

PRESS RELEASE

ATTENTION: NEWS, LIFESTYLE & BUSINESS EDITORS

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RAISE A GLASS FOR LOCAL WINE EXCELLENCE!

CHEERS! Sip, Savour & Support Local Wines at the Proudly SA Local Wine Expo

The Proudly South African Local Wine Expo is set to bring warmth to wine lovers this July. The wine-enthused event will take place on 26, 27, and 28 July 2024, at the Prison Break Market, situated by the San Quentin venue. It serves as a pivotal platform for Proudly SA wine member companies to showcase their offerings to consumers and potential buyers. This event not only promotes local wine brands but also supports job creation by empowering local winemakers to showcase their products.

What distinguishes the Local Wine Expo is its dedicated focus on creating an enabling environment for all winemakers in the country. This year will see yet another 70% involvement from women-owned brands from the 30 local wine brands on the expo floor. This annual event fosters inclusivity and equality providing a powerful platform for showcasing local winemakers' contributions within the wine sector.

Happy MaKhumalo Ngidi, the Chief Marketing Officer for Proudly South African, underlines the expo platform's significance for local winemakers. She stresses the essential role of corporates supporting local brands to boost economic growth and sustain job creation. Ngidi expresses, "The Proudly South African Local Wine Expo offers more than just a night out; it is a platform aimed at driving change and encouraging consumers to support local products. Proudly SA not only recognizes the participating winemakers but also welcomes FNB as a key supporter of the local wine industry. As a sponsor of the Local Wine Expo, FNB shares our enthusiasm for showcasing the finest local wines. Their backing allows us to elevate the event experience and craft unforgettable moments for consumers".

Andiswa Bata, CEO of FNB Business, highlights the importance of making it a priority to support local businesses in the wine sector. "Our ability to achieve sustainable economic growth is highly dependent on the success of our country's local businesses. The influence of local businesses in communities can be felt and seen through sustaining employment, and supporting more families in the communities they operate in. We recognise the vital role local businesses play in our economy, and being part of the Proudly South African Local Wine Expo embodies our efforts to empower, build, and grow businesses in the wine industry."

The Proudly South African Local Wine Expo has established itself as a premier gathering for wine enthusiasts, offering an unparalleled opportunity to sample and discover a diverse array of wines crafted by local artisans. To elevate the local wine brands, Proudly SA will host a buyer's session for the exhibiting winemakers, a closed

event that serves as a vehicle for local wine brands to grow a strong business platform and provide them access to markets and potential e-commerce partnerships.

MEC for Finance and Economic Development, Lebogang Maile, underscored the importance of partnerships in the local wine industry and also emphasised the importance of regulations in the sector. "The collaboration between the Gauteng Liquor Board and Proudly South African is important in driving economic growth and job creation within our province. This partnership underscores our commitment to fostering a thriving local wine industry, promoting responsible consumption, and ensuring sustainable development for our communities. By supporting local winemakers, we are investing in the future prosperity of Gauteng's economy" he said.

This year, attendees can look forward to tasting exquisite some of their favourite wines from renowned producers such as these women-owned wine brands; [J9wine](#), [Randela Wine](#), [Lavo Wines](#), [Siwela Wines](#), [Nanola Wines](#), [African Roots Wines](#), [Sesfikile Wines](#), [Amile Wines](#), [M'HUDI Wines](#), [Yethu Wines](#), [Lali Wines](#), [Aslina Wines](#), [Bayede Wines](#), [Koni Wines](#), [Libby's Pride Wines](#), [Zoleka Wines](#), [House of Azari](#), [Lathitha Wines](#), [House of D'licacy](#) and [Zulu Girl Wines](#).

Our male and co-owned wine brands will be represented by the following brands; [Khulu Fine Wine](#), [Redamancy Wines](#), [Landzicht Wines](#), [Mama Afrika Wines](#), and [Zoetendal Vineyards](#).

"We are thrilled to showcase the talents of these exceptional winemakers at the Proudly South African Local Wine Expo," concluded Ngidi. "Their dedication to crafting high-quality wines reflects our local wine industry's rich diversity and craftsmanship. We hope that those who attend the event will develop a love and appreciation for locally produced wines and start actively supporting the industry, as it is appreciated all over the world".

The Local Wine Expo promises an unforgettable experience for wine buffs and novices alike, offering tastings, food pairing, wine accessories, educational sessions, and opportunities to connect with the winemakers themselves.

This year, we are also proud to have the Gauteng Liquor Board as a partner, further supporting our mission to promote local wines and create job opportunities within the industry. Their involvement underscores the importance of regulatory bodies in fostering growth and ensuring a vibrant and sustainable local wine sector. Additionally, the Gauteng Liquor Board emphasizes the importance of responsible drinking, encouraging all attendees to enjoy the event responsibly and to never drive under the influence of alcohol. Lebogang Maile, Gauteng Province MEC for Economic Development and Treasury will deliver the opening address.

The Local Wine Expo schedule is as follows:

- **Friday, July 26th**: 17:00 - 23:00
- **Saturday, July 27th**: 15:00 - 23:00

- **Sunday, July 28th: 12:00 - 18:00**

To register for the event, visit <https://tickets.tixsa.co.za/event/Proudly-SA-local-wine-expo-2024>. Spaces are limited, so be sure to secure your spot early. Follow us on [Instagram \(@proudly.sa\)](#), [Facebook \(@proudlysa\)](#), [TikTok \(@officialproudlysa\)](#) and [Twitter \(@ProudlySA\)](#) for the latest updates and sneak peeks leading up to the event.

Strictly no children under the age of 18 will be allowed at the venue. In the spirit of promoting safe driving, Proudly SA requests that guests drink responsibly and to never drive under the influence of alcohol. Patrons are encouraged to use e-hailing or chauffeur services or to have sober designated drivers.

For more information on Proudly South African visit www.proudlysa.co.za

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