



24 January 2024

Price Increase Notification 2024

To our amazing extended trade family

Thank you for your continued support of Alvis Drift Wines. With your continued support we have again grown beyond expectations as a brand in South Africa and are reaching more people than ever before to share the best wine experience your money can buy at each price point.

Highlights for Alvi's Drift

- Verreux Pinotage wins Best Pinotage in South Africa.
- Viognier again recognized among the best in the world in Netherlands. Royal family hosts Alvi's Drift as guests of our importer.
- Veritas again recognizes Alvi's Drift among the best wines in South Africa.
- Platters selects Muscat Nectarinia as best dessert wine in South Africa.

As much as we focus on delivering the finest quality wines at each price point. We continue to work tirelessly to ensure that we maintain competitive pricing in the market.

I want to acknowledge that this increase may be more noticeable than what we've implemented in recent years. However, it aligns with current input costs and is positioned just below the industry standard for the past few years. Our initial positive outlook on the normalization of bottle, paper, and related costs hasn't materialized, necessitating this adjustment.

To this end, we are considering:

- Signature Tier 7.5% – 8.5%
- 221 Tier 6%-9.5%
- Reserve Tier 6%-8%
- Albertus Viljoen Tier 8.5%-10%
- Cap Classique 14.1%
- Sparkling 15%

We will publish and circulate final pricelists as soon as possible after the budget speech. Please contact your representative for more information.

We look forward to working with you in 2024!

Many thanks,

Richard Bradfield

Sales and Marketing Manager