



# INDABA

## **INDABA RECEIVES IMPACT'S "HOT PROSPECT" AWARD**

*Recognized as South Africa's Most Promising Wine Brand in the U.S. Market*

NEW YORK, NY, October 10, 2011 – *Impact Newsletter*, a leading publication for wine, beer and spirits executives in more than 50 countries, has named Indaba a 2011 "Hot Prospect." The "Hot Prospects" list recognizes the U.S. market's most promising wine and spirits growth brands. Indaba leads the South African wine category as the sole recipient of the award from the region.

Published in the October issue of *Impact*, this year's list honors 52 wine brands – domestic and imported – that have made a mark in the U.S. for their attractive price/value equation. The winners must have annual depletions of at least 50,000 cases and no more than 200,000 cases, while having achieved at least 15% growth in 2010 and solid progress in the two years prior.

Indaba has quickly become South Africa's leading white varietal brand in the market, widely recognized for its quality and value. In addition to garnering numerous "Best Value" accolades from *Wine Spectator* and "Best Buy" nods from *Wine Enthusiast* over the past several vintages, Indaba has also earned extensive praise in Robert Parker's *Wine Advocate*. Having shown tremendous promise and impressive progress over the last few years – despite the market's difficult economic conditions – Indaba is fast on its way to becoming a big-volume brand.

"Now more than ever, people are watching what they pay," said Robert Bradshaw, President & COO of Cape Classics which produces the Indaba range of wines. "People know what they should get for \$10. In today's era of great marketing you can sell everything once, but what builds brands is quality – having someone really enjoy your product."

Crafted by winemaker Bruwer Raats, the Indaba range is composed of Chenin Blanc, Sauvignon Blanc, Chardonnay, Merlot and Shiraz. The wines are crafted in a fresh, juicy, approachable style with a suggested retail price of \$9.99. The brand was first launched in the US in 1996, shortly after South Africa transitioned to a democratic republic. "Indaba" is the Zulu word for "a meeting of the minds," or a traditional gathering of tribal leaders for sharing ideas. From its inception the wines have conveyed the spirit of South Africa to American consumers.

*Impact Newsletter is the wine, beer and spirits industry's #1 source for data, trends and analysis. Recognized worldwide, Impact delivers exclusive data, analysis and news to industry subscribers. It is published by M. Shanken Communications, Inc., publishers of Wine Spectator, Malt Advocate, Cigar Aficionado, and Market Watch.*