

Vititec rebrands, continues commitment to sustainably grow SA wine

Vititec has renewed the brand to emphasise its commitment as a sustainable wine industry partner. The rebranding was launched at the annual Nedbank Vinpro Information Day at the Cape Town International Convention Centre (CTICC) on 17 January.



Kelsey Knight via [Unsplash](#)

Vititec, previously known as KWV Plant Improvement, celebrated its 10th anniversary in 2018. "Vititec has expanded in the past decade from being a supplier of vine plant material to a more holistic approach and advanced technological vine plant material programme," says Nico Spreeth, chief executive officer of Vititec.

Today the company is renowned as a global leader in importing and developing new wine grape clones, eliminating harmful viruses and virus-related diseases, and maintaining the highest standards in vine plant material.

Vititec is an affiliate of the industry body Vinpro and based in Paarl, with premises in Vredendal and Grondves near Stellenbosch and six nurseries in the Clanwilliam and Piketberg regions, with a focus on virus elimination in vineyard plant material, as well as the development, propagation and supply of viticulturally and oenologically selected plant material in the form of grafted vines and vine plant material suitable for grafting.

"With the renewal of Vititec's brand, we build forth on this strong foundation and emphasise our commitment to the sustainable growth of each of our clients and the broader South African wine industry," says Spreeth.

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