

## Company Profile: Trade Exhibition to Russia: 10 -14 February 2014

### 1. Robinson & Sinclair

- **Sector:** Wine Exports
- **Website:** [www.robinson-sinclair.co.za](http://www.robinson-sinclair.co.za)
- **Company brief:** Robinson & Sinclair, exporters of premium wines, represents a selection of family owned boutique wine estates. The fact that these wineries have good terroir and produce internationally recognized wines, is what makes Robinson & Sinclair a leader in the industry. Robinson & Sinclair thrive on superior quality and great value, not only in the exceptional wines they represent, but they also implement constant quality and value in terms of packaging, service and management. The wines in the Robinson & Sinclair portfolio range from entry level to ultra-premium level, with top Local and International Accolades. Robinson & Sinclair is a well-established, top of the range, business and have working relations with importers that carry the same values as they do.
- **Representative:** Tanja Robinson
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## 2. Bayede! Marketing Pty Ltd

- **Sector:** Wine Range, Rooibos Tea, Coffee
- **Website:** [www.bayede.co.za](http://www.bayede.co.za)
- **Company brief:** *Bayede! Marketing Pty Ltd* was born following a meeting between wine farm owners Hansjuerg and Francesca Saager, *Bayede!* CEO Antoinette Vermooten, and the King of the Zulu Nation, King Goodwill Zwelithini. As a company that upholds Black Economic Empowerment and job creation, Bayede! has grown from strength to strength since its inception in 2008. The focus of the business is to develop a range of job creation opportunities and networks that will ignite agriculture, textiles, manufacturing, arts, crafts and tourism in South Africa. The *Bayede!* Brand reflects royal culture and tradition. The product ranges are reflective of the company name, which means "Hail the King." This salute was used to greet the great King Shaka and today it is still the salute used for HM King Goodwill Zwelithini. As a brand, *Bayede!* Encompasses a broad range of products. The brand is registered as a Trade Mark in South Africa and Europe, and is awaiting registration in China and USA. It is the first Royal 'By Appointment' brand on the African Continent and it has exclusive use of the official Royal Crest. Bayede! Royal Signature Products guarantee the buyer originality and quality.
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### 3. uniWines Vineyards

- **Sector:** Wine
- **Website:** [www.uniwines.co.za](http://www.uniwines.co.za)
- **Company brief:** uniWines Vineyards is a group of companies and progressive primary producer that brought together 50 years of winemaking and production expertise in the Bredekloof valley, South Africa. We have 3 producing cellars (4<sup>th</sup> largest producer) and offer all the main varietals under our own brands, private labels as well as bulk in various value for money price/quality segments. We strive on being quality and market driven and innovations play a major part in our successes. Our portfolio consist of Meander being entry level and includes Moscato, Ankerman being our popular premium range and Daschbosch being our iconic range.
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### 4. Rickety Bridge

- **Sector:** Agri Processing - Wine
- **Website:** [www.ricketybridge.com](http://www.ricketybridge.com)
- **Company brief:** Rickety Bridge is a stately Franschhoek winery which has come into its own over the past few years. The mild Franschhoek valley is the perfect canvas for winemaker Wynand Grobler to create a portfolio of outstanding wines. The name originates from the rickety bridge which once straddled the Franschhoek River, ushering one onto the magnificent Rickety Bridge wine estate. The Rickety Bridge range offers a comprehensive selection of distinctive, high quality wines which continue to receive high praise and numerous accolades. The flagship range, Paulina's Reserve, proudly bears the name of original owner, Paulina De Villiers.
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## 5. Ashton Kelder

