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2008 STANDARD BANK SOWETO WINE FESTIVAL

RAISES THE BAR

SOWETO, GAUTENG, 07 AUGUST 2008 - Today, Soweto covers an area of approximately 120km², and is home to 9 different ethnic groups. The total population is now 3.5 million, of which 1 million commute daily into Johannesburg to work.

The city has over 260 primary schools, 70 high schools, 1 university, 1 teacher training college, 300 churches, 18 state clinics, 15 police stations, 14 railway stations, 7 libraries, 12 community halls and 120 soccer pitches and **one wine festival** – the Standard Bank Soweto Wine Festival.

This year the 4th annual Standard Bank Soweto Wine Festival has raised the bar by attracting big-brand sponsors who are going all out to make the 2008 Standard Bank Soweto Wine Festival one of the most exhilarating and vibrant “who’s who” events to take place in Soweto.

The big-brand line-up includes **Standard Bank** (primary sponsor); Blue IQ Projects’ **Cradle of Humankind World Heritage Site (COH WHS), Dinokeng and Gauteng Tourism Authority** (associate sponsors); **City Press, Pick n’ Pay Hyper, Jo’burg Tourism, SANParks and DStv** (chardonnay sponsors) with **City Press** and **Kaya FM** (media partners).

Mnikelo Mangciphu, festival co-founder and owner of Soweto’s first Wine Store, **Morara Wines**, says: *“It is strategic that the festival is attracting South Africa’s top brands. Our sponsors, who exhibit alongside our world-class wine estates, are carefully selected for their ability to provide leading lifestyle choices as well as being able to create business connections with the thousands of visitors and VIP stakeholders that come to the festival.”*

Says **Bertie Smith, Director of Agricultural Banking at Standard Bank**: *“Based on the success of the Standard Bank Soweto Wine Festival 2007, we have reaffirmed our commitment to the event by confirming our involvement for 2008 and 2009. This is an opportunity we intend to use to further reflect our support of the wine industry and our involvement in the broader agricultural industry.”*

Associate sponsors, Blue IQ Projects’ - Cradle of Humankind World Heritage Site and Dinokeng - will host an invitation-only VIP Lounge on Saturday, 6th September. Guests include Gauteng Tourism Association key stakeholders and VIPs alongside media and Sowetan SMMEs in a jazz-fuelled evening showcasing South Africa’s favourite wines and Gauteng’s top two premier tourism destinations.

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The Cradle of Humankind World Heritage Site and Dinokeng Blue IQ projects are initiatives of the Gauteng Provincial Government to establish geo-spatial tourism destinations in the northwest and the northeast of the province, close to the densely populated metropolitan areas of Johannesburg, Tshwane and Ekurhuleni.

Compared to 2003 when there were only 163 tourism establishments, this number has grown amazingly to 663. The projects promote economic growth and social upliftment, relieving the burden of poverty, particularly for historically disadvantaged communities living in and around the two destinations.

Says Mr Fana Jiyane, CEO of the projects, *“We are proud to be associated with the Standard Bank Soweto Wine Festival for the first time and encourage all of you to visit our stand and be on the lookout for exciting prizes to the destination.”*

Setting precedence in value-added initiatives, the Cradle of Humankind World Heritage Site (COH WHS) is offering a special all-expenses paid tour and luncheon at Maropeng in the Cradle of Humankind World Heritage Site on Saturday 6th September. The tour will also incorporate a Cape Wine Master wine tasting on the coach.

This tour is open to wine estate delegates, VIP’s and invited press to meet with COH WHS tourism product managers. The objective of the tour is two-fold; to showcase the wonders of the World Heritage Site and to increase local wine sales that will grow wine selections for visitors to the site.

Marilyn Cooper, MD of the festival’s organiser, the Cape Wine Academy, and co-founder of the Standard Bank Soweto Wine Festival says the festival is dedicated to creating business platforms to stimulate wine sales and economic growth in Soweto. *“The appeal of the Festival is its ability to attract and substantially grow as an event with multiple consumer and business platforms that can extend far beyond the festival weekend.”*

To broaden wine knowledge, The Cape Wine Academy, together with leading retailer and sponsor, Pick n Pay Hyper, will launch the inaugural **Pick n Pay Wine Class**. Presented by Cape Wine Masters, free one-hour ‘class room sessions’ will take place during the festival. Here, tasting presentations will lead the participant on a journey of wine discovery.

Kader Patel, GM of Foods/Marketing at Pick n Pay Hyper says: *“Pick n Pay is fortunate to be part of the Soweto Wine Festival for the next two years. Our new first-class Pick n Pay Hyper in Soweto carries an impressive range of wine that’s guaranteed to tantalize the palates of all our shoppers, from wine-buffs to the less-fussy. Much work is going into giving*

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all our shoppers the best wine available, and we are pleased to be able to showcase some of the wines we carry at the festival's WINE CLASS."

Kaya FM, a media partner alongside City Press, plays a big part in bringing celebrities and excitement to the visitors, as well as a buzz to the build-up of the festival with weekly on-air giveaways. The popular DJ 'T-Bose' Mokwele is the official MC on both evenings and will be giving away spot prizes every hour.

Says Mark Mdelela, Marketing Manager, Kaya FM: *"Kaya FM 95.9 is proud to be associated with the Standard Bank Soweto Wine Festival. Radio speaks to lifestyle and these events give us a great platform to interact with our listeners off air."*

The official press partner, City Press, has joined the festival for the first time.

Says Siphokazi Mabo, Brand Manager, City Press: *"South Africa is renowned for its first-rate and vibrant wine industry the world over. Locally, the interest and development has been fast growing amongst the black middle class - the entrepreneurial success of Ses'fikile is proof of this."*

Mabo continues, *"City Press is proud of its debut association with the 2008 Standard Bank Soweto Wine Festival, as this event is committed to educate Sowetans about our rich heritage of winemaking, trade and the lifestyle that accompanies it. We believe this event will contribute immensely to the growth of the local hospitality sector and offer individuals who appreciate wine, an educational, yet entertaining experience."*

Says Mnikelo Mangciphu, *"We selected City Press as our press partner being the biggest Sunday newspaper with more than 2,3 million readers. Their stance is that City Press is Distinctly African, as is the Festival. It is also sold in Botswana, Namibia, Lesotho and Swaziland, which increases festival brand awareness in the Africa tourism market."*

To set the pace of big prize giveaways, SANParks is giving R40 000 worth of holidays to visitors who enter the competition on the Soweto Wine Festival website. **Says SANParks, Matsima Magakgala - Regional Manager: Northern Parks,** *"South African National Parks is always striving to ensure that information about our natural and cultural heritages is filtered to all citizens in SA and the World. In this vein, we identified the Standard Bank Soweto Wine Festival as one of the ideal vehicles to assist us in this large task. Last year, being our first involvement, proved to be a remarkable success and thus we have decided to continue on a larger scale this year."*

Heita Soweto!

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Editors Notes:

Approximately 100 wineries showcasing over 1000 wines are expected to exhibit in Soweto this year to more than 5500 Sowetan residents and wine lovers. This festival provides economic value to the South African wine producers by introducing their 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 or contact Marilyn Cooper on 011 783 4585

Festival Details:

Dates: Friday, 5th and Saturday, 6th of September 2008

Times: 18h30 - 22h00 (both evenings)

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

Entrance fee: R50

Tickets available at the festival entrance or from these Pick N Pay Hypers:

Boksburg, Norwood, Woodmead, Steeledale, Northgate, Princess Crossing, Soweto and Greenstone

More info: www.sowetowinefestival.co.za

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