



IX FESTIVAL OF SOUTH AFRICAN WINES IN MOSCOW



The annual **Festival of SA Wines** in Moscow was held at the **Metropol Hotel** on **30 May 2018**. The 9th celebration of wine from the far and exotic country traditionally attracted the wide interest from the sophisticated Moscow public, and especially - from the wine professionals. For the fifth time the event took place under the vaulted ceiling of the Onegin Hall, which created the atmosphere of a large wine cellar.



The event was held on the background of the phenomenal import growth of the packaged wine from South Africa to Russia. In 2017 the South African winemakers shipped almost 6 million litres of bottled wine to Russia, which is double comparing to the year before. Or 3 times more, if we compare to 2013! This firmly reinstated Russia in the top ten directions of wine exports from South Africa. As to the share of the Russian market, South Africa has risen to the 7th position in monetary terms, leaving Portugal, Moldova, Germany and Argentine behind.

It must be noted that the draught of the recent years in the Western Cape has severe negative impact on the winemaking. The volume of processed grapes in 2017 was slightly higher than in the previous year, but still considerably below the level of 2015. The exports showed some growth, too. However, many producers complain about the shortage of wine. The total vineyard area in

South Africa has been steadily declining over the past ten years.

Nevertheless, we have enough reasons to remain optimistic. The situation with wine imports into Russia has largely stabilized. General price increases often play in favour of South African winemakers, since their produce has excellent price / quality ratio and is considered as a “spare landing ground” for many consumers. This year South Africa celebrates several notable anniversaries, including the centenary of Nelson Mandela and, closer to our topic,





The Festival organizers express the deepest gratitude to the South African winemakers and their Russian partners, which participated in the Festival and made the invaluable contribution to the promotion of the excellent South African product on this demanding market. Wine from South Africa remains an exotic mystery for many Russian consumers. Thus, raising awareness and improving the image of the SA brands are the tasks of paramount importance.



The next year is the big anniversary for the **Festival: 10 years running!** We are strongly hoping to enter it with even bigger success and notable achievements!

Follow our announcements!

The complete photo-gallery of the IX Festival: <https://photos.app.goo.gl/cWbet0GMuFTWvCGKZ>



Sincerely,

Vladimir Gorodkov
Festival Director