



SALBA
SOUTH AFRICAN LIQUOR BROWNDOWNERS ASSOCIATION

VinPro



African Terroir • Baarsma SA (Pty) Ltd • Brandhouse • Cape Classics Exports (Pty) Ltd • Constellation Wines South Africa (Pty) Ltd • DGB (Pty) Ltd • Distell • E.Shell FirstCape Vineyards • Graham Beck Wines • Halewood International SA (Pty) Ltd • Historic Wines of the Cape • Jonkheer Boerewynmakery (Edms) Beperk KWW • Mooiuitsig Wynkelders (Edms) Beperk • Newton Johnson Wines NMK Premium Global Brands • Origin Wine • Paarl Wine • Pernod Ricard SA SMC Brands SA (Pty) Ltd • Spier Wines (Pty) Ltd • The Company of Wine People The Really Great Brand Company • The Winery of Good Hope (Pty) Ltd • Vinimark

Contact Details

Industry Association for Responsible Alcohol Use (ARA)

154 Dorp Street, Stellenbosch 7600

P O Box 236, Stellenbosch 7599

Tel: +27 21 886 4329 • Fax: +27 21 886 4412

www.ara.co.za

Complaints line: 0860 272 237 or 0860 ARA ADS



INDUSTRY ASSOCIATION FOR RESPONSIBLE ALCOHOL USE

CONTACT BOOKLET 2010



A positive force in South African society



MISSION

The ARA's mission is to reduce alcohol-related harm through combating the misuse and abuse of alcohol beverages and promoting only their responsible use.

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MESSAGE FROM THE CHAIRPERSON

The Industry Association for Responsible Alcohol Use (ARA) was founded over twenty years ago by the major manufacturers of alcohol beverages in South Africa.

The ARA is registered as a non-profit organisation with the Department of Social Development and is focused on the prevention of the negative consequences of alcohol abuse. The primary targets for its interventions are two broad groups, namely young people and those adults who are vulnerable and most at risk of suffering the negative consequences of alcohol abuse and misuse. The ARA's interventions are usually conducted in partnership with other stakeholders who share similar objectives.

In 1989 the ARA adopted a strict Code of Commercial Communication which has been updated and expanded on a number of occasions since that time. The Code of Commercial Communication and two further codes of practice, which serve as guidelines for manufacturers, distributors and retailers, are published on the ARA website at www.ara.co.za.

This booklet is designed to provide the media and other interested persons with the details of the ARA spokesperson and other key contacts to facilitate engagement and information sharing.

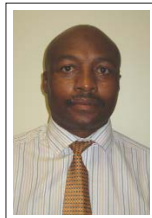
Michael Mokhorro - ARA Chairperson

SPOKESPERSON

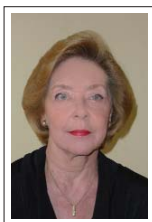


ADRIAN BOTHA - Director
Industry Association for
Responsible Alcohol Use (ARA)
PO Box 236, Stellenbosch 7599
Tel: +27 11 326 2906
Fax: +27 11 326 2906
Cell: +27 76 426 4813
E-mail: adrian.botha@telkomsa.net

OTHER KEY CONTACTS



MICHAEL MOKHORO - Chairperson
Industry Association for
Responsible Alcohol Use (ARA)
PO Box 236, Stellenbosch 7599
Tel: +27 21 809 7596
Fax: +27 21 887 7318
Cell: +27 74 662 1313
E-mail: mmokhoro@distell.co.za



DELINE BEUKES - Independent Arbitrator
for the Code of Commercial Communication
PO Box 70277, Bryanston 2021
Tel : +27 11 704 2956
Fax: +27 86 627 2947
Cell: +27 72 640 5151
E-mail: delineb@vodamail.co.za

OTHER KEY CONTACTS



LIEZLE CAMERON - Liaison Officer
Industry Association for
Responsible Alcohol Use (ARA)
PO Box 236, Stellenbosch 7599
Tel: +27 21 886 4329
Fax: +27 21 886 4412
Cell: +27 72 510 7034
E-mail: liezle@ara.co.za



NORMAN REYNEKER Director: Corporate Relations
Brandhouse Beverages
First Floor, Block B, C and D
Black River Park North, Fir Road, Observatory, 7925
Tel: +27 21 442 7100
Fax: +27 21 442 7300
Cell: +27 82 808 3421
E-mail: norman.reyneker@brandhouse.co.za



PRISCILLA SINGH - Corporate & Brand PR Manager
Brandhouse Beverages
First Floor, Block B, C and D
Black River Park North, Fir Road, Observatory 7925
Tel: +27 21 442 7132
Fax: +27 21 442 7300
Cell: +27 82 852 2428
E-mail: priscilla.singh@brandhouse.co.za



