vinetur

# Wines of South Africa Unveils New Global Identity at CapeWine 2025

Rebrand highlights industry’s focus on quality, sustainability and diversity to boost international recognition and market presence

Friday, September 26, 2025



Wines of South Africa (WoSA) introduced its new global brand identity, “There’s Sunshine Inside,” during the CapeWine 2025 event held in Cape Town this week. The announcement marks a significant step for the organization as it seeks to strengthen the international presence of South African wines. The new branding aims to capture the essence of South Africa’s wine industry, highlighting not only the quality of its products but also the warmth and diversity of its people and culture.

The unveiling took place on Tuesday, September 23, at CapeWine, a biennial trade show that attracts wine professionals from around the world. WoSA representatives presented the new logo and visual identity to an audience of producers, importers, and media. The campaign’s central message, “There’s Sunshine Inside,” is designed to communicate both the literal and figurative sunshine that shapes South African wines. According to WoSA, the country’s vineyards benefit from abundant sunlight and varied terroirs, resulting in wines known for their bold fruit flavors and crisp acidity.

WoSA CEO Siobhan Thompson explained that the rebrand is more than a marketing update. She said it reflects the industry’s commitment to innovation, sustainability, and inclusivity. “We want to show the world that South African wine is not just about what’s in the bottle,” Thompson said. “It’s about our people, our land, and our unique approach to winemaking.”

The new brand identity will be rolled out across key export markets starting in 2026. In preparation, WoSA has updated its website and social media channels with the refreshed visuals and messaging. The organization also released a brand video that showcases South African vineyards, winemakers, and communities. Trade activations are planned for later this year and into next year as part of a coordinated effort to engage importers, distributors, and retailers.

South Africa is currently one of the world’s top ten wine-producing countries by volume. Its industry has faced challenges in recent years due to droughts, economic pressures, and shifting global demand. However, producers have responded with renewed focus on quality, sustainability initiatives, and efforts to promote diversity within the sector.

The “There’s Sunshine Inside” campaign is intended to unify these efforts under a single message that resonates with both trade partners and consumers. WoSA hopes that by emphasizing authenticity and optimism, it can help South African wines stand out in competitive international markets.

Industry observers at CapeWine noted that the new branding comes at a time when global consumers are increasingly interested in origin stories and sustainable practices. Many producers at the event expressed support for WoSA’s approach, saying it aligns

with their own experiences in vineyards across regions such as Stellenbosch, Swartland, and Walker Bay.

As part of its ongoing strategy, WoSA will monitor feedback from trade partners and consumers as it implements the new identity worldwide. The organization plans to provide resources for producers to adopt the branding in their own marketing materials.

With this rebrand, Wines of South Africa aims to reinforce its position as a dynamic player on the world wine stage while celebrating what makes its wines—and its people—distinctive.