



STANDARD BANK SOWETO WINE FESTIVAL 2008  
PRESS RELEASE – IMMEDIATE RELEASE

## SOWETO WINE FESTIVAL GETS SUPPORT FROM STANDARD BANK

Soweto, Johannesburg, 28<sup>th</sup> March 2008 - Standard Bank has reaffirmed its support of the wine industry by agreeing to sponsor the Soweto Wine Festival for the second year running.

Says Bertie Smith, Director of Agricultural Banking at Standard Bank: "In 2007, Standard Bank was offered the opportunity to sponsor the Soweto Wine Festival for the first time. Our involvement in the festival gave us the opportunity to demonstrate our commitment to the wine industry, and to assist in unlocking the economic potential of Soweto. We are pleased that the Soweto Wine Festival has extended the invitation for us to be involved in 2008 and 2009, an opportunity we intend to use to once again reflect our support of the wine industry and our involvement in the broader agricultural industry."

The 2008 Standard Bank Soweto Wine Festival is the 4<sup>th</sup> consecutive wine festival in Soweto organised by the Cape Wine Academy, and is considered the most popular wine and lifestyle festival of its kind in Soweto. With over 300% growth in visitor attendance since 2005, this vibrant wine festival is setting trends that are representative of Soweto as a burgeoning suburb of Johannesburg.

Says Mnikelo Mangciphu, co-founding member and one of the organisers of the festival: "Standard Bank's involvement in the wine festival is great news. We are proud to be associated with this bank. They add tremendous value to all involved and do important empowerment work within the wine industry as a whole. We are very happy with this partnership of shared vision for Soweto and wine."

The focal point of the 2008 Soweto Wine Festival is education in wine as a lifestyle. The two 'edutainment' elements that have been planned are The Wine Classes that will be presented by Cape Wine Masters, and 'food & wine luncheons' to be held at selected restaurants and pubs in Soweto. Participating Soweto restaurants are Robby's Place in Pimville, Masekeng in Mofolo and Kaya-Lethu in Orlando. These luncheons are open to the public and will be fun and interactive, concentrating on matching flavours of traditional meals with wines.

Says Tariro Masayiti, winemaker at Nederburg, South Africa's largest premium wine brand: "We had twenty times more interest at the 2007 Soweto Wine Festival than previous wine exhibitions." Johann Krige, owner of Stellenbosch icon, Kanonkop, confirmed this observation.

**STANDARD BANK SOWETO WINE FESTIVAL 2008**  
**PRESS RELEASE – IMMEDIATE RELEASE**

Marilyn Cooper, co-founding member and one of the organisers of the festival confirms that the exhibitor stands are booking out fast to repeat exhibitors including empowerment wineries. Says Cooper: "The festival is only in September but we are already taking in a number of bookings on a daily basis."

115 wineries showcasing approximately 850 wines are expected to exhibit in Soweto this year to more than 5500 Sowetan residents and wine connoisseurs and producers. This festival provides economic value to the South African wine producers by introducing South African wines to new markets via education and interaction, which in turn increases local consumption and sales.

For more information go to [www.sowetowinefestival.co.za](http://www.sowetowinefestival.co.za) or contact Marilyn Cooper on 011 783 4585

**Festival Details:**

Dates: 5<sup>th</sup> and 6<sup>th</sup> of September 2008

Times: 18h30 - 22h00 (both evenings)

Venue: Soweto Campus, University of Johannesburg, Old Potch Rd

Entrance fee: R50

[www.sowetowinefestival.co.za](http://www.sowetowinefestival.co.za)

For Media and PR:

Viv Quann

Hot Salsa Media

084 486 2136 or [viv@hotsalsamedia.co.za](mailto:viv@hotsalsamedia.co.za)