

INCREASING THE EXPORT OF SOUTH AFRICAN WINES: AN ANALYSIS OF CONSUMER PERCEPTION

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ABSTRACT

This paper examines the export of wines from South Africa. A history of world wine-production is first provided, followed by the history of wine-production specifically in South Africa. Wine consumption is also considered specifically for the United Kingdom (South Africa's larger wine importer) and the United States (biggest market potential for expansion.) Suggestions for increased exports are the key focus of the paper. Limitations of the study and conclusions are also provided.

KEYWORDS: *Zuid-Afrika , United States, Argentina, Australia, South Africa, and Chile*

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