



## Raise a glass and toast to 364 years of Award-Winning South African Wine

South Africa is the only country in the world that can accurately pinpoint the exact date of origin of its wine industry, due to a diary entry from 2 February 1659.

Join us in celebrating South Africa's Wine Birthday month, through sharing content on your social media platforms that encourages locals to get out into the regions, and inspires potential visitors across the globe, to come and experience the breadth and depth of world-class wine tourism experiences on offer in Cape Town and the Western Cape.

## How do I get involved?

**#HappyBirthdaySAWine**



As part of the celebration, we have a series of assets including videos, maps, wine tourism collateral and a white label wine tourism logo which you can share on your platforms using the hashtags **#HappyBirthdaySAWine**, **#ToUs** **#SAWineSince1659** and **#DiscoverCTWC**.

These assets are available on our toolkit page [here](#).

