

Better Grapes Wine Fair highlights progress in SA wine industry

The Better Grapes Wine Fair taking place on 10 September 2019 in Helsinki, Finland, will highlight the progress in terms of gender equality, diversity, empowerment, sustainability and wine quality in the South African wine industry.



LiliGraphie via [Fotolia](#)

The event is hosted by the South African Embassy in Finland in collaboration with the South African Wine Industry Transformation Unit (SAWITU).

Supporting the SA wine industry

SAWITU is supporting six black-owned wine companies, African Roots, Mhudi, Ses'fikile, Thembi, Thokozani and Women in Wine to participate in a seminar on transformation in the South African wine industry.

Business owners will present their wines at a masterclass to the wine trade, media and public at the Better Grapes Wine Fair in Helsinki and introduce their wine brands to two prominent retailers, Alko in Finland and Systembolaget in Sweden.

A transformative initiative

"Despite the numerous challenges, we are making significant progress in transforming the South African wine industry and we are proud to showcase the quality wines and diversity of our industry to the wine trade and public in Helsinki," says Wendy Petersen, transformation operations manager of SAWITU.

"The Better Grapes Wine Fair aims to give a positive perspective on transformation in the South African wine industry. We are appreciative of the South African Embassy for hosting us and supporting this and future initiatives of this nature," says Petersen.

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