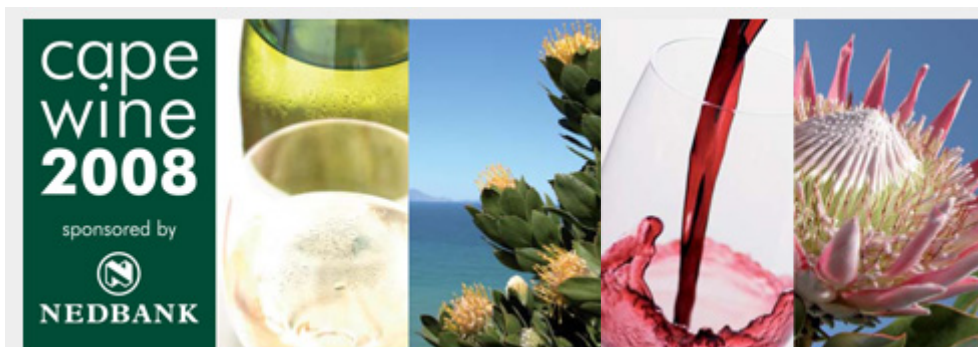


Cape Wine 2008 mit Export Boom für Südafrikanische Weine



Vom 23. bis 25 September findet zum 5. Mal die Cape Wine Show in Kapstadt statt.

<http://www.capewine2008.co.za/>

WINE EXPORTS SOARING AHEAD OF NEDBANK CAPE WINE 2008

Lesen Sie hier anlässlich des grossen Exportwachstums und der bevorstehenden Cape Wine Show den umfassenden Englischen Text vom CEO Su Birch von WOSA. Ganz am Ende finden Sie den Deutschen Kurzttext. Wir freuen uns mit Südafrika über diese wohlverdienten Exportrekorde.



Englischer Volltext:

South African wine exports had broken all records and were soaring in defiance of the international economic slowdown, said Wines of South Africa (WOSA) CEO Su Birch. Over 363 million litres were sold off-shore during the 12 months to July 2008, an increase of 27% on the previous 12 months. "This is way ahead of the originally anticipated target of 300 million litres a year we were hoping to achieve by 2010," she said.

Speaking just a few weeks before September's Nedbank Cape Wine 2008, South Africa's biggest ever wine exhibition, hosted by WOSA and targeting the international and local wine trade, she added: "The momentum appears to be continuing, despite even tougher trading conditions since the start of this year.



Export volumes are up 31% for the first seven months of 2008, thanks not only to a weaker rand and the continued strength of big brands in markets such as the UK, Sweden and Canada, but also the emergence of buyers in developing markets such as Angola and south-east Asia.

"These robust sales are also an indication, we believe, of South Africa's capacity to offer original, expressive and interesting wines of good value across the pricing spectrum."

She said exports had also been fuelled by rising rosé sales, up 60% on the previous year, as local producers successfully catered to the unabated thirst for pink wines on international markets.

What was most significant about the export levels reached, said Birch was that sales had occurred across a far wider geographic reach than ever before, to reduce the country's dependence on any single market. "Whereas in 2003, the UK and the Netherlands accounted for 72% of all South Africa's packaged wine exports, today the UK and the Netherlands, together with Sweden, Germany, Denmark and the US, make up 72% of these sales. At the same time, there is growing interest in our wines from countries in Africa and the East."



The country's broader global participation on wine markets was clearly evident in the geographic spread of delegates signed up to attend Nedbank Cape Wine 2008, to be held at the Cape Town International Convention Centre from September 23 to 25. "We have people attending from every continent. Apart from the very strong representation from the major multiple grocer chains in the UK, the Netherlands and



Switzerland, state monopoly retailers are coming from Canada, Sweden and Finland. We also have registrations from China, India, Japan, South Korea Malaysia and Latin America, as well as a high number of African countries on both the west and east coasts."