OTHER KEY CONTACTS



MATTHYS (THYS) JAN LOUBSER - CEO

KWW Holdings Ltd

La Concorde, 57 Main Road, Paarl 7624

Tel: +27 21 807 3232

Fax: +27 21 863 1061

Cell: +27 83 639 1130

E-mail: ceokwv@kwv.co.za



HYMLI KRIGE - Business Affairs Executive

KWW Ltd

La Concorde, 57 Main Road, Paarl 7624

Tel: +27 21 807 3120

Fax: +27 21 863 1061

Cell: +27 82 417 5525

E-mail: krige@kwv.co.za



OTHER KEY CONTACTS



HEIDI BARTIS - Communications Manager

Distell Group Limited

Aan de Wagen Road, Stellenbosch 8600

Tel: +27 21 809 8005

Fax: +27 21 887 6169

Cell: +27 21 82 885 8520

E-mail: hbartis@distell.co.za



ROBYN CHALMERS

HOD: Media and Corporate Communications

The South African Breweries Ltd

PO Box 782178, Sandown, Sandton, 2146

Tel: +27 11 881 8620

Fax: +27 86 644 3364

Cell: +27 82 924 2267

E-mail: robyn.chalmers@za.sabmiller.com



OTHER KEY CONTACTS



RIAAN KRUGER - CEO
South African Liquor Brandowners Association (SALBA)
PO Box 236, Stellenbosch 7599
Tel: +27 21 887 0117
Fax: +27 21 883 8545
Cell: +27 82 566 1140
E-mail : kruger@salba.co.za

SALBA

OTHER KEY CONTACTS



HENK BRUWER - Executive Chairman
Wine Cellars SA (WCSA)
PO Box 6225, Uniedal 7612
Tel: +27 21 887 3334
Fax: +27 21 887 3423
Cell: +27 83 448 1576
E-mail: wcsa@lantic.net



JOS LE ROUX - Executive Director
Vinpro (Co-op) Ltd
PO Box 1411, Southern Paarl 7464
Tel: +27 21 807 3322
Fax: +27 21 863 2079
Cell: +27 83 308 6251
E-mail: lerouxj@vinpro.co.za

VinPro



GERRIT DE VILLIERS
ARA Representative for Vinpro & WCSA
65 De Villiers Drive, Valmary Park,
Durbanville 7550
Telefax: +27 21 975 7889
Cell: +27 83 463 4289
Email: gerrit@cape.co.za

OTHER KEY CONTACTS



LEANA OLIVIER - Chief Executive Officer
Foundation for Alcohol Related Research
37 Thornhill Street, Rondebosch, 7700
Tel: +27 21 686 2646
Fax: +27 21 685 7034
Cell: +27 83 275 0202
Email: lo@farsa.org.za or info@farsa.org.za



JOHANNA DE WAAL - Chief Executive Director
Prestige Ignite
38 Leipoldt Street, Strand, 7140
Tel: +27 21 854 3183
Fax: +27 21 854 3183
Cell: +27 83 206 1043
E-mail: jo_oliveza@yahoo.com



IZABELLA LITTLE-GATES
Founder, LifeTalk
PO Box 754 Hillcrest, 3650
Fax: +27 86 623 5944
Cell: +27 83 251 2350
E-mail: izabella@lftalk.co.za

ARA ASSOCIATE MEMBERS 2010

Adriatic Ship Supply & Trading Co
Adry Suppliers
Africa's Beer Wholesalers (Pty) Ltd
Afrique Interlink (Pty) Ltd
Appletizer South Africa
Bethsab Beer Wholesalers
Big Market t/a Big Distribution
Biggest SA Trading Company
Black Malt Beverages (Pty) Ltd
Boland Beer Distributors
BW Premium Imports CC
Caterplus
Charlie Liquor Distributors
Contract Packaging Solutions
Deban Investments Nine Pty) Ltd t/a Long
Neck Wines
Diamond's Discount Liquor
Engelbrecht Distributors
Ermelo Beer Wholesalers (Pty) Ltd
Faerie Glen Liquor
Floyd's Place
Gala Import and Export Distributors
Geneg Majestic Wines and Merchants
Greytown Beer Distributors
Haxjor Marketing
Imperial Truck Systems
IQUE Information CC
Jack Black Brewing
Jan Njomo t/a Njomo Liquor Store
La Verne Wine Boutique
Legendary Brands Wines & Spirits CC
Liquidity
Liquor Logistics.Net
Louis Trichardt Beer Wholesalers (Pty) Ltd
Love and Happiness Distributors
M&L Vintners
M2VW Liquor Distributors
Mabasele Distribution and Services
Madadeni Beer Wholesalers (Pty) Ltd
Makhosonke Tavern
Makro (Massstores)
Masscash
Mathathu J Africa Trading
MC Wines Bottling & Liquor Distributors
Midlands Beer Wholesalers
Midmar Liquors Limited
Milestone Beverages
Mkuze Beer Distributors (Pty) Ltd
Mountain River Wines (Pty) Ltd
Natal Wine Merchants
Nessas Liquor Distributors
NLC Distributors
Northside Distributors
Palm Tree Distributors
Pan African Corporate Holdings
Phillip Jordaan Wines
Profumi D'Italia Marketing CC
Punda Distributors CC
Quest Wines CC
Reciprocal Wine Trading
Regal Brand International
Robberg Fast Foods
Rogel Wholesalers
SA Chandling International
Sanderson Liquor Distributors
Sector Distributors CC
Simonsvlei Liquor Merchants (Pty) Ltd
Simply Asia
Solly Kramer's Liquor Wholesalers
Southern Cape Beer Distributors (Pty) Ltd
Southern Distributors (Pty)
Spirits of Cape Town
Sussens Group
Sweet Dreams Trading 10
Tabak Duty Free
Team Liquor World
Tex and Sons Wholesalers
TFD Network Africa
The Cape Wine Academy
The Spar Group Ltd
Thohoyandou Beer Distributors
Tiki Liquor Store
Tops at Moloto Distributors
United National Breweries
Universal Beverages
Van Heebert Investment
Vryheid Beer Wholesalers (Pty) Ltd
Westonaria Beer Distributors (Pty) Ltd