



**SHUMAYELA**  
HOLDINGS

COMPANY PROFILE

**2021-2022**  
[www.truevines.co.za](http://www.truevines.co.za)

## COMPANY BACKGROUND

Shumayela Holdings is a South African company with a focus on wine export and International Lifestyle Events. The Company, which was founded and currently operating in South Africa owns a recently endorsed wine brand known as Truevines. Our Lifestyle events are tailor-made to introduce new trends in food and wine as well as uplifting an appreciation of the vast wine Industry in Africa.

An idea birthed by two South African women. SH consists of 3 different units that make up the company's goals and objectives namely:

- 1. International Trade**
- 2. Events and Logistics**
- 3. PR and Brand Management**

Headed by Simphiwe Xinwa; International Trade Division has a primary responsibility of putting South African wine brand, True Vine Wines on the international map. Whether through wine expos, Lifestyle events or the supply of wine to other countries, the Division leads in establishing key partnerships and relations at an international level.

Known as the Creative Wing of the Company, the Corporate Relations Division handles amongst others Public relations and stakeholder engagement for activities that the Company commits to. The fresh, sassy and classy Lifestyle events hosted by SH are coordinated and managed by the unit. This unit comprises of an innovative team with a prime responsibility of ensuring that the Truevines wine Brand is effectively promoted on the international map and to continuously give birth to International awe-inspiring Life-style events. Our Lifestyle events are not only a celebration of South African culture but they are also an appreciation of the rich history by different nations. As we work towards the growth of our company, we continue to build an empire that bears true reflection of our motto; "Your Brand, Our International Footprint"

## THE CELLAR

Our cellar offers a variety of exceptional wines from the Truevines Wine Brand. We have both single varietals as well as blends on our range of wines.

While our production is South African based, our main focus is Export markets. Depending on the needs and demands of our International clients, we are able to export our wines both in bulk and/or bottled or packaged. Our client's time frames are critical to us, that is why we rely on the client's game plan to achieve the delivery goal.

Our wines sales start from 20 000 litres, whether in bulk or packaged. Out of the Cellar comes both entry and the premium selection on all the cultivars provided.

We continue to facilitate communication from inception of project with our international clients until the delivery date. It is imperative that the client ensures that Shumayela Holdings is aware of state laws and regulations to be adhered to in the state receiving the wine as laws and regulations differ from country to country.





## Shiraz (Red Wine)

Our 2015 Shiraz comes both in the standard and premium selections. Our Premium selection is one of the finest you will taste. Not shy in character, this well integrated Shiraz shows maturity in its structure and colour. Though subtle with the spices, its well-oaked strength gives a good fruity character. This rich medium bodied wine expresses itself well with a good stew and can be enjoyed over a good barbecue with friends.

The Shiraz can be exported both in bulk and packaged depending on the needs of the client.



## Sauvignon Blanc (White Wine)

This Fresh and Crispy cultivar gives a happy, lighter side of life. Its medium bodied structure is an expression of the finest vineyards of Breedekloof in the Western Cape, South Africa. With a strength of diverse tropical flavors, both our standard and premium sauvignon make a statement of well matured wines. This wine can be enjoyed with light meals from seafood dishes to fresh salads.



## TVW De-Alcoholised Red Wine

South Africa's no.1 selling almost zero De-Alcoholised wine with less than 0.4% alcohol. Proudly made from our Shiraz, is low in sugar and a lot healthier than other non-alcoholic drinks. Perfect for non –drinkers and ideal for any occasion. Enjoy with red meat, burger..

Soft, well balanced and rich with plum flavour. Ideal for any occasion.



## TVW Red Elegant Sparkling Wine

Floral Muscat aromas, dancing ruby colours, deliciously sweet on the palate. For moments worth celebrating. Pair with love and every kind of jubilation.



## TVW Red Elegant screw cap

Floral Muscat aromas, dancing ruby colours, deliciously sweet on the palate. For moments worth celebrating. Pair with love and every kind of jubilation.



## TVW White Elegant screw cap

Infused with sunshine of the Cape Winelands and hints of fragrant, rich soil with up-front sweet aroma and crisp green apple after-taste. The summer drink for perfect days and pure pleasure.

## OUR AFFILIATES



## MEET THE TEAM:



### MANAGING DIRECTOR AND HEAD OF INTERNATIONAL TRADE:

Ms Simphiwe Xinwa is a Graphic Designer by profession. She has experience both in the private sector (advertising agencies) and Government. Her international experience is versatile, having worked in Kuala Lumpur, Malaysia as well as in The Netherlands. She has experience with people and is an aspiring motivational speaker. She currently anchors a Talk Show on Love World SAT called Talking Solutions. Simphiwe is currently doing a 6 months Managers Training with the German Government, she is one of 20 SMME's who are embarking in this training which has an alumni of over 17 countries globally.

Her strength lies in her analytical thinking and the way she tackles everyday challenges. She has learnt to deal with a variety of people in their different races and cultures. Simphiwe is a fast learner and always keen to explore new things. She is fully aware that the career she fell in love with, demands a lot of effort, creativity and passion. Simphiwe has more than 10 years diversified experience, leadership skills and abilities in Graphic Design and Communications.

She is also a strong communicator, with a strong ability to articulate clearly with the written and spoken word. Confident, quick learner, persuasive and a quick thinker. Simphiwe is goal oriented and focused, has persuasive interpersonal skills and pays attention to detail.

Simphiwe has the following qualifications:

- BA Fine Arts (Honours) – University of Fort Hare , Alice, South Africa
- Diploma in Graphic Design and Multimedia - LICT , Kuala Lumpur, Malaysia
- Certificate in Public Relations Practise – PRISA, South Africa
- Certificate in Project Management – Prince2 – The Netherlands
- Certificate in Wine Making 1 – Wine Academy – South Africa
- Certificate in Wine Making 2 – University of Stellenbosch
- Exporters Certificate - Tshwane Economic Development Agency
- Managers Training Programme – German business training centre Carl Duisberg Centren GmbH

# THANK YOU

Should you wish to have further details on Shumayela Holdings, our details are as follows:

## Head of Administration

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