



PRESS RELEASE

June 2009

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*****MEDIA ADVISORY*****

**Reception Launching Fair Trade Certified Wine from
Award-Winning Stellar Organics Winery in Washington, D.C.**

- WHAT:** Award-winning Stellar Winery, South Africa's first organic winery certified by TransFair USA, will launch a new range of no-sulfur-added wines in Washington, D.C., at an exclusive reception hosted by the South African Embassy, the Corporate Council on Africa's (CCA) saibl program, and TransFair USA.
- WHY:** Stellar's innovative approach led it to become the first organic winemaking operation in the world to gain Fair Trade certification and the first cellar in Africa to produce commercially viable no-sulfur-added wines. Stellar's reputation extends to its empowerment program where the workforce benefits directly from sales of its Fair Trade labeled wine. The South African winery brings its award-winning organic wine for the first time to the Washington, D.C. metro area beginning Thursday, June 25. The launch of the wine will benefit a growing US market while helping to change the face of South African business.
- WHO:** **H.E. Welile Nhlapo**, Amassador, Republic of South Africa
Berty Jones, cellar master to award-winning organic winemaker,
Dudley Wilson, Stellar Organic Winery
Stephen Hayes, President and CEO, The Corporate Council on Africa
Paul Rice, President and CEO, TransFair USA
- WHEN:** **Thursday, June 25, 2009**
6:00 – 8:00 p.m.
**Reception 6:00 p.m.; Remarks 6:20 p.m.; Entertainment 7:10 p.m.
****Media Check-in at 6:00 p.m.****
- WHERE:** Embassy of the Republic of South Africa
3051 Massachusetts Avenue, N.W.
Washington, D.C. 20008
- CONTACT:** Andrea Todd, (202) 835-1115, atodd@africacncl.org
RSVP by Tuesday, June 23, 2009

About Stellar Organic Winery

Stellar Winery is South Africa's largest organic wine producer. The cellar, jointly owned by the Rossouw brothers and the Stellar employees, makes use of a semi-arid climate, unrivalled refrigeration capacity and extensive in-house engineering skills to produce modern, organic, Fair Trade Certified™ wines. The Fair Trade program has contributed in no small way to the winery's success, informing a new model of doing business within community.

www.stellarorganics.com

About South African International Business Linkages (saibl) program

The South African International Business Linkages (saibl) program builds the competitiveness of South African black enterprises through improvements in management, productivity & quality, and use of modern technology. Its mission is to create linkages between these companies and domestic & international markets in sustainable business relationships. The saibl program is made possible through funding by the United States Agency for International Development (USAID), and is implemented by the Corporate Council on Africa, *ECIAfrica*, and the National Business Initiative. www.africacncl.org

About TransFair USA

TransFair USA is the only independent, third-party certifier of Fair Trade Certified™ products in the United States. TransFair USA audits and certifies transactions between U.S. companies offering Fair Trade Certified products and their international suppliers to guarantee that the farmers and workers producing Fair Trade Certified goods were paid fair prices and wages. www.transfairusa.org

