

**FOR IMMEDIATE RELEASE**

**WEDNESDAY 3 MAY 2023**

**AWARD-WINNING SOUTH AFRICAN CHEESE FESTIVAL RETURNS IN 2023 UNDER NEW OWNERSHIP**

The highly anticipated South African Cheese Festival is back in Stellenbosch this year with new dates and new owners. Sandringham Estate will play host to the outdoor culinary event from Friday 22 to Monday 25 September 2023, over the Heritage Day long weekend. The new festival owners, a consortium of private investors and the DGTL Marketing Group, have revamped the popular event to celebrate all things cheese, wine, and entertainment for the whole family over four days.

The SA Cheese Festival has been a long-standing tradition in the Cape Winelands since 2002 and has established itself as South Africa's only cheese-focused event. To take it to the next level, the new owners bring extensive experience in organising, marketing, and presenting lifestyle events across the country. They have breathed new life into the SA Cheese Festival, and visitors can expect a sensational experience.

**B2B MEETINGS, A FRIDAY MUSIC FESTIVAL, AND A CARNIVAL THEME PARK**

The festival will kick off with B2B-focused sessions on Friday 22 September, to facilitate trade between exhibitors and buyers from major retail outlets. The festival will then officially open on Friday evening with a music festival. From Saturday 23 to Monday 25 September, the long weekend welcomes public visitors with over 150 exhibitors showcasing the best cheese offerings, along with other food options and multiple wine and craft beer vendors.

Leading local artists will provide live music, while improved kids' entertainment facilities and carnival-style theme park activities will keep the entire family entertained. One new addition to the SA Cheese Festival will be the availability of hospitality options for partners and sponsors. Private or shared hospitality suites with dedicated facilities and unique experiences will be on offer, tailored to the needs of the sponsors.

**GOOD NEWS FOR SA CHEESE FESTIVAL FANS IN JHB AND KZN**

Jacques Fourie, representing the new owners, stated, "We are delighted to confirm the 2023 event and excited to work with all exhibitors and partners to ensure the continued success of this important event on the Western Cape events calendar. The 2023 event effectively becomes the 20<sup>th</sup> edition of the SA Cheese Festival, after the 2020 and 2021 editions were cancelled due to COVID, and a scaled-down event took place last year. It now possesses all the ingredients necessary to become a flagship event on the culinary calendar in South Africa."

According to Fourie, the new owners also have plans to bring the SA Cheese Festival to Johannesburg and KwaZulu Natal as early as 2024, which will undoubtedly increase the value for existing partners and exhibitors.

“The SA Cheese Festival is a remarkable experience for food lovers and connoisseurs,” Fourie said. “With an array of culinary vendors, local wines, craft beers, gin, live music, and entertaining foodie shows, there's something for everyone at this festival. The delicious cheese varieties and artisanal products available for tasting and purchase will tantalise your taste buds, and the vibrant atmosphere will leave you with unforgettable memories. Whether you're a seasoned foodie or simply curious to try new flavours, the 2023 SA Cheese Festival is an event not to be missed!”

#### **TICKETS AVAILABLE FROM JUNE 2023**

Further announcements will be made regarding ticket prices and hospitality offerings in the coming weeks, with tickets expected to go on sale during June 2023, limited to 10 000 visitors per day. Follow the SA Cheese Festival on social media Facebook @SACheeseFestival, Instagram & Twitter @SACheeseFest. #SACheeseFest and #CheeseLovers and keep an eye on the festival website at [www.cheesefestival.co.za](http://www.cheesefestival.co.za).

Exhibitor registration will open on Monday 8 May 2023 via the SA Cheese Festival website. For further information on registering to exhibit at the SA Cheese Festival, contact Reinette Basson, Exhibitor Manager, at [reinette@cheesefestival.co.za](mailto:reinette@cheesefestival.co.za)

For all partnership and sponsorship-related enquiries, contact Nicole Windbrechtinger, Director at DGTL Marketing Group, at [nicole@dgtl-group.com](mailto:nicole@dgtl-group.com)

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