

## HOLLARD INSURE'S GREAT BIG WINE SURVEY SPONSORSHIP HELPS CREATE #BETTERFUTURES

**Johannesburg** - Hollard's business purpose is called #BetterFutures: it binds every employee to create and secure better futures for more people. Such as the tens of thousands of people dependent on South Africa's wine industry.

This is why Hollard Insure, the Hollard Insurance Group's short-term insurance arm, has partnered with the TOPS at SPAR Wine Show, South Africa's largest "try and buy" wine event, on a wonderful project.

When the national COVID-19 lockdown led to the show's cancellation last year, the TOPS at SPAR's organisers instead decided to find out exactly what lay over the horizon and channelled their energies into conducting a comprehensive survey of South Africa's domestic wine market.

That was the first-ever Great Big Wine Survey, which recorded the views of no fewer than 21 000 people.

"The wine industry is a major contributor to South Africa's GDP, not to mention a heavyweight ambassador for the country's brand," says Andries Wiese, National Business Development Manager for Hollard Insure.

"Like many other industries, it suffered severely as a result of the global COVID-19 pandemic, including disrupted exports, the national COVID-19 lockdown and a series of bans on the sale of alcohol.

"But while restrictions have eased again, the reality is that the world – and how consumers interact with wine – has changed forever. It will never be business as usual again. So, to help it get back on its feet, and save tens of thousands of jobs, it became imperative to take a long, hard look at how the wine market works now."

The Great Big Wine Survey recorded the responses of 21 000 people. It was carried out by the TOPS at SPAR Wine Show team in collaboration with KLA, a leading independent SA consumer insights research business, and Peter McAtamney, founder/principle of Wine Business Solutions (WBS) – a renowned global wine business intelligence consultancy.

The survey results are now in, and the industry has gleaned some excellent new insights into the domestic wine market.

"Proudly sponsoring the survey is our way of giving back to the Western Cape and its iconic wine industry, which has been heavily affected by the COVID-19 pandemic. The great news is our wine producers had an excellent season last year; now the industry can use the consumer insights of the Great Big Wine Survey to tailor its offerings for the greatest success.

“Helping the industry to recover will go some way towards preserving the jobs of the 45 610 people who work on the primary production side of the wine industry – and supporting all their dependants. That’s a lot of #BetterFutures!” says Wiese.

For more information about the Great Big Wine Survey results, please visit: <https://news.wine.co.za/news.aspx?NEWSID=37729&CLIENTID=>

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