- **Sector:** South African wine
- **Website:** [www.ashtoncellar.co.za](http://www.ashtoncellar.co.za)
- **Company brief:** Ashton Kelder was established on the 10<sup>th</sup> of May 1962 by a few eager producers. By the time the cellar was built the following year, there were 46 members who delivered a total of 2 130 tonnes of grapes. Today, more than fifty years later, we have a total of fifty shareholders who produce up to 24 000 tonnes of grapes annually. We are ideally situated for commitment to quality as Ashton Kelder lies in the heart of the Robertson Wine Valley between the Breede River and the foothills of the Langeberg mountains. The unique climate, the variety of soils and scientific viticultural practices give the cellar the natural advantage to produce the best quality grapes and outstanding wines from this Valley of Wine and Roses. Our total production gets divided amongst bulk wines, bottle wines and de-ionized grape juice concentrate. We are the only supplier in South Africa to produce a clear, odorless and tasteless grape concentrate, which makes this product perfect for the entire wine- and fruit canning industry. Our bulk wines are distributed to various high profiled wineries and companies both locally and internationally. Ashton Kelder produces quality wines for each palette and occasion.
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## **6. Jenrad Corporation (Pty) Ltd**

**Sector:** Agri-processing

**Website:** [www.jenrad.co.za](http://www.jenrad.co.za)

**Company brief:** The Company was formed by leading experts in the field of Logistics, Warehouse Management, Finance and Marketing, thereby consolidating all the relevant expertise and experience and concentrating this into one company, bringing together at least 20 years of collective experience. We aspire to be a market leader in SA achieving an international presence with our brands and to be recognized and preferred in the food and beverage sector. Our aim, through the provision of excellent customer service and the supply of superior standard products, with value creation, will catalyze our efforts, ensuring we fulfil our ambitions. We are committed to providing first class customer service and ensuring the supply of premium quality products. We are continually looking for ways to further improve our products and the services we offer to our customers, giving them confidence in dealing with us. Our partnerships with suppliers, manufacturers and logistic partners are based and maintained on strong ethics, integrity, reliability and trust. We maintain an ethos of compliance, accountability, integrity and innovation.

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## 7. PENINSULA DRUMS CAPE TOWN SOUTH AFRICA

- **Sector:** fruit juice, pulp, puree, concentrate and petrochemical industries
- **Website:** [www.peninsuladrums.com](http://www.peninsuladrums.com)
- **Company brief:** Based on its recent analysis of the industrial packaging market, Frost & Sullivan recognizes Peninsula Drums with the 2012 South African Product Differentiation Excellence Award. Peninsula Drums - Manufacturers of 220 L Conical Drums to the Fruit Juice, Canning, Pulp, Puree, Concentrate and Petrochemical Industries. Peninsula's Drum's products are well suited to the food and beverage industry, as they have an exterior anti-corrosive film of paint which is highly recommended for the food industry, as well as an internal coating with a Food Grade Epoxy lining that meets FDA standards. Another beneficial feature is the availability of these drums in various colors. This type of customization allows companies to easily identify the contents of the drum. With our supply and delivery capability, we ensure our customers a superior product well within requested time frames
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## 8. Cape Dreams

- **Sector:** Wines and Olive Oils
- **Website:** [www.croftsales.co.za](http://www.croftsales.co.za)
- **Company brief:** We offer a full range of quality red/white wines and extra virgin olive oils at internationally competitive prices. Our dedicated winemakers are highly acclaimed and are constantly experimenting with new wines pursuing an unparalleled offering of exciting wines. We are supported by an effective management team and infrastructure that meet international standards. Our cost-effective services incorporate new technology, processes and control frameworks that continuously adapt to meet consumers' needs. Our offering comprises of the following varietals: Chenin Blanc, Sauvignon Blanc, Chardonnay, Pinotage Rose, Pinotage, Shiraz, Cabernet Sauvignon, and Merlot. All our vines are grown in the renowned Robertson Valley with unique micro-climatic conditions.
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## 9. Exotic Taste

- **Sector:** Agro-processing Manufacture
- **Website:** [www.exotictaste.co.za](http://www.exotictaste.co.za)
- **Company brief:** Exotic Taste manufactures a range of highly successful fresh fruit and vegetable condiments. They have also successfully launched the cook-in sauces range and their frozen savoury range. The company started from a home-based business and currently operates from a 200m2 industrial park. After years of sustained growth. The company has moved from supplying a wide network of emerging and existing retailers to servicing franchises and mainstream retail chain groups. In 2013, the company exported their first order to a retail group in Ghana.
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## 10. Van Loveren

