

# Tops at Spar Wine Show celebrates decade of delight

The Tops at Spar Wine Show, South Africa's fastest-growing annual consumer wine exhibition celebrates its 10th year in 2015 and marks the occasion with new partners, sponsors and a revamped event experience designed to entertain and engage seasoned wine-lovers as well as up-and-coming wine fans.



Andrew Douglas, from Bierfest and the show's originator say cheers to their new collaboration. Douglas and business partner Brett Archibald have acquired a major stake in the show and are set to raise the event's bar in terms of layout, décor and entertainment.

Credit: Carmen Lorraine Photography

The 2015 shows kick-off in Johannesburg in May, before rolling-out to Durban, Nelspruit and Port Elizabeth with Tops at Spar Bierfest's Andrew Douglas and Brett Archibald as the show's new partners. As event producers, with over 20 years' industry experience between them, they have acquired a major stake in the business and brought on board the title sponsor.

John Woodward, The Wine Show's originator says, "This heralds a new chapter for the show. By benefitting from their big-event experience, not only will the show be elevated with respect to layout, décor and entertainment, it will also be marketed at the wine-loving community and consumer crowds on a mass scale not yet seen by local wine events before."

## More advertising, events

For instance, while previous years have seen the show partner with The Star, Highveld Radio, Algoa FM and DSTV, among others, this year it pumps a 300% increase into radio and 700% increase into outdoor/ billboard spend. "They are arguably the top performers with respect to delivering quality and quantity footfall so we're investing heavily in these two channels."

This boost puts the show in good stead against the background of an increasingly competitive experiential and interactive festival and event market. "Consumers are spoilt for choice when it comes to things to do so we've added a host of new entertainment attractions to the original line-up of edutainment which includes the ever-popular Wine Extra Theatre. A sneak-peak includes a pop-up Bubbly Bar, performance artists, modern violinist, variety of contemporary food options, as well as an overall décor and design revamp."

Besides the entertainment, visitors can also buy & try wines and courier them home same-day using the handy Sip 'n Ship service. "We've pioneered this concept for over 10 years and in the process generated wine sales direct from the floor of over R24-million."

Responsible consumption is also front and centre this year. While it has always been a cornerstone to the events offering, it has an annual collaboration with GoodFellas. This has been supplemented with the company's initiative, DRYVER, an app that allows you to connect with your friends when out on the town to get home safely, as well as the #DrinkSmart campaign presented by Redline Breathalysers.

## Tour dates

- 7 - 9 May Johannesburg, Sandton Convention Centre
- 4 - 6 June: Durban, Suncoast
- 2 - 4 July: Nelspruit, Emnotweni
- 30 July - 1 August: Port Elizabeth, Boardwalk

Tickets are available in advance through <http://itickets.co.za> or at the door and include a 10th year crystal tasting glass, all tastings, access to the Wine Extra Theatre and a map to help navigate the show.

For more information, go to [www.wineshow.co.za](http://www.wineshow.co.za).

For more, visit: <https://www.bizcommunity.com>