

## **Viticulture, Landscapes and the Marketing of our wine**

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The global wine market is polarising over brands versus origin. Provenance is emerging as a marketing megatrend in many fast moving consumer goods. Origin has always been important in wine but does that mean consumers understand, or care about terroir? South Africa's diversity of terroir is an asset for the quality of our wine – how can we develop it into a marketing advantage? Our majestic winelands evoke strong emotions in our visitors – but will they buy into the authenticity of site specific wines? This presentation looks at how competitive countries are using terroir in their marketing and suggests some routes for South Africa.