

New headline sponsor for Gugulethu Wine Festival

The first Gugulethu Wine Festival is attracting big brand sponsors such as Tops at Spar as the headline sponsor for the next three years, Vodacom as a corporate sponsor, Nederburg as a wine lounge sponsor and *City Press* as the print media partner.



Liquor retail chain Tops at Spar recently confirmed its partnership with the festival, which debuts on 27-28 May 2011 on the rooftop of the Gugulethu Square Mall, where it is expected to attract over 2000 people on the Friday and Saturday.

Lungile Mbalo, spokesperson and co-founder of the festival, says, "We have had a great response from big brands who realise that this festival is set to be a major wine festival in Cape Town. It is important to understand that the black middle class audience in Cape Town is largely untapped in the local wine industry. We are about to change this. Imagine the business this large, new wine-loving market can add to local wineries and businesses and we are all in it for the long term."

Ray Edwards, group liquor manager for Tops at Spar added, "This is an opportunity for us to introduce ourselves to a new market, which enjoys good wines and wants to learn more about wine. Such a festival allows us to offer our expertise, showcase our own premium wines as well as position our brand as a preferred supplier. The world of wine is unique and our country produces some top class wines, so we're looking forward to welcoming the residents of Gugulethu."

The chain will also showcase its exclusive Olive Brook range at the festival and visitors will have the opportunity to taste these award winning wines, which scooped gold and bronze medals at the Veritas awards.

Marilyn Cooper, Cape Wine Master, co-founder of the Soweto Wine Festival and CEO of the Cape Wine Academy, which is managing the wine estate exhibitors for the event, says, "This is an important festival for all wineries to attend. This market has the potential to quadruple over the next 3-5 years. It is an opportunity for wineries to develop one-on-one relationships with an influential audience as has been seen with the unprecedented growth in attendance at the Soweto Wine Festival."

Festival co-founder, Mzoli Ngcawuzele, prominent businessman and owner of Mzoli's Place, says, "Our vision is taking shape, which is to create local wine awareness amongst the broader population in the Western Cape and provide a highly favourable networking environment for wineries and sponsors that wish to position their brands in the local black

community."

Ngcawuzele continues, "It is time we all put our passions into action in Gugulethu and surrounding areas. It is a well-populated township with many beautiful, artistic and passionate people and families who appreciate quality and lifestyle. Great wines will be a part of this. We look forward to experiencing well-known and empowerment wines in our own community. We will support them. To be a part of this festival is be a part of history and it will feed growth into local wineries and businesses."

"Having conquered Soweto, City Press is bringing the winelands experience to our Capetonian readers in Gugulethu," says Babalwa Shota, *City Press* Lifestyle Editor. "The festival makes its debut this year, don't miss the chance to meet us, swirl and savour the flavour of a different world."

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