



**For Immediate Release
For Lifestyle and Business Editors/Journalists**

2009 SOWETO WINE FESTIVAL TARGETS INTRA-AFRICA BULK WINE SHOPPERS

GAUTENG, SOWETO, 11 AUGUST 2009 - In a bid to encourage and promote bulk domestic wine sales across SADC countries, the 2009 Standard Bank Soweto Wine Festival, happening on the 4th and 5th September 2009, is now an official event of the inaugural Joburg Shopping Festival, which runs from 1 to 30 September 2009.

The Joburg Shopping Festival is a joint Joburg City, Gauteng Tourism Authority and GEDA initiative to promote intra-African trade, investment and tourism. It is the largest retail and wholesale shopping, entertainment and cultural tourism event of its kind on the African continent.

“This is the beginning of a long-term objective of the Soweto Wine Festival to increase the footprint of South African wine consumption and increase retail sales for our wine estate exhibitors. We are actively targeting SADC bulk shoppers, consumers and retailers alike, to use the Soweto Wine Festival as their wine shopping venue. We are logistically set up to manage multiple bulk wine orders direct to door.” says **Marilyn Cooper**, Cape Wine Master, joint founding member of the Soweto Wine Festival and MD of the Cape Wine Academy, who are the organisers of the festival.

A previous 2004/2005 study revealed that cross border shoppers, called “Retail Tourists”, annually spend about R20 billion in Johannesburg. Johannesburg is therefore positioned to promote itself as the continent’s retail and wholesale trade “hub”, and the shopping capital of Africa.

Johannesburg MMC for Economic Affairs, Parks Tau, stated “From an economic development point of view this initiative will have an unprecedented impact on businesses that interconnect with the retail sector within a condensed time period. We are particularly enthusiastic that it has a wide geographic spread; the festival will revolve around 12 key nodes in the City’s seven regions. We can safely say that the gains will be fairly even throughout the city.”

end

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EDITORS NOTES

FESTIVAL DETAILS

Dates and Times:

Friday 4th September 2009 – 6pm to 10pm

Saturday 5th September 2009 – 5pm to 10pm

Venue:

Main Hall, Soweto Campus, University of Johannesburg, Old Potch Rd, Soweto

Tickets:

R55 per person

Ticket Availability:

- At the festival
- At www.webtickets.co.za
- At select Pick n Pay Hypers - Boksburg, Norwood, Woodmead, Steeledale, Northgate, Princess Crossing, Soweto and Greenstone
- At Morara Wines
- At Cape Wine Academy

More info and images: www.sowetowinefestival.co.za

Soweto Wine Festival

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