

# SADC-EU EPA

## Outreach South Africa



## SADC-EU ECONOMIC PARTNERSHIP AGREEMENT SUPPORTING GROWTH AND TRANSFORMATION OF THE WINE INDUSTRY

The Economic Partnership Agreement (EPA) between the European Union and the Southern African Development Community EPA Group (Botswana, Lesotho, Mozambique, Namibia, Swaziland and South Africa) came into effect in October 2016. Gains for the South African wine sector include increased market access and Geographical Indication (GI) protection for local products, notably wines and spirits.

In addition, the European Union has committed to assisting the restructuring of the South African wines and spirits sector and the marketing and distribution of these products. This EU assistance will contribute to transformation of the sector by enabling further economic empowerment of collectives of black-owned wine labels such as Treasure Chest.

Treasure Chest is a joint action group established in 2013. It comprises 14 black-owned brands of wine, 90% women-owned. Collectively, the Treasure Chest members have 125 years' experience in the wine industry. Its members regularly market and exhibit their wines jointly.

This unique wine trade initiative aims to bring economic and social development to previously disadvantaged wine brand owners with a particular focus on empowering women. Treasure Chest is sponsored and supported by the Department of Agriculture, Forestry and Fisheries, the National Marketing Agriculture Council, VinPro, the Department of Trade and Industry, and South African Liquor Brand Owners Association.



# Members

## Bayede

BEE Company



BAYEDE! Translated from Zulu means “Hail the King!” and to unite the nations. BAYEDE! is a royal job creation enterprise, endorsed by His Majesty King Goodwill Zwelithini KaBhekuzulu. Bayede! is an exempted micro enterprise (EME), 52% black-owned company operating since 2009. The BAYEDE! brand was launched in partnership with top South African wine producers and is the first Royal and “by Appointment to” wine range on the African continent.

## Cape Dreams

Black-Owned Brand



We offer a full range of quality wines at competitive prices. Our dedicated winemakers are highly acclaimed and are constantly experimenting with new wine styles and offering exciting wines that meet international standards. We are supported by an effective management team and infrastructure. Cape Dreams is exported to over 20 countries including Italy, the United States, United Kingdom, Germany and Netherlands.

## La RicMal

Black-Owned Brand



Father and son team, Malcolm and Ricardo, are the driving force behind La RicMal – a powerful combination of business experience and sound acumen for more than 37 years. La RicMal offers its finest award-winning wines: Cathay Pacific 2014 medals, La RicMal Suprême and Lerato, sourced from the Darling Region, Vineyards with a climate specially controlled by the south westerly cool breeze from the Atlantic Ocean. La RicMal has a fast-growing footprint, enjoying the South African market and exporting to over 12 countries.

## Lathitha Wines

BEE Company



Lathitha Wines, a black economic empowerment initiative situated in the vineyards of Stellenbosch, is all about wine and upliftment. The rich soil on the fertile slopes of the Stellenbosch mountains favour Lathitha, with outstanding vines to produce flavoursome wines. Managing Director Sheila Hlanjwa strives not only to introduce the world to the excellent taste of South African wines, but also to empower her underprivileged neighbours and show them the joys of wine and winemaking.

## L C Kenned

Black-Owned Brand

LYNELLE  
KENNED

Following her success as an opera singer, and an actress, it was no surprise that her name would be coupled to premium wines. The wines are sourced from 60 producers in the Cape Western region that are directly linked to this co-op, which has been around for almost 80 years. These wines come from producers that all comply to high ethical, moral and labour standards. This is a major achievement in bringing equality and harmony to these farms. These wines are a collective effort to make them accessible to theatres, music houses, corporates and the broader public, where Lynelle's brand is synonymous with high quality and professionalism.



## Libby's Pride

Black-Owned Brand



**LIBBY'S PRIDE**  
WINES

Trading in good quality is first and foremost to the business of Libby's Pride Wines. These wines are produced under the management team of Libby's Pride and as per requirements of the company's clientele. Libby's Pride Wines boasts a portfolio of six varietals: Sauvignon Blanc, Chardonnay, Merlot, Shiraz, Cabernet Sauvignon and a signature Red blend 50% Merlot and 50% Shiraz. The exciting sparkling Libby's Pride Sweet Lullaby was recently released.

