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Cape Winemakers Guild Auction Achieves Record Sales Despite Lower Volume

Rising average prices and strong international interest drive proceeds to R17.2 million, highlighting global demand for South African wines

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The 41st Cape Winemakers Guild Auction, held on October 3 and 4, set a new sales record with total proceeds reaching R17,215,000. The auction took place over two days and saw 1,912 cases of wine, each containing six 750ml bottles, sold at an average price of R1,501 per bottle. This marks a significant increase in price compared to the

previous year’s auction, which brought in R16,645,500 from the sale of 2,118 cases at an average price of R1,309 per bottle. Despite a lower volume of wine sold this year, the higher average price per bottle contributed to the record-breaking total.

The absence of longtime headline sponsor Nedbank did not appear to affect the outcome. The event attracted 258 registered bidders from 13 countries. Of these, 87 buyers were successful in securing lots. South African bidders accounted for the majority of sales at 64%, while buyers from the United Kingdom made up 18%. Other international buyers also participated.

Among the wines offered, several stood out for their high prices per case. The Mullineux “The Gris” Old Vine Sémillon 2024 fetched R25,000 per case, making it the top-selling wine by price. Other notable lots included the Rall Noa Syrah 2023 at R19,000 per case, Lismore Valkyrie Chardonnay 2024 at R17,500 per case, Cederberg Black Slate Shiraz 2023 at R16,000 per case, and Solo Wines Auction Cabernet Sauvignon 2023 at R15,000 per case.

Bordeaux Index from the UK was once again the top buyer for the third consecutive year. Other major buyers included Southern Sun Hotels and Grootbos Private Nature Reserve from South Africa, as well as SA Wineimport from Denmark. The remaining lots were purchased by a mix of local and international private collectors.

In addition to wine sales, guild members and member properties raised R671,400 for the Cape Winemakers Guild Protégé Programme through donations and exclusive wine-related experiences. The program supports the development of young winemakers in South Africa.

The auction continues to be a key event for South African fine wine producers and collectors worldwide. The strong results this year reflect ongoing demand for rare and limited-edition wines from leading producers in the region.