

BEE



Phambili

Phambili means “moving forward” in the local Xhosa language.

In response to Government initiatives to democratize industry in South African, 18 formerly disadvantaged workers in Wellington have established a separate trading entity, the Inkqebela Phambili Empowerment Trust, as a genuine empowered business within the wine industry. In total, 87 people (including dependents) stand to benefit from this project.

The Phambili Trust is an asset owning business responsible for wine treatments and processing. They look to add value to their business through the creation of their own brand Phambili.

All profits from their activities are distributed amongst the workers and their families in accordance with objectives laid down by the Trust. These include long term investments in permanent housing, education & training, and future business development projects.

Phambili enjoys BEE and Fair Trade accreditation.

Wellington, known as the “Valley of the Wagons”, owes its name to the intrepid pioneers who would stop over in the little town at the edge of the Dutch Cape Colony’s frontier to check their wagons before venturing into the wild and uncharted interior.

A group of grape-growers in the area established a co-operative in 1941 and in 2005 it was changed to a Private Company where the grape producers are now the shareholders in the company.

The grapes come from Wellington, Hermon, Riebeeck and Paarl.

Harvest about 13 000 ton per year.

60% Red and 40% White grapes.

Winner of the ABSA Top 10 Pinotage competition in four consecutive years (2001 – 2004). Winner of the General Smuts Trophy at the SA Young Wine Show 2007 for the 2007 wooded Pinotage (the highest honour to be bestowed on a young wine).



“Our business initiatives are aimed at getting Trust Members into managerial positions and to create long term opportunities through the secondary and tertiary education of members’ children,”

commented Trust Chairman Johan Truter.