

# Accolade announces £1mn investment boost for SA wine brand Kumala

UK wine company Accolade Wines will be investing over £1 million in its South African wine brand Kumala with a new brand creative entitled 'Keep it Kolourful'. The news marks the biggest investment into Kumala for over 10 years.



According to Accolade Wines, the investment is a reflection of the company's commitment to its South African portfolio, despite the difficult vintages the region has had due to ongoing drought issues.

In the UK, the South African wine category is steadily declining at -3.6% value year on year. Despite the category decline, Accolade says that Kumala is performing strongly in the market, growing at 8.5% value year on year. This has largely been driven by the phenomenal growth of Kumala Reserve which has seen a 61.9% growth year-on-year, offering consumers a trade up option at £8 and championing specific regions in the Western Cape.

## Keep it Kolourful campaign

The brand has reportedly undertaken extensive positioning research, with the results being brought to life through the new Keep it Kolourful campaign.

“The ‘Keep it Kolourful’ campaign is centred on the brand’s core positioning statement of ‘pouring positivity’ and aims to highlight the vibrancy and energy of South Africa,” says Christopher Buckwell, Kumala brand manager.

The South African activation on the new Reserve Range will begin on September with online sales and availability in South

African International Airports' Big 5 Duty Free followed by sales and tasting at Cape Town's Rockwell Hotel and the Cellar Door at Flagstone's winery in Somerset West. The Kumala Zenith Range is available in over 800 Checkers stores nationwide.

In the UK, activation will take place in August to November this year across digital, on pack, in-store and outdoor advertising. The first stage of the activation focuses on bringing the South African spirit to tasting notes in a visual campaign brought to life by South African artist: Maaïke Bakker. With an estimated reach of 9.5m, the outdoor advertising will feature across key cities including London, Manchester, Birmingham and Edinburgh, as well as social media platforms Facebook and Instagram.

Ade McKeon, Accolade Wines general manager UK and Ireland, said: "We're committed to driving the market for the UK's number one South African wine brand, championing the great heritage of South African winemaking and bringing it to the attention of loyal and new consumers."

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