

WINE.CO.ZA

SPOTLIGHT for 2012

During 2011, we focused our energies on various themes during the year, which we found very useful. We would like to continue this more aggressively next year. We are fully aware of the impact of the global economic crisis, and working hard to ensure that we can provide added value to our loyal clients.

Wine.co.za invites all wineries to participate in our SPOTLIGHT for 2012.

Our Global Partners, Partners & Standard listing clients will get preference in that order. We are planning to promote wines & wineries which we feel fit the relevant focus areas.

We will choose a maximum of 8 wines or submissions per month.

We may do our own selection entirely for some months.

2012 MONTH	THEME	SUBMISSION DEADLINE FOR CONSIDERATION BY WINE.CO.ZA	WINE.CO.ZA TO INFORM WINERY OF ACCEPTANCE OR REJECTION	DATE WINERY TO ENSURE THEY CAN BE AT WINE.CO.ZA'S OFFICE FOR INTERVIEW & VIDEO
JAN	CHENIN – The Work-horse	Fri 25 th Nov	Fri 2 nd Dec	Tues 13 th Dec @10am
FEB	BO-DIE-BERG ROBERTSON/BREEDEKLOOF	Fri 9 th Dec	Thurs 15 th Dec	Tues 17 th Jan @10am
MARCH	THE X-FILES Pushing the envelope – what are you doing that is unusual or different or unique?	Fri 13 th Jan	Fri 20 th Jan	Tues 6 th Feb @10am
APRIL	SUSTAINABILITY Green, Biodynamic, Organic, sustainable farming, bottling, labelling, marketing	Fri 10 th Feb	Fri 17 th Feb	Tues 6 th Mar @10am
MAY	FOOD ON THE FARM? Yummy for the tummy Winter Specials. Food wines – wine & food pairing	Fri 9 th March	Fri 16 th March	Tues 3 rd April @10am
JUNE	SMALL IS BEAUTIFUL Single Vineyard, Small runs, Boutique cellars, Garagiste etc.	Fri 13 th April	Fri 20 th April	Tues 8 th May @10am
JULY	BIG REDs – CAB VS SHIRAZ?	Fri 11 May	Fri 18 th May	Tues 5 th June @10am
AUGUST	SISTERS ARE DOING IT FOR THEMSELVES Women winemakers, Sommeliers, chefs, marketers, managers	Fri 8 th June	Fri 15 th June	Tues 3 rd July @10am
SEPT	ARE YOU SAVVY? SAUVIGNON BLANC – Elgin vs Durbanville	Fri 13 th July	Fri 20 th July	Tues 7 th Aug @10am
OCT	ACCOLADE ALLEY	Fri 10 th August	Fri 17 th Aug	Tues 4 th Sept @10am
NOV	UNDER THE INFLUENCE HEALTHY FOCUS Low-cal, Low-sulphur, driving without drinking	Fri 7 th Sept	Fri 15 th Sept	Tues 2 nd Oct @10am
DEC	FESTIVE FAIR – Stellenbosch Summer Festivals	Fri 12 th Oct	Fri 19 th Oct	Tues 6 th Nov @10am

HOW DOES IT WORK?

- We let you know in advance what the focus areas are for the months ahead.
- Anyone can submit articles, news, photos, etc for consideration to be published on wine.co.za & its social media for the specific focus areas – see below for detail.

SUBMISSION PROCESS:

- You decide which of your wines (or the winery) fit the focus area and send your submissions through to UPDATES@wine.co.za before the deadline. No submissions will be considered after the deadline. Incomplete submissions will not be considered.
Wines: Please use the SUBMISSION FORM below – complete it and include it in an email send to UPDATES@wine.co.za with the **subject WINE.CO.ZA THEME NAME & WINERY NAME**
eg WINE.CO.ZA THEME CHENIN KLEINE ZALZE.
- Please use **Submission** form below. Incomplete submissions will not be considered. Maximum TWO wines are permitted per WINERY per month.
- For a wine to be considered – it must be:
 - In our database
 - In our Online Shop
 If not – please submit to updates@wine.co.za with FULL TASTING NOTES & BOTTLESHOT.
- Wine.co.za will inform wineries if their submissions have been accepted or not within 10 days of closing deadline
- Should the wine/winery be accepted by wine.co.za – we will give it considerable exposure on the site and in our Online Shop. See detail below.
- Global Partners & Partner listing clients of Wine.co.za get preference over other submissions.
- As a **Global** or **Partner listing** – please submit any News, Events, Photo Albums, Video Links – to our Content Team to updates@wine.co.za. Please advise your PR companies to do the same.
- As a **Standard Listing** or **Free listing** – please use our **BLUE SUBMIT** button on the top right of any wine.co.za screen to submit information for consideration for publication. Please advise your PR companies to do the same.

HOW DOES THE WINERY/PRODUCER BENEFIT?

- Wine.co.za will focus a lot of its marketing around these SPOTLIGHT areas and if you are included you will benefit from this extra exposure.
- You can have articles relevant to the theme published on wine.co.za and be included in our branded [SPOTLIGHT Press Room](#) for the month.

PLUS....

If you are selected as one of the maximum 8 wines for the month:

- Get Exposure for your wine/winery – keeping your online presence dynamic.
- You may be interviewed by wine.co.za about the particular wine you want to focus on
- **Video & Photos:**
 - You may need to come to the wine.co.za offices & do a tasting for us to film & take pics.
 - We may video you/your winemaker talking about the wine –
 - The video will be published in our video library & News & Newsfeed, linked to your listing (and your website if we host it)
 - Any photos will be published on wine.co.za & linked to your listing (and your website if we host it)
- **Article:**
 - We may write an article on wine.co.za about all the wines/projects we select.
 - The article will be published in our News & Newsfeed & branded Press Room
 - The article will be linked to your listing (and your website if we host it)
- **Shop:**
 - The wine will be promoted in our [Shop](#) for the month.
 - The wine will be promoted in one of our bi- monthly(twice a month) flyers to our Shop members
- **Social Media:**
 - We will use our Social Media to get extra coverage for any content we have produced for the Themes and ask you to do the same.

WINE.CO.ZA SPOTLIGHT SUBMISSION FORM 2012

Please email to updates@wine.co.za or fax to 021 851 2735

MINIMUM REQUIREMENTS FOR SUBMISSION	<i>Should wine.co.za already have the wine in our database you do not need to submit the full tasting notes.</i>
DATE OF SUBMISSION	
PLEASE CIRCLE THEME NAME	CHENIN BO-DIE-BERG THE X-FILES SUSTAINABILITY FOOD ON THE FARM SMALL IS BEAUTIFUL BIG REDS – CAB vs SHIRAZ SISTERS ARE DOING IT FOR THEMSELVES ARE YOU SAVVY? ACCOLADE ALLEY UNDER THE INFLUENCE – HEALTH FOCUS FESTIVE FAIR IN STELLENBOSCH
WINERY NAME	
WINE NAME & VINTAGE	
FULL TASTING NOTES	
BOTTLE SHOT	
TECHNICAL ANALYSIS	
CONTACT PERSON	
CONTACT DETAILS	Email & cell number
TRADE PRICE PER BOTTLE	

Wine.co.za reserves the right to promote whichever wines we choose. We look forward to your active participation in this added value feature of wine.co.za.

All the best,

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