



PRESS RELEASE

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Stellar Organics top-selling organic wine brand in the UK

Stellar Organics Fairtrade, produced by South Africa's largest organic wine producer, Stellar Winery, is currently the top selling organic wine brand in the UK.

A recent report released by TNS, Britain's leading market research provider, reveals that organic wine accounted for 56% of all organic alcohol spend. The organic alcohol market in the UK is growing at 22% year-on-year, compared with total alcohol market growth of 3%. Organic wine has shown growth of 42% YOY.

These figures translate into an extra 267 000 shoppers buying organic wine compared to last year.

Stellar Organics Fairtrade wine occupies fifth position on the list of top 5 organic brands. The top four sellers are beer and cider.

Keith Lay, marketing director of Stellar's UK distributors Ehrmanns Ltd, attributes the popularity of the Stellar brand to the increasing tendency of consumers to take ethical and environmental issues into account when making a purchase. Stellar's organic and Fairtrade status satisfies both these requirements.

In addition, Stellar is one of the world's largest producers of wines made without added sulphur dioxide, a preservative widely used in winemaking. The market for these wines is still small, but increasing interest is being shown. Sainsbury's, one of the leading UK supermarket chains, offers a Stellar no-sulphur-added Cabernet Sauvignon as part of their SO Organic own-brand range. In South Africa, the wines are sold countrywide at Woolworths outlet, also as an own brand under the Woolworth Organics label.

Further good news for Stellar comes from *The Wine Report 2008*, authored by champagne specialist Tom Stevenson and regional experts. The report is a practical guide to the latest wine trends and developments and provides a good overview of the industry.

Stellar's Live a Little Really Ravishing Red table wine is one of the five South African wines are on the list of "Top 100 Wine Finds", up from two in the 2007 report.

Stellar Winery is situated at Trawal in the semi-arid Namaqualand. The dry climate is ideal for organic viticulture, which is done without the use of chemical pesticides, herbicides and fertilizers. Only organic materials and compost are used, with indigenous vegetation for mulching. A flotilla of Indian Runner ducks is employed to take care of the snail problem.

ENDS

Stellar Winery is a fully-accredited organic producer. The grape cultivation and winemaking operation is certified by Control Union Certifications, based in the Netherlands.

Stellar is also an accredited Fairtrade producer.

For more information on Stellar Winery, see www.stellarorganics.com.

What Is Organic Wine?

Organic means that no chemicals, pesticides or herbicides were used in the growing of the grapes. Only compost and organic materials are used, with indigenous vegetation for mulching. In the cellar the maximum allowable quantity of sulphur dioxide is half that of conventional wines and certain chemicals are forbidden.

What Is Fairtrade?

The Fairtrade Foundation awards the independent certification- the FAIRTRADE Mark- to products as a guarantee that producers in developing countries have received a fair deal.

In order to put the FAIRTRADE Mark onto a product, producers and companies must comply with the standards and terms of trade set by the international Fairtrade system. These include social and environmental standards for the producers, as well as an agreed price structure and trading rules for companies.

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