



21st April 2020

Dear Chairlady

Cape Winemakers Guild

It is with great sadness and distress that we have watched the ongoing ban on South African wine exports take hold in South Africa. I can only imagine the emotional, financial and physical damage this decision by the South African government is having on business owners and the staff that are employed by these businesses.

As one of the biggest South African fine wine retailers in London, UK, I would like to assure you that we will support all efforts by the Cape Winemakers Guild and the broader South African wine industry to further lobby the SA government to immediately reverse their ill conceived decision to ban wine all exports.

While we can understand some of the thought processes behind trying to limit the sale of alcohol in the local South African retail market during the Covi-19 lockdown period, we cannot envisage any reasons or circumstances that would validate and justify the government's decision to impose a blanket ban on wine exports to South Africa's thirsty global wine markets that are still actively selling wine and spirits, which were classified as essential retail consumer products from day 1 of lockdown.

The time, effort and financial resources expended over the years to grow and promote the great brands of South African wine producers in these international markets is being undermined and set back almost incalculably. This bad decision by the SA government will not only create massive short term hardship but will also lead to long-term damage in export markets as products sell out and are replaced by supplies from South Africa's competitors. The long term loss in tax revenue to the South African exchequer will be felt for years to come.

We therefore implore the SA government to come to their senses and reverse this terribly damaging export ban policy immediately before anymore producers are put out of business with resulting job losses. We hope and trust sanity will prevail.

Yours sincerely,

Greg Sherwood, *Master of Wine*

Senior Fine Wine Buyer