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PRESS RELEASE

Dear friend in Media,

The South African wine industry has come a long way since 1994. Inclusivity, upliftment and growth of our industry and its people are at the forefront. While there is still much to be done, we should also recognise the many entities that consistently aid the wellbeing and positive growth of the 291,000 people who are employed within our industry.

Wines of South Africa are proud to share the short documentary, 'Creating the Blend', which showcases a few of the phenomenal programmes and efforts that are active today. Programmes that enrich and add value on a range of levels to wine industry workers, including land ownership, education, health care, training and business opportunities.

Key industry bodies, including the VinPro Foundation and Wine Industry Ethical Trade Association (WIETA) play a major role in creating opportunities for a fair and inclusive working environment along with a wide range of charities, auctions and protégé programmes.

As the saying goes, "Rome wasn't built in a day", so too is the reality for the South African wine industry, however it is exciting to know that the proverbial 'roads' are being built, leveled and tarred for a smoother, more enjoyable ride for everyone involved.

We would like to extend our thanks to all participating interviewees and are excited to share just a little bit of the beauty of the South African wine industry and its people with the rest of the world.

Please view the video here:

<https://www.youtube.com/watch?v=K91igOI6N00&t=11s>

ENDS

Note to the Editor:

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