Birch said even though the UK's relative contribution to total exports had diminished, it was still South Africa's largest wine export destination. It was thus very encouraging to see strong growth resuming in that market. "Our exports of packaged wines are up 35% in the UK and we have recovered market share lost in 2006. That most of the key UK retailers are coming to Nedbank Cape Wine 2008 is also a very affirming sign."

The shift in the composition of South Africa's biggest customers had seen Germany overtaking the Netherlands to become South Africa's second largest wine market. "South Africa is also the biggest New World supplier to Germany, measured in value. Although the Netherlands has moved down to third biggest export destination, local wines have assumed the biggest value and volume share of the New World category in that country. The fourth biggest destination is Africa, where resource-rich economies are flourishing and traders recognise the cost-efficiencies of sourcing within the sub-Saharan region, as opposed to in Europe, its traditional source of wines."

South Africa was also the biggest volume player in Sweden and was the fastest-growing New World producer in most Canadian markets.

Birch said Nedbank Cape Wine 2008 would also be receiving the biggest ever media contingent in the history of the biennial showcase being staged this year for the fifth time. She ascribed the strong support to growing awareness of South Africa's ability to compete at world-class levels in terms of quality and the high level of interest in the country's very progressive approach to sustainable wine production.

With the exhibition space fully subscribed months ago, she said the strong local producer involvement was a reflection of growing unity within the industry. "We have over 300 wineries participating, from the large wholesaler/producers to small, independent, boutique winemakers, covering all South Africa's



established and newer winemaking regions. This is the most representative showcase of our industry and will be visited by a record number of foreign delegates. We are also expecting a good turnout from the local trade."

She said another reason for the excellent attendance levels expected was the innovative satellite events being planned by producers. "They are actively communicating what makes South Africa so fresh, exciting and original in their wines, in the experiences they are laying on for guests and the ways in which they are highlighting the variety in our nature."

Sounding a note of caution, Birch said there was some concern about the high growth in bulk wine that had risen over 50% for the 12 months to July, with many importers electing to bottle in Europe. "Our bottling costs are not always globally competitive and this is being exacerbated by escalating input costs faced by producers. Wineries are now facing increases of up to 17,5% in the cost of dry goods, which encourages them to sell in bulk where viable. This is not a good way to build brands, or to protect the employment of the countless families who depend on the packaging industry for their income."

She stressed that while export were expected to continue rising, it would not be possible to maintain such high levels of growth. "We were able to take advantage of the shortfall in Australian and certain European markets as a result of their poor harvest but their current supply is returning to more normal levels."

Deutscher Kurztex:

Der Weinexport boomt für Südafrika. Wie die Zeitschrift VINUM bereits in der Januar/Februar Ausgabe prognostiziert hatte, ist der Weinboom für Südafrika in vollem Gang. Kein Wunder, denn viele Weine sind klassisch-europäisch strukturiert.

In den zwölf Monaten zwischen August 2007 und Juli 2008 hat Südafrikas Weinexport alle bisherigen Rekorde gebrochen. Wie aus einem Statement von WOSA- CEO Su Birch zur Nedbank Cape Wine 2008 hervorgeht, wurden in diesem Zeitraum über 363 Millionen Liter Wein exportiert. Das entspricht einem Plus von 21 Prozent gegenüber den davorliegenden zwölf Monaten.



In den ersten sieben Monaten des Jahres 2008 war die Steigerung mit einem Plus von 31 Prozent besonders hoch. Damit hat Südafrikas Weinwirtschaft bereits Mitte 2008 das Export-Ziel erreicht, für es sich eigentlich für 2010, das Jahr der Fussballweltmeisterschaft, gesetzt hatte.



Nummer eines unter den Exportmärkten ist nach wie vor Grossbritannien mit einem Plus von 35 Prozent. Deutschland ist aber auf Platz zwei unter den Abnehmerländern vorgerückt und hat die Niederlande auf Platz drei verdrängt. Südafrika ist zudem in Deutschland jetzt nach der Menge der gelieferten Weine auch die Nummer eines unter den Lieferländern aus Übersee.