## M'hudi

Black-Owned Brand



M'hudi means harvester. Its wines are more refined and therefore a sophisticated choice. M'hudi puts its consumers up as people who are "in the know" and can recognise quality – a group of people who appreciate and choose to surround themselves with only the best. M'hudi is a first in many respects. It challenges the accepted. Tenacity is in its DNA and the name alludes to the fruits of hard work.

## Ses'fikile

Black-Owned Brand



Ses'fikile wines are informed by the three centuries of winemaking history in South Africa. Its viticulture practices are of international standards, and the company consults and compares with other wine producing regions regularly to ensure its winemaking standards and technology are not compromised.

## Seven Sisters Wines

Black-Owned Brand



The Seven Sisters wines are named after each sibling and start from the youngest to the oldest. The range consists of a Buketraube-Odelia, Pinotage-Rose-Twena, Chenin Blanc-Yolanda, Sauvignon Blanc-Vivian, Pinotage/Shiraz-Dawn, Merlot-June and Cabernet-Carol. The 2009 Seven Sisters Sauvignon Blanc-Vivian has been selected by American Airlines, the first South African wine ever to be served on its flights, according to Vivian, the brain behind the company African Roots Wines.

## The Bridge of Hope

Black-Owned Brand

**THE BRIDGE**  
OF HOPE



The Bridge of Hope Wines was founded by Rosemary Mosia and her twin daughters, Lebohlang and Moleboheng. The collection boasts an abundance of authentic wines which flourish in South Africa's Mediterranean climate. An avid wine enthusiast with an affinity for entrepreneurship, Rosemary had a business interest which was fast-tracked by her relocation to the Western Cape. After being inspired by research work in the wine industry, which she undertook towards her Master's Degree in Business Leadership, The Bridge of Hope Wines was born.

## The Township Winery

Black-Owned Brand

**THE**  
**TOWNSHIP**  
WINERY

The Township Winery was established in 2009 on a dynamic platform of transformation and innovation in a very conservative industry. We bring pride and dignity to experienced farmers who have migrated to the city in search of better opportunities. The Township Winery is mainly black female-owned. The Township Winery is not only different, it is unique. It is one of the most memorable new entrants in South African wines in decades.



## Thokozani Wines

Black-Owned Brand



Thokozani Wines was born from Diemersfontein Wines almost 10 years ago. What could have turned into what some people said was “just another BEE [black economic empowerment] project” has become a breakthrough in the development of a Broad-Based BEE business. It is a story of generosity, hope, inspiration, dedication and human development. Thokozani started from having a 30% ownership stake to being the proud shareholders of 80% of the company, with Diemersfontein owning the remaining 20%.

## Thembi

Black-Owned Brand



Thembi joined the wine industry in 2006, after moving from Johannesburg to Cape Town to start a new life. She fell in love with the absolute beauty of the winelands – the hills and slopes of the vineyards, the smell of fermentation and the unique taste of different kinds of grapes. It has always been her dream to retire on a wine farm. And it still is... because black people were not allowed to drink wine (forbidden fruit) by law in South Africa during apartheid days. This also inspired her to become more deeply involved and to make a difference – no matter how small.

## Women in Wine

Black-Owned Brand



This is a first for South Africa, a black-owned wine producing company that is controlled and managed entirely by women. Women in Wine was established and founded in 2006 by a group of 20 women, all with backgrounds in the wine industry, who had a common dream – giving women, especially farm workers and their families, a share in the industry. Women in Wine sources wine only from farms that comply with socio-economic legislation, with specific reference to ethical and environmental practices, employment conditions, skills development and training, as well as those that address aspects of black economic empowerment.



### Contact us

The SADC-EU EPA Outreach initiative supports the implementation of the agreement in South Africa by providing information on its potential benefits. It comprises the Delegation of the EU to South Africa, the Department of Trade and Industry, the Department of Agriculture, Forestry and Fisheries, and the South African Revenue Service. It is funded by the EU.

<https://sadc-epa-outreach.com>

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