

# CASE STUDY BRIEF

Unit 1, WSET Level 4 Diploma in Wines and Spirits



## March 2018 – The South African wine industry

Wine production in South Africa started in the 17<sup>th</sup> century. According to the Oxford Companion to Wine, the dessert wines of Constantia “seduced 18<sup>th</sup> and 19<sup>th</sup> century Europe at a time when names such as Lafite and Romanée-Conti were still in the making”.

Since South Africa’s first democratic elections in 1994, and the subsequent dismantling of the apartheid regime, the wine industry has seen many changes in production and trade structure. These have had a profound effect on South Africa’s ability to sell wine globally.

Despite much investment, significant improvements in viticultural and winemaking techniques and technical know-how, there has not been the expected surge in quality recognition globally. Indeed, to quote one industry source – “For some key, mature export markets, South Africa is not on the map – they still think there are lions on our streets!”

### Instructions for candidates

- Candidates are reminded of the need to research the topic thoroughly using the course materials, trade/general press and other industry sources. Answers in the Unit 1 case study examination should show clear evidence of critical analysis of source material and well-reasoned personal commentary, together with relevant examples to support the points made.
- Candidates are advised to read the Candidate Assessment Guide for further guidance on the Unit 1 case study and how to prepare for the examination.
- Candidates must address all of the required sections in the examination and gain a minimum overall mark of 55% to qualify for a pass grade.