- **Sector:** Agro Processing
- **Website:** [www.vanloveren.co.za](http://www.vanloveren.co.za)
- **Company brief:** Van Loveren has been in the Retief Family since 1937 when Hennie Retief snr acquired the land in the Robertson Valley and named it after Christina Van Loveren, an ancestor of his new bride, Jean van Zyl. When his sons Nico and Wynand joined him in 1980, 500 cases of Premium Grand Cru, the first bottles Van Loveren wine, was launched. Today, Nico and Wynand's sons are running the company side by side. Hennie and Neil are the Viticulturists, Bussell the cellar master and Phillip looks after the business side of things. From humble beginnings Van Loveren has grown to become South Africa's largest family-owned winery, known for the consistency, availability and quality of their wines.
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## 11. Bonaire Wine

- **Sector: Wines**
- **Website:** [www.bonairewines.co.za](http://www.bonairewines.co.za)
- **Company brief:** Bonaire Wine Exporters is situated in the picturesque Franschhoek Valley and is a wine exporting company which is created by sourcing wines from different regions in the Cape Winelands to produce wine of exceptional quality. The producers that supply Bonaire Wine Exporters are carefully selected and known for excellent vineyard practices which are clearly illustrated in the quality throughout our portfolio. Our philosophy is to provide pleasure and enjoyment to a broad range of wine lovers by producing wines not only with structure and finesse, but also with a high level of “drinkability”. The following makes us unique: We can supply any wine on request, We are Very flexible with packaging - we can change it according to the customer/market needs, we are not bound to one vineyard or farm, so we can choose our region, quality, quantity and style of wine to best suit our customers' needs and we can supply any wine in bulk form
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## 12. Waterstoneswines

- **Sector:** Agro Processing/ Manufacturing of wine Non-alcoholic grape juice
- **Website:** [www.waterstonewines.co.za](http://www.waterstonewines.co.za)
- **Company brief:** Waterstone Wines was birthed in the heart of the Stellenbosch wine lands on a small farm called "Waterhof". Here, the cultivars of Shiraz and Cabernet Sauvignon have been skilfully planted, reared and hand-picked by the local partners - driven by our passion for hard work to produce a quality of wine that has far exceeded our expectations. Waterstone Wines, from humble start, has in the last 6 years, doubled in production each year and produces more than 3 million litres for export per annum. Our winemakers have a proven track record, working for more than 30 years in the local industries and abroad – France, USA, New Zealand and Australia. Grape selection is the first step in our production process to ensure the best is captured for each vintage.
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### 13. Blue Africa Trading

- **Sector:** Agriculture
- **Website:** [www.zartearooms.com](http://www.zartearooms.com) and [blueafricatrading.com](http://blueafricatrading.com)
- **Company brief:** Blue Africa Trading also trading as ZAR Tea was founded by Charl Rudman in 2009, our Zar Rooibos Tea emporium and office is located in Stellenbosch not far from Cape Town in South Africa. We Supply Rooibos Tea under two brands – Blue Africa Organic Rooibos and our premium range under the brand ZAR TEA. We also supply Bulk Rooibos Tea for own brands or private labels. Our Tea consists of: Organic Rooibos, Choice Grade, Export Grade Green Rooibos, Flavoured Rooibos,
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### 14. ZARI SPARKLING

- **Sector:** Beverage (Sparkling Grape Juice)
- **Website:** [www.zari.co.za](http://www.zari.co.za)
- **Company brief:** Zari Sparkling Grape Juice is a subsidiary of African Equation– a company owned by Shareen Parker and Silvana Dantu. The company has been in business since 1998 and has conducted many significant projects including in South Africa, including among others: setting up and part of interim management team of the Robben Island Museum; management of the 2010 World Cup Green Point Stadium Visitor Centre. In 2006, the concept of Zari was conceived – which had been supported by our research that a gap existed for top quality, beautifully branded, non-alcoholic grape juices. Responding to the changing global trends where people of different religions, socio-cultural and economic backgrounds were becoming more health conscious and more conscious about what they consume. We chose to develop a Muscat Seedless cultivar grape juice which appeals to a range of palates. Our juice is sourced from the well-known grape growing regions of the Cape Winelands.
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## 15. Cape Moondance

