



WHO FARES SOWETO, WINS!

Soweto Wine Festival Goes Big for Exhibitors

Soweto, Johannesburg 8th August 2007 – The Standard Bank Soweto Wine Festival organisers and sponsors are going all out this year to ensure that this year's festival is a success, and one that remains a major tourist attraction.

The festival takes place on 7 and 8 September, and one of its primary objectives is to provide a platform for wine estates to interact with and showcase their wares to thousands of potential Soweto consumers. It is also these educated wine consumers that are perceived as the major 'influencers' amongst family and friends. 'Influencers' are the 'holy grail' for today's marketers.

Says festival organiser and principal of the Cape Wine Academy, Marilyn Cooper, "With local wine consumption dropping from 9,1 to 8,7 litres per person per year and the 5000 new wine consumers expected at the 2007 Soweto wine festival, it goes without saying, that increasing the number of new wine drinkers through new domestic markets makes sense. This falls in line with the empowerment growth objectives of the Standard Bank Soweto Wine Festival."

Soweto as a growing business hub, contributes to the Soweto Wine Festival's brand equity through emotional connection, value, accessibility, awareness and relevant differentiation to any other wine festival anywhere in the world. The festival is very appealing to international tourists who are specifically travelling to South Africa to attend the festival. Tourists' from the USA and Nigeria have booked already. Every year, more exhibitors are also encouraged to stay in Soweto over the festival providing stimulation to its economy.

Headline sponsor, Standard Bank are using this event to provide a platform for key stakeholders with a vested interest in the industry to meet. Says Bertie Smith, Director of Agricultural Banking at Standard Bank, "Further, this opportunity allows us to show our support of the development of Soweto, and to assist in unlocking the economic potential of the township."

hotsalsamedia

Over the next two weeks, 150 VIP press invitations are going out to prominent editors and journalists who have previously contributed to the growth of the festival and wine industry. Says Viv Quann, PRO for the festival, "Friday night is VIP Press night. Jo'burg Tourism is sponsoring a luxury Media Coach from the Cape Wine Academy offices in Sandton into Soweto. The coach hosts will be Cape Wine Master, Chris de Klerk, plus Joe Motsogi, a professional tour guide with JMT Tours, who's combined knowledge of wine and history of Soweto will make this a fun start to the festival."

Other exciting festival developments are the VIP Press media room complete with desks, chairs and laptops that will be open to all press for interviewing. Interviews are being set up between 7pm and 9pm Friday, 7 September.

At least three TV crews are expected to be filming at the festival this year. Three 15' TV commercials are also being flighted on DStv in August showcasing three of the wine producers.

The festival has acquired a trading licence through Soweto's first exclusive wine retailer, Morara Wine and Spirit Emporium, based in Mofolo central. This allows visitors to purchase wines at the festival.

[For media accreditation and more information - visit \[www.sowetowinefestival.co.za\]\(http://www.sowetowinefestival.co.za\)](http://www.sowetowinefestival.co.za) or email viv@hotsalsamedia.co.za

Or please contact

Marilyn Cooper or Busi Yende on 011 783 4585

Mnikelo Mangciphu on 082 336 5948

Media

Hot Salsa Media

Viv or Sharon

Contact number: 084 486 2136 or 074 461 0544

Email: viv@hotsalsamedia.co.za or sharon@hotsalsamedia.co.za