



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

EMPOWERMENT BRANDS POUR INTO SOWETO

SOWETO, GAUTENG, 24 AUGUST 2009 - This year, the 2009 Standard Bank Soweto Wine Festival celebrates both 5 years in Soweto and 350 years of South African Winemaking. That two celebrations coincide in the heart of the most famous township in South Africa is very fitting considering the record number of empowerment brands exhibiting at the Soweto Wine Festival this year.

Wines of South Africa (WOSA) recently launched a book entitled '*lthemba*', which is being distributed to members of the international wine trade and portrays the effects of racial transformation in the wine industry. It notes that 'the structure of the wine industry has changed in that black business consortia are investing in vineyards and wineries; people of colour are becoming winemakers and role players in the various sectors of the industry and workers' trusts are seeing previously disadvantaged South Africans owning shares in wine farms they have toiled on for generations'. And it these very people you will meet at the Standard Bank Soweto Wine Festival on the 4th and 5th September 2009.

Some of the wine brand exhibitors behind these remarkable South Africans are Tukulu Wine, Lathitha (pronounced 'la teet aah'), Cape Dreams, M'hudi Wine, Libby's Pride Wines and Ses'fikile, Jacobs Quest and Thokozani Wine - all worth a mention and all making a name for themselves locally and internationally.

Excited to be amongst such great company is Palesa Chabula, Vodacom Executive Head: Corporate Communications. She says, "The drinking of fine quality South African wines, which are highly regarded and comparable to the best in the world, is one of life's greatest enjoyments, and Vodacom is proud to play a part in promoting this experience among Sowetan residents through the Soweto Wine Festival."

The Jacob's Quest wine brand was built through sheer passion and determination. Owner, Jacob Peu, first met his business partner, Des Green, at the Soweto Wine Festival in 2005 and has never looked back. Through a joint partnership with other wine farmers, they are revolutionising the wine industry by introducing wines that taste great to the emerging black market consumer.

The Tukulu wine brand, established in 1998, was the first black-owned wine producer in South Africa and is a BEE venture between Distell, a group of Gauteng entrepreneurs and the Maluti Groenekloof Community Trust. Tukula is celebrating a phenomenal achievement of over 10 years in the industry.

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Thokozani Wines is a partnership between Diemersfontein Wine & Country Estate's owners, its employees and some external investors, and focuses on both wine and hospitality. Its central focus is on training and development to achieve sustainable economic empowerment.

Ses'fikile, meaning 'we have arrived' in isiXhosa, is a remarkable empowerment company started in 2004 by four black women teachers. Leading this brand today is Nondumiso Pikashe. Her goal is to teach black people about wine and the responsibility of wine consumption.

The impressive M'hudi brand has an inspirational story behind its creation and is owned by the Rangaka family – the first and only black family to own a wine farm in South Africa. Through hardship and red tape, this 43 hectare farm is the pride and joy of this close knit family.

A new star is Buntj Khan who started out marketing wines before launching her label, Cape Dreams, in March this year. First launched in the USA, this is Cape Dreams' first Soweto Wine Festival.

The wine industry provides significant employment, economic and development opportunities in production, exports, trade and tourism. Transformation within the wine industry is a multiple effort of which the Standard Bank Soweto Wine Festival is just one important cog in the wheel. Bringing wine to the people whilst supporting local businesses is a key value driver to the upliftment of Soweto and its residents.

An example of this is the new Soweto Wine Festival food court, which is being transformed to accommodate two well known restaurateurs - Asidle Gourmet Catering under the leadership of celebrity chef Citrum Khumalo, and well-known Soweto-based eatery, Masakeng Restaurant & Bar with owner Godfrey Senwelo Mautloa.

Mnikelo Mangciphu, co-founding member of the Soweto Wine Festival and owner of Morara Wine Emporium in Soweto, which also launched after the 2005 Soweto Wine Festival, says, "This festival is growing Soweto-style – huge! We have received 119 accredited media for the opening night with several TV stations such as Reuters, SABC, Taxi TV and several production companies coming. We have 14 big brand lifestyle sponsors, around 100 wine exhibitors, over 800 wines to taste, educational wine classes every hour for anyone who wants to learn about wine whilst at the festival; the most gorgeous VIP lounges on both nights with Standard Bank and DStv promising big celebrity performances, 5star décor with food and wine flowing freely."

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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, Chris Hani Rd, (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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