

Road to 5 Million cases: Cape Classics brings together the biggest and brightest to rally support

New York, NY, June 8, 2011 - United States importer Cape Classics hosted a first-ever distributor summit at their New York City office in late May. The strategic occasion brought together senior level executives from the largest US distributors for a roundtable dialogue on the sales of South African wine.

The primary purpose of the summit was to brainstorm strategies for developing the South African category to the 5 million case mark and beyond, utilizing the most influential decision makers at the wholesale level. The South African category currently stands at 1.2 million case depletions in the US; Cape Classics responsible for importing nearly 30% of all bottled wine. Attendees included executives from leading distributors: Southern Wine & Spirits, Glazer's Wholesale Distributing, Young's Market Company, Winebow, Opici Wine Company, M.S. Walker, The Country Vintner, Fedway and Wine Trends.

Companies present cultivated the rise of wine regions such as New Zealand and Australia in the 1990's, and the recent explosion of Argentina. Over a series of discussions and presentations, attendees jointly agreed South Africa's 'breakthrough' in the US market would rely on maximizing top brands, notably Jam Jar, Mulderbosch, Rustenberg and Ken Forrester to name a few. Brands with unwavering quality and value, coupled with strong packaging, will ultimately drive the saturation of the region overall. Continuing to produce quality and focused brands will build a solid foundation in the future.

"It was not only a historic occasion for our company, it was an unprecedented gathering for the wine industry. To unite this many heads of separate organizations under one umbrella at a supplier's office is truly extraordinary," said Robert Bradshaw, Cape Classics President & COO.

A momentous evening followed with dinner at the Four Seasons Restaurant with special guest May-Eliane de Lencquesaing of Glenelly Estate. Adding to the theme of the day, Madame de Lencquesaing spoke passionately to the group about her confidence in the quality of wine and the future of the South African wine category.

"The summit ended with a sense of collective enthusiasm and commitment to South Africa's wine future, we could not have asked for more," commented Bradshaw.

*Cape Classics was established in 1992 with a mission of bringing the crème de la crème of South Africa's then-fledgling wine industry to the American market. Today Cape Classics proudly represents 21 of South Africa's finest estates and labels. With a focus solely on South African wine, the company remains committed to providing a unique range of selections that are exciting and delicious and that offer outstanding value. Nearly 30% of all bottled wine from South Africa available in the US bears the Cape Classics seal.*