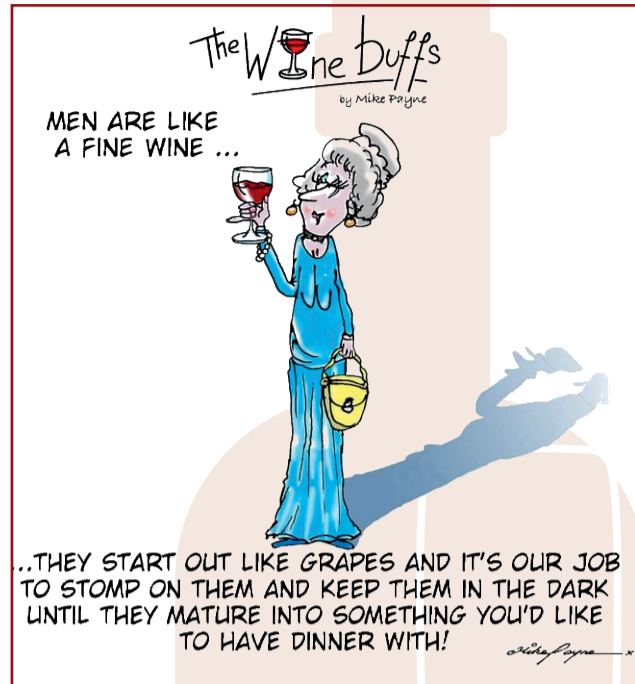




We are delighted to bring out the first edition of WSCI's newsletter, which will be a regular feature. When it comes to consuming good quality alcoholic beverages, India is one of the most dynamic countries today where people are coming out in good numbers to enjoy a quality day or an evening out with friends and family. Having said that, we still have a long way to go in terms of experimenting with wines and other spirits, and that too, responsibly. In our first edition of the WSCI newsletter, we bring to you a spectacular piece from the South African Wine Industry Transformation Unit, which has been working very hard to generate and promote equitable access and participation within the wine value chain by black people. The world of wines is expanding at a happy pace and as part of our initiative, we at WSCI would like to add more knowledge about the beverage as well as how to savour different kinds of wines, so as to take away some of the inhibition that many people face while ordering wine. We would also hope to take enthusiasts and connoisseurs to the next level through our many interactions – both electronically as well as at events – and enable a growing community of wine lovers. Stay tuned and do write to us if you would like to be a contributor!

From the Editor's desk
Cheers - Anurima



Revolution in the South African Wine Industry

The South African wine industry dates back to the year 1659 when the first wine was made by the then governor of the Cape Colony, starting a wine making culture that now spans over 360 years. Merging with this historical background was the dawn of democracy 25 years ago, which can only be described as revolutionary in the context of South African history, as it forever changed the landscape of the country in every aspect, including the wine industry. This fundamental change did not however come without its challenges.

Industry perspective in an evolving climate

Looking back at the last few decades in history, the wine industry faced many challenges, forcing it to adapt, rethink and reposition itself in order to survive critical factors such as a changing political landscapes, climate change causing natural disasters like severe draughts in some production areas, shifts in demand for product and the volatile economy, causing serious financial pressures for wine farms and cellars.

The industry experienced a decline of 8291 hectares since 2008 with the 2019 crop at a low of only 1,24 million tonnes of grapes. The current plantings are just over 93 000 hectares of vineyards, consisting of 105 grape varieties, of which the top ten are Chenin blanc, Colombar, Cabernet Sauvignon, Sauvignon blanc, Shiraz, Pinotage, Chardonnay, Merlot,



Ruby Cabernet and Cinsaut. There are currently 2873 producers and 542 wine cellars in South Africa, with a total production of 973 million litres of wine, of which 47.4% is exported. and 52.6% consumed locally. In 2018, 51% of production was exported.

Transforming the wine industry

Within this volatile economic, environmental and political climate, new entrants to the wine industry are finding their way, pushing through barriers to develop their businesses and access the limited support programmes available. These barriers include access to markets, capital investment in businesses, infrastructure, ownership of land and property, distribution networks, ethical and socio development aspects.

In 2016, the SA Wine Industry Transformation Unit (SAWITU), a non-profit company incorporated under the first schedule of the South African companies act, was established by its founding members, the National Agricultural Marketing Council (NAMC), Vinpro and the SA Liquor Brand Owners Association (SALBA). The unit's main focus is to generate and promote equitable access and participation within the wine value chain by black people, strengthen and accelerate the development of the operational and financial capacity of wine farms and businesses owned by black people throughout the value chain, increase representation of black people, with a specific focus on black women, at management level in wine cellars, wine businesses and industry organisations through industry programmes for human development, promote ethical practices within its community of stakeholders (including workers) through the implementation of well-integrated ethical trade programmes throughout the wine industry, become proactively involved in the upliftment and empowerment of workers and communities comprising of black people within the wine industry, promote socially responsible consumption of the produce of the vine and assist in the facilitation of an all-inclusive social compact for the wine industry. These transformation objectives are executed with 20% of industry levies, payable by different interest groups in the wine industry. SAWITU is currently under the leadership Ms Wendy Petersen, the Transformation Operations Manager and till date 25 black-owned wine brands were assisted with finance, legal mentorship and enterprise development in the form of trade promotions. SAWITU has seen an increase in member applications and currently has 65 black owned brands and 60 black-owned farms registered on its database. To strengthen support to its members, SAWITU links closely with various key industry organisations, such as Vinpro (producer organisation), Wesgro, the SA Liquor Brand Owners Association (SALBA), the SA Wine Industry Information and Systems (SAWIS), Winetech and Wines of South Africa (WOSA) and government structures such as the provincial Department of Agriculture, the national Department of Agriculture, Forestry and Fisheries (DAFF), the National Agricultural Marketing Council (NAMC) and the Department of Trade and Industry (DTI). "SAWITU aims to bring about fundamental change in the South African wine industry and although we realise that the current environment makes this more challenging, we believe that there are opportunities in achieving sustainable growth

Royal Rhino Arabica Coffee Cream liqueur's bottle is inspired by founder Louis Lategan's love for nature and his passion for protecting and honouring one of South Africa's big 5 giants, the rhino. The beautifully unique bottle, BN 4200 brings to mind the rhino horn and encourages people to reflect on the ever increasing threat to rhinos while sipping on this velvet smooth drink. Glass then is a natural packaging choice, not only because it perfectly preserves Royal Rhino's rich flavours of Arabica coffee and floral vanilla blending effortlessly with fresh cream, but also because it echoes the brand's commitment to sustainability. Let's raise a glass to Belleville for its world-class innovation and for making a real difference. For every bottle sold, a donation is made towards selected rhino conservation entities!

