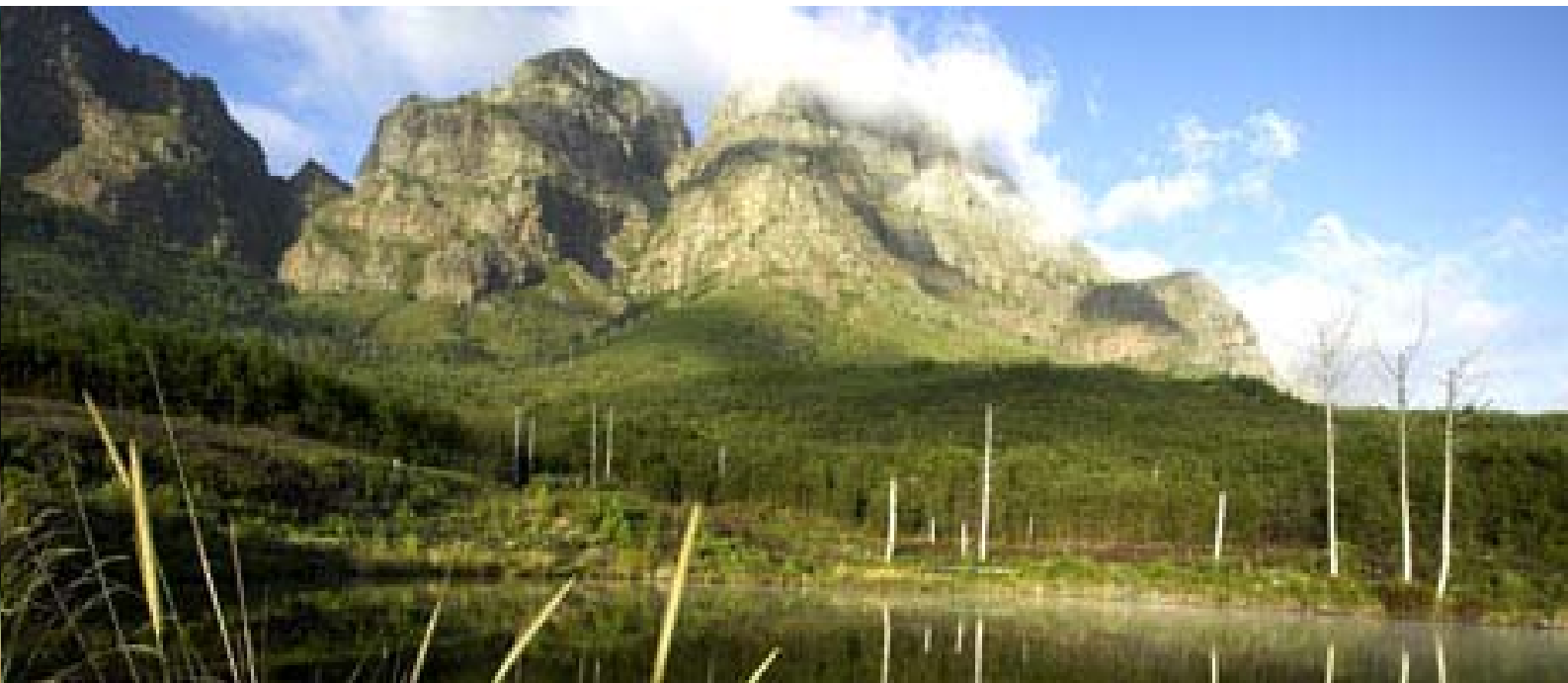


**609 Producers have pledged :**





**To farm sustainably**





**To be custodian of the land and preserve it for future generations**





**To nurture a culture of respect among the people who work with us on our farms and in our cellars**



**To promote an environment of dignity,  
equality and upliftment for all**





Wines of  
South Africa

**To protect the unique and  
valuable biodiversity of our winelands**

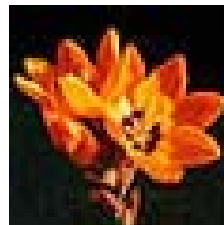
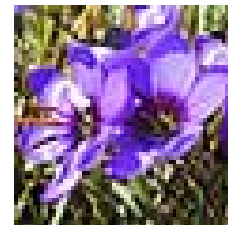
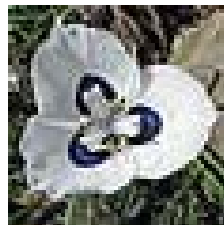




**To safeguard the rich heritage of  
South Africa's winelands**



# BIODIVERSITY & WINE Initiative



**93 members, six champions, over 63000  
hectares conserved**



# **IPW : removing aliens, indigenous buffer strips, managing water and waste**





# **Wine and Spirit Board will enforce IPW Certification by 2009**





**Multi layered  
message**

# Consumer trends – ethics, environment, purchasing to make a difference

(PRODUCT) RED™



Organic



# **A new visual language**



# www.varietyisinournature.com



Variety  
is in our  
nature



[view all](#) | [submit your own](#)

gallery [ 🌸 ]

September 1, 2006

## WELCOME

Welcome to Variety is in our Nature.

This site is for everyone who has a **passion for nature**.

It is all about the fantastic world of the [Cape Floral Kingdom](#), which is the smallest yet [richest plant kingdom](#) on earth.

The Cape Floral Kingdom is a [World Heritage Site](#) and home to some tens of thousands of animals, insects and plant species (over 9 600!).



[Regional Roundup](#)

[Events Listing](#)

[Map](#)

[About Biodiversity](#)

[In the News](#)

**Consumer message:  
natural, authentic, distinctive, genuine,  
original**



# **SA wines are eco-friendly**



# Enviably image in the eyes of the consumer



# ≠ Hannuwa

**- The gathering of good fortune through living in sustainable harmony with our natural environment**





Thank you

