

Walmart China concludes wine deal with SA's Bayede!

Bayede!, ('Hail the King') a social enterprise endorsed by both King Goodwill Zwelithini KaBhekuzulu and Queen Mantfombi Zulu, has signed a deal to supply Walmart China with South African wine. The first shipment will leave Cape Town on 21 February 2013.



King Zwelithini with Bayede!

The company's CEO, Antoinette Vermooten, says the volumes of the wine orders from China are significant. "Now there are 35 242 bottles of wine on order, which will help our job creation project to expand significantly, resulting in more job opportunities for the unemployed and particularly for women." The company hopes to be sending a new shipment every three months.

The company is gradually becoming recognised for its impact in terms of BEE and job creation. Its wines are decorated with beadwork crafted by rural women from Kwazulu-Natal and the Western Cape, thereby resulting in job opportunities.

"So far there are six different beading groups throughout South Africa that create bead embellishment for the wine bottles. It is our plan to see these groups increase in numbers and we also hope to start new beading groups in other provinces," she adds.

She is confident that the company is just getting started in terms of cracking both the local and international markets and the partnership with Walmart China is an indication of great things to come.

"It is our vision to become a leading, internationally recognised African luxury brand. Our relationship with one of the biggest and most prominent retailers in China will help it to achieve this vision," she concludes.

For more information, go to www.bayede.co.za.

For more, visit: <https://www.bizcommunity.com>