

## FedEx launches new solution for SA's wine industry

FedEx Express has introduced a new solution for the wine industry in South Africa. The FedEx Express Wine Solution aims to improve the handling of wine for local and international delivery and distribution. "FedEx Express is connecting wine producers with the possibilities of the global marketplace. At FedEx, we are excited to be part of the success of the South African wine industry, by giving producers a secure service that will create possibilities for their wines to be enjoyed within and far beyond our borders," said Mike Higley, vice president operations for sub-Saharan Africa at FedEx Express.



Image source: [Gallo/Getty](#)

South Africa is one of the top 10 wine-producing countries, producing 3.4% of the world's product. The wine industry is a major contributor to the country's GDP, adding approximately R36bn to the economy and creating around 300,000 direct and indirect jobs. There are vast opportunities for the local wine industry to reach greater heights as services such as the FedEx Wine Solution will enable further growth of this industry across the continent, and around the world.

### **With the introduction of the FedEx Express Wine Solution, FedEx customers will have access to:**

- Free packaging to protect their wine shipments
- Competitive international and domestic shipping rates
- A dedicated team to provide expert advice on domestic and cross border trade

"According to reports by Wines of South Africa, the local wine industry has contributed at least 10% per annum since 2000 to national GDP, beating industries like tourism which contributes about 2.9% to GDP. We are proud to be a strong supporter of South Africa's wineries, and through our global air and ground networks, contribute to the growth of the South African economy," concluded Higley.