

# Stellar Wines Reception

## July 1<sup>st</sup>, 2009

Ladies and Gentleman

Good Evening

Before I start my remarks I first would like to acknowledge our partners for tonight's event:

- Mr. Tim Bergstrom , Project Director of South African Business Linkages Program
- Mr. Daniel Wolff , Corporate Council on Africa
- Ms. Lynn Lohr , Vice President Transfair USA
- Mr. Jeremy Shapley, Stellar Wines
- Mr. Bert Jones, Cellar Master of Stellar Wines
- Ms. Nancy Jones, President of Chicago Fair Trade

Among the many things South Africa is famous for, wine certainly is one of them. The Western Cape Province, where most of our wineries are based, has been blessed with ideal wine growing conditions which allow us to produce some of the best wines in the world.

### **Reasons to Celebrate**

South Africans are generally very festive people, we call ourselves the rainbow nation, and this year we are particularly festive for a number of reasons. This year we are celebrating 15 years of democracy, reflecting on our past and looking ahead to a very bright future.

We just hosted the Confederations Cup football tournament, congratulations to the USA, you did really well.

Next year we are hosting one of the biggest sporting spectacles in the world, the FIFA soccer world Cup and we hope to see you all there. However, what makes this year a very special year is the celebration ....of 350 years of wine making in South Africa.

### **Our achievements:**

The South African wine industry has every reason to be very proud. We are internationally recognized for our eco-friendly wine production and we have increased exports threefold in the space of just ten years.

Despite extremely tough global trading conditions, in which many of our competitors experienced a decline in exports, we sold over 407 million litres of wine off-shore last year, a growth of 32% on the previous year. South Africa is the ninth biggest producer of wines in the world.

**We care about our environment :**

Another reason be proud of South African wines is our commitment to sustainable wine production and the way we care for our environment.

The Drinks Business, a specialist beverage publication with an international circulation has rated Wines of South Africa (WOSA) one of the world's most influential beverage organizations in building public awareness of the environment.

This acknowledgement of South Africa's role in promoting best-practice in sustainable wine production further advances the country's unique positioning as a producer of highly varied wines and wine styles in a way that celebrates and protects our uniquely abundant biodiversity.

**Stellar winery:**

It therefore gives us great pleasure to present to you tonight, Stellar Wines, the biggest organic wine producer in South Africa. They have celebrated a number of “firsts” and I will allow them to talk about their achievements, but they have proven that South Africa can become a world leader in the production of organically certified wines.

The green revolution in the wine industry is gathering momentum - and on the way to a commercial imperative. I believe the conservation footprint of the South African wine industry now equals its vineyard footprint. That is very encouraging. The most exciting thing about Stellar wines for me, is the fact that they are Fair Trade Certified.

This tells me that they are as passionate about developing their wine as they are in developing their people. This is commendable and represents a value system that should be emulated across all industries in South Africa.

I would like to wish Stellar well in their quest to expand in the US market and we are committed to giving you all the support that you need.

**Conclusion**

On that note I would like to say **Cheers** to everybody who made tonight possible and I would like all of you to have a wonderful evening.

I thank you.