



SOWETANS TREND-SETTING AT SOWETO WINE FESTIVAL

GAUTENG, SOWETO, 18 JUNE 2008 - The 4th annual Standard Bank Soweto Wine Festival, taking place on 5 and 6 September in Soweto, is unique in its primary objectives as an 'edutainment' wine festival in a 'non-pressured' environment.

Mnikelo Mangciphu, one of the festival's founding members and owner of Soweto's first wine shop, Morara Wine Emporium, says, "Our festival is dedicated to encouraging, educating and growing black wine drinkers in Soweto. There is an unspoken pride and awareness that all new trends start with Sowetans. Shifting lifestyle drinking habits to include our world-famous wines is very much part of the festival history, and definitely a part of Soweto's trending-setting tradition".

Mangciphu adds that to shift the black market's perceptions of wine drinking and wine drinkers, the festival focus is on integrating wine into black people's homes and enhancing their existing lifestyles. He says, "Visitors want to learn about food and wine combinations – but Sowetan Style".

In light of this, the festival organisers are launching the innovative 'edutainment' classes at the 2008 festival. These fun one-hour classes will be run by Cape Wine Masters using different wines exhibited at the festival, demonstrating the differences between styles and cultivars of red, white and sparkling wines, and discussing the traditional and non-traditional foods that would be ideal to accompany them.

Retail and hospitality SMME's, such as spaza shop owners, upmarket shebeens, mini-market owners and B&B owners, based in Soweto and around Gauteng are part of the black middle class audience that flock to the festival. Their interest in the festival is to increase their knowledge on wines in order to expand their businesses by including wine sales as part of their business.

To assist this edutainment factor beyond the festival, organisers are inviting Soweto 'born and bred' restaurateurs to cater for the expected 5,500 visitors, in a 'restaurant village' outside the main hall.

Says Mangciphu, "We are interested in including the entrepreneur restaurants in Soweto that also want to learn about wines that pair well with the popular traditional foods that they offer every day. This way, they integrate wines on their menus and it becomes a way of life".

He adds that by involving these four sectors in the festival, SMME retail, hospitality, tourism and ultimately the consumers, the festival assists in growing local wine sales whilst stimulating the Sowetan economy, and tourism into Soweto.

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The Standard Bank Soweto Wine Festival is now considered the most popular lifestyle festival of its kind in Soweto and has one of the highest growth rates, year on year, to similar lifestyle shows in South Africa. With over 300% growth in visitor attendance since 2005, this festival is setting trends that are representative of Soweto as a burgeoning suburb of Johannesburg.

During the 2008 festival, we estimate more than **5,500 consumers** will be experiencing and enjoying in excess of **850 different wines from 115 wineries**, allowing visitors to taste and savour a wide range of styles and cultivars: red and white, sweet and dry, as well as fortified, sparkling and Cap Classique.

Venue:

The main Arena Hall, University of Johannesburg, Soweto Campus situated on Old Potch Road, which is one the main entrances into Soweto and is just further down the road past Baragwanath Chris Hani Hospital. (See directions below)

When:

Friday 5th September and Saturday 6th September 2008

The Festival Weekend:

The doors open to the public in the main hall, University of Johannesburg, Old Potch Road, Soweto:

6:30pm – 10:00pm Friday 5th September 2008

6:30pm – 10:00pm Saturday 6th September 2008

Cost: Visitors Tickets are R50

- Tickets will be available at the festival entrance on both nights or,
- At select Pick n Pay Hypermarkets in Jo'burg - contact Busi on 011 783 4585

Transport: Courtesy of Jo'burg Tourism and the Cape Wine Academy, for those who do not wish to drive into Soweto, a branded shuttle service for public and for VIP Media will operate from:

- Town Lodge Car Park, Grayston Drive, Sandown.
 - Cost per person return per day: R80.
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