



NEWSFLASH

SAWWA - SOUTH AFRICAN WOMEN'S WINE AND SPIRITS AWARDS



SAWWA Judged by women, for women

The SA Women's Wine & Spirit Awards aims to target this market of consumers by having women judges, whose endorsement serve as a recommendation to consumers.



**SOUTH AFRICAN WOMEN'S
WINE & SPIRITS AWARDS**

Women make up a significant percentage of the wine and spirit buying public, yet surprisingly few marketing drives target women specifically.

One might think a buyer is a buyer, whether male or female, and it doesn't matter that the one market segment is neglected, but it's been shown that men and women have different brand responses and buying patterns.

Too often, marketers underestimate the purchasing power of women and simply neglect them in their marketing strategies. The SA Women's Wine & Spirit Awards aims to target this market of consumers by having women judges, whose endorsement serve as a recommendation to consumers.



Both Brandvlei Cellar and New Cape Wines received Gold for the following wines:

BC Wines

- BC Wines Sauvignon Blanc Sparkling
- BC Wines Bacchanté 2019
- BC Wines Cabernet Sauvignon 2018

New Cape Wines

- Arendskloof Pinot Grigio 2018
- Dwyka Hills Shiraz 2018
- Eagle's Cliff Shiraz Pinotage 2018

Congratulations to all! #ValleyofChampions

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