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**PRESS RELEASE
IMMEDIATE RELEASE**

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FAIRTRADE WINES CELEBRATE FIRST SOUTH AFRICAN PROMOTION AT THE GOOD FOOD & WINE SHOW

For the first time in South Africa consumers will be able to taste delicious FAIRTRADE wines at the Cape Town Good Food & Wine Show (13-16 May 2010, CTICC). At the FAIRTRADE Wines stand five different wine brands labelled with the internationally recognised FAIRTRADE mark will be introduced. The FAIRTRADE label assures that products are produced using sustainable production and social development criteria.

“When we talk about FAIRTRADE we usually refer to products sustainably produced in the southern hemisphere and sold exclusively in northern markets. This is about to change” says Mr. Boudewijn Goossens, director of Fairtrade Label South Africa (FLSA). He continues, “South Africa has been producing FAIRTRADE goods for years and the time has now come for us to enjoy our local fair produce!”.

FAIRTRADE is the leading international system for sustainable production and poverty reduction. Its standards include measures for the economic and environmental business management as well as criteria specifically dedicated to the social upliftment of farm workers and their communities. Fairtrade Label South Africa (FLSA) was established in 2009 through an agreement between FAIRTRADE International and local stakeholders. “Local consumers are increasingly demanding for products that are sustainable, locally produced and also taste good” adds Ms. Arianna Baldo, marketing and promotions coordinator of FLSA, whose main objective is to multiply the number of FAIRTRADE beneficiaries by creating market access and increasing awareness on FAIRTRADE.

At the FAIRTRADE Wines stand, wine lovers will have the opportunity to taste and buy wines that are fairly produced in our region. For every bottle sold, a percentage of the income will go back to the farming communities and be used for social projects, as stipulated by FAIRTRADE standards. Local FAIRTRADE staff along with enthusiast volunteers will be on hand to give specific information on FAIRTRADE, as well as on the wines, the farms and the current projects.

The FAIRTRADE wine brands that participate in this promotion are (in alphabetical order): Palesa, Stellar Organics, Stellenrust, Thandi and Tukulu.

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