

First draft

2011 Stellenbosch Wine Festival triumphs with record wine sales

The 2011 Stellenbosch Wine Festival was a major success with excellent attendance and record wine sales for the second consecutive year in excess of R530 000, bringing welcome income to the members of the Stellenbosch American Express® Wine Routes.

With a total attendance of 13 500 wine enthusiasts from far and wide, the Stellenbosch Wine Festival showcases the best of the Stellenbosch wine region. Despite the rain during the first two days, the festival attracted the same amount of visitors as in 2009, when the festival was last held at the Paul Roos Centre. The Connoisseurs evening, an intimate wine experience for the more serious wine lover, was a major success and the increased floor space this year allowed visitors to mingle more freely and interact with the 150 exhibitors and winemakers. This annual festival reaches the full spectrum of wine consumers from the connoisseur to the occasional drinker across all age profiles by dedicating different events to different target markets. Wine workshops, a food demonstration kitchen and top notch entertainers ensured plenty of variety to suit all tastes.

“I am very satisfied about this year’s festival and feel very proud that the attendance remained the same as in 2009. Despite the rain for the first two days, the guests were still streaming in. The Saturday astonished me with the amount of people that arrived, with tickets selling out by lunch-time. Sunday was a great day for the whole family and was supported superbly,” said an elated Annareth Bolton, CEO of Stellenbosch American Express® Wine Routes.

The shuttle service introduced as part of the festival’s responsible drinking policy was well utilised from Cape Town, in particular. Shuttles in the central Stellenbosch area were running for the full four days.

With the excellent turnover in wine sales, the Stellenbosch Wine Festival has become a successful business venture as well as promoting a wine culture amongst loyal festival visitors who represent a cross section of consumers who are keen to learn more about wine.

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