



# LOCAL MARKET WORKSHOPS

## #DIDYOUKNOW

- 8 million South Africans can be your wine brand's next ambassadors
  - Four consumer segments hold the key
  - The tools have been developed for you; now use it!



**BOUJ-WA**



**GO GETTA**



**STRIVING SUBURBAN**



**LOXION DREAMER**

The South African wine and brandy industry aims to grow local wine sales volumes from 350 million litres in 2015 to 450 million litres per annum in 2025, along with value growth. A Local Market Strategy was developed to this end.

The Local Market Workshops will enable you as a wine business owner, CEO, brand strategist or marketer to take your brand to the next level. This includes:

- Developing or realigning your Marketing Plan
  - Receiving a Marketing Template
- Learning how to target the four consumer segments

### TIME:

**09:00 - 16:00**

### COST:

**R1 500 pp**

### VENUES:

22 Aug: House of Four Cousins, Robertson  
 30 Aug: L'Avenir, Stellenbosch  
 31 Aug: De Zalze Lodge, Stellenbosch  
 6 Sept: Opstal Estate, Rawsonville  
 13 Sept: Rhebokskloof, Paarl  
 27 Sept: Die Keldery, Vredendal

### PROGRAMME:

08:30 Registration & Coffee  
 09:00 Setting the scene  
 10:45 Coffee break  
 11:15 Session 1  
 12:45 Lunch  
 14:00 Session 2  
 16:00 Conclusion

**BOOK ONLINE:** [www.vinpro.co.za](http://www.vinpro.co.za)

Contact 021 276 0460, e-mail [info@vinpro.co.za](mailto:info@vinpro.co.za)

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