- **Sector:** Agro-processing
- **Website:** www.buchusa.co.za
- **Company brief:** Cape Moondance was established in 2005 and produced the first 100% pure BUCHU tea bags in South Africa and the World. Buchu is an indigenous South African herb. Cape Moondance 100% pure buchu and Cape Moondance Buchu with a hint of Mint is available in major South African retail stores, pharmaceutical and lifestyle stores as well as fine food stores. Cape Moondance produces natural herbal teas, of premium quality, BRC certified and free of colorants, additives, flavorants or preservatives. The product range was extended to include two indigenous herbal teas from South Africa - Rooibos and Honeybush as well as a baby and toddler range.
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## 16. The Township Winery

- **Sector:** Wine
- **Website:** [www.townshipwinery .com](http://www.townshipwinery.com)
- **Company Brief:** The Township Winery was established in 2009 on a dynamic platform of transformation and innovation in a very conservative industry. The production of wine was becoming a plaything of the already-rich in South Africa when The Township Winery was formed. The objective was to return to the values of the unique values of False Bay soils, hand-made wines and ingenuity. The Township Winery is not only different, it is unique. It is the most memorable new entrant in South African wines in decades. It involves the planting of vineyards in Cape Town townships, of creating a supply base of township wine grape growers and building and operating South Africa's only township winery, close to the city centre, the Philippi Township vineyards are sited on top of a limestone ridge, unique in South Africa. The world's greatest wine brands all started as smallholder projects; a small piece of land and a passionate winemaker. The Township Winery is majority black owned, it is supported and guided by Graham Knox, wine guru, winner of South Africa's top marketing award and author of definitive books on South African wines. The Township Winery brings pride and dignity to experienced farmers who have migrated to the city in search of better opportunities.
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## 17. Kanu Wines (Pty) Ltd

- **Sector:** Agriculture - Wines
- **Website:** [www.kanu.co.za](http://www.kanu.co.za)
- **Company brief:** Kanu is a family affair that produces some of South Africa's best wines. The name "Kanu" comes from a legend told by the old folk who had been living on the farm for many years. According to him, Kanu was a "mythical bird of promise"; if the bird flew over your crops, you would have a bountiful harvest. At Kanu the wines have always been awarded for its high quality numerous times in both national and international awards. We pride ourselves with a great quality vs. price ration, good-sanding relationships with our clients and Kanu always goes the extra mile to accommodating.
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## 18. Stream Drinks (Pty) Ltd

- **Sector:** Manufacturing of beverages
- **Website:** [www.streamdrinks.com](http://www.streamdrinks.com)
- **Company brief:** Stream is an evolution in lifestyle healthy drinks. We deliver what others can't; high quality, genuinely delicious and scientifically nutritious drinks that harness the power of natural plant extracts, vitamins and nutritional additives. The unique Stream™ cap device houses the ingredients safely away from the elements, as most vitamins degrade within 24hrs when exposed to water and sunlight. A fresh dose of vitamins, plant nutrients and nutraceuticals are delivered into spring water, once the cap is activated by consumer. This ensures there is no deterioration in potency. Stream is sugar free, preservative free and very low in calories.
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## 19. Wesgro

- **Website:** [wesgro.co.za](http://wesgro.co.za)
- **Company brief:** Wesgro is the official Tourism, Trade and Investment Promotion Agency for Cape Town and the Western Cape. We are the first point of contact for foreign buyers, local exporters and investors wishing to take advantage of the unlimited business potential in Cape Town and the Western Cape. Wesgro works closely with key players including the South African Government, Business, Labour, the City of Cape Town, District Municipalities and rural local authorities.

Our mandate is to attract and facilitate foreign and domestic direct investment into the region and exports of products and services through development of export capability, demand and market access, and to promote Cape Town and the Western Cape as a viable business and leisure destination.

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