



2010 SOWETO WINE FESTIVAL EXPANDS TO MEET DEMAND.

SOUTH AFRICA, GAUTENG, 6th JULY 2010 - Making history by being the most successful annual lifestyle event held in Soweto, and dubbed Mzansi's trendiest wine festival, the 2010 6th annual Soweto Wine Festival, taking place from the 2nd to the 4th September at the University of Johannesburg Soweto Campus, is expanding to meet the demands of expected growth in visitors.

As a result of its extensive growth and increasing popularity, the 6th annual Soweto Wine Festival has raised the bar by increasing the festival length to 3 evenings; a large marquee will also be added to the side of the hall to cope with crowd capacity; and a business arena will be launched to showcase careers in wine, wine education, and entrepreneurial opportunities in wine.

Says Marilyn Cooper, Cape Wine Master, joint founding member of the Soweto Wine Festival and MD of the Cape Wine Academy, who are the organisers of the festival, *"In our 6th year, we have extended the festival to 3 evenings and will include a large marquee to allow for the enormous growth this festival is experiencing. It is the most exciting wine festival in South Africa."*

In 2010, visitors will be treated to the ultimate tasting experience with the opportunity to sample over 800 of South Africa's best known wines from 100 wine producers including some of South Africa's most reputable, award-winning labels and our most successful empowerment brands.

It is expected that in excess of 6500 visitors will be at the 2010 festival to delight in tasting a wide range of styles and cultivars, whilst interacting with lifestyle brands, having a meal in the food court, or taking a wine class.

Offering an educational food & wine component for visitors, Pick n Pay will present two one-hour food and wine pairing sessions hosted by wine experts and renowned chefs.

Major sponsors of the festival include Pick n Pay, Mango Airlines (Travel Partner), Soweto Hotel (Hotel Partner), First Car Rental (Car Rental Partner), DStv (Gold Sponsor), Samsung Mobile (Silver Sponsor), City Press and Kaya FM (Media Partners).

Says Colleen Goodman, DStv Marketing Manager, *"Once again DStv is proud to be partner of this year's Soweto Wine Festival. We are proud to play a part in its astonishing growth and also helped*

introduce wine to the people of not only Soweto but to the people of Gauteng. We are also happy to have signed a three year deal to be part of the event, which gives us an opportunity for our brand to interact with our subscribers and also to introduce our brand to potential subscribers”.

Nico Bezuidenhout, Mango CEO: *“South African wine ranks, amongst its global peers, as some of the finest from a relatively young viniculture. Mango lauds initiatives such as the Soweto Wine Festival where inland access to wine’s greatest brands is made possible; it is in this spirit that we have elected to participate as Official Travel Partner to the event.”*

The launch of the Wine Business Education arena will provide a strong platform for business opportunities and add economic value to the South African wine producers by introducing South African wines to new markets via education and interaction that simultaneously increases local consumption and sales.

Mnikelo Mangciphu, co-founding member of the Soweto Wine Festival and owner of Morara Wine Emporium in Soweto says, *“We are no longer a small wine festival. A much anticipated change to the festival is the business lounge. You must love wine to be in the business of wine. The business of wine in South Africa has huge potential but is largely untapped by the black market. We need to share our knowledge to grow others. Wine is our heritage. It is time.”*

Comments Cooper, *“This year we are pleased that Norman Goodfellows and the Soweto Wine Festival will be launching the Soweto Wine Shop at the festival making it a one-stop wine shopping experience. Taste and Buy at great prices.”*

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EDITORS NOTES

FESTIVAL DETAILS

Dates and Times:

Thursday 2nd September to Saturday 4th September 2010 – 6pm to 10pm

Venue:

Main Hall, Soweto Campus, University of Johannesburg, Chris Hani Road, Soweto

Tickets:

R60 per person

Ticket Availability:

- At the festival

- 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

Marilyn or Busi on 011 783 4585

Sponsorship

Sharon Cooper

sharon@hotsalsamedia.co.za

074 461 0544

Media & PR

Viv Quann

viv@hotsalsamedia.co.za

084 486 2136
