

## 2<sup>ND</sup> FESTIVAL OF SOUTH AFRICAN WINES IN MOSCOW, 26 April 2011



*Last year the inaugural Festival was held in a huge conference hall and it seemed that exhibitors and visitors were lost in the large expanses at times. To avoid the feeling it was decided to organize more compact and cozy environment filled with natural wooden features, dim lights and divided into smaller sections this year. It worked very well apart from the fact that nobody expected the twice bigger number of visitors to come!*

Yes, continuous efforts of WOSA in Russia are bearing fruit. Importers are bringing more South African wines into the country and the interest to the segment is growing rapidly. According to the latest SAWIS statistics Russia is the second fastest growing export market for SA wine currently. Most of it is in bulk, unfortunately, but presence of bottled South African wine on the market has a healthy growth as well.



Awareness among wine community is also on the increase. Our regular news-letter is distributed to almost a thousand readers currently. It was nevertheless a surprise when over 850 visitors registered to attend the Festival in a few weeks prior to the event. Almost 500 guests went through the doors of the generic tasting, where they could taste over thirty South African brands and well over 150 different wines. Over 70 guests attended two seminars organized in the framework of the Festival. The first seminar "South Africa is the Global Leader in the Sustainability of Wine Production" was delivered by WOSA representative in Russia Vladimir Gorodkov. Conservation, Integrity and Sustainability were the main themes of this presentation. The second seminar devoted to wines of Simonsig was conducted by Francois Malan, who attended the Festival on invitation from his distributor.



The Festival took place on the eve of the National Freedom Day 26 April 2011. It was held in the Flat Iron Restaurant of the stylish Courtyard by Marriott Hotel in Moscow City Centre. Eight major Russian importers and distributors took part in the Festival and presented their South African wine portfolios to the demanding public. There were two South African producers that were not represented on the Russian market

as yet and were actively looking for a reliable Russian partner. Presented wines attracted lively interest and were commended by the majority of the attending public.

The Festival was organized in close cooperation between WOSA, the DTI and the Embassy of South Africa in Russia. The recently appointed Ambassador Mr. Mandisi Mpahlwa delivered the opening address to the Festival and attended the first seminar.

There were many famous wine critics and experts among the Festival guests, as well as sommeliers, cavists, importers, wholesale and retail traders, journalists and other specialists of the Russian wine market. Most of them were excited with the cosy and friendly atmosphere of the event and the quality of wines presented. Even the narrowness of the isles and insufficient ventilation just added to the African feel! In several publications that appeared in the media the very next day it was noted that one cannot taste such a wonderful variety of South African wines in Moscow often, and this made the event even more interesting and attractive.

It was also noted that the 2<sup>nd</sup> Festival is the beginning of a tradition and everybody will be eagerly awaiting the following event next year!



The full photo report from the Festival can be viewed here:  
[http://sd.icelord.net/photos/2011/apr26\\_vine/index.html](http://sd.icelord.net/photos/2011/apr26_vine/index.html).

Some publications (all in Russian) can be seen here:

**Drink Time:** Moskovites Were Introduced to South African Wines -  
<http://drinktime.rbc.ru/news/47347.shtml>;

**Why Why Wine:** Wines of Good Hope - <http://whywhywine.ru/novosti/russkoe/-/vina-dobroj-nadezhdy>;

**Wine Pages:** 2<sup>nd</sup> Festival of South African Wine Took Place in Moscow -  
<http://winepages.ru/news/2993/>.