

APRIL 2009



A positive force
in South African
society

news

A group of young women, members of the Buddy Programme, are gathered around a large cardboard box. They are wearing white t-shirts with a red cross and a black helmet, and are smiling. The box is decorated with a blue sign that says 'BUDDY' in red letters. The background shows a residential street with houses and trees.

2009 BUDDY PROGRAMME

How parents can discourage underage drinking

visit our website: www.ara.co.za

A positive force in South African society

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MESSAGE FROM THE CHAIRMAN

With 2008 behind us - an impactful year of activity - our organisation has effectively created awareness about responsible alcohol use and showcased the positive work of the ARA to communities, the media, tertiary students, school learners and parents. Some of the highlights of the year include: Be Your Best Rock Challenge, our Buddy programme at Universities, the launch of the Teenagers & Alcohol booklet, a briefing to the Pretoria Press Club, participation in the WHO global forums, government liaison on advertising policies and targeted research projects to name a few.

Now with 2010 ahead of us and only 13 months to the FIFA World Cup, the ARA and the alcohol beverage industry in its entirety, will now more than ever, keep the ball rolling to instill a culture of responsible drinking by combatting abuse and promoting responsibility.

This year will be filled with several projects:- A focus on Teenagers & Alcohol and advice to parents, FAS awareness and education in communities, commuter campaigns and more.

The ARA has certainly created a global presence and position for itself and the South African alcohol beverage industry. However, we realise that we still have lots of work here at home. With the right skills, people and endorsement from our government, we can undoubtedly create a shift to a healthy, sober society.

All the best for 2009!



in the Northern Cape

In February the ARA announced its contribution of R200 000 towards a Crime Prevention Programme in the Northern Cape.

The programme is aimed at combating family violence, alcohol abuse and Fetal Alcohol Syndrome (FAS).

“The challenge is to reach the members of the community and to empower them with the necessary skills, information and knowledge to effectively to combat crimes that are closely linked to alcohol abuse”, says Judge Steenkamp, chairperson of the crime prevention committee.

Activities that the committee will be engaged in include live theatre performances which will confront audiences in a direct and humorous manner. These shows are produced to make audiences aware of issues like FAS and alcohol abuse and will also communicate the necessary steps to take when reporting crime. At least 25 schools in the Northern Cape region will be exposed to these performances.

The provincial heads of NGOs, the SANDF, the SAAF, the SAPS, Correctional Services and local business leaders all form part of this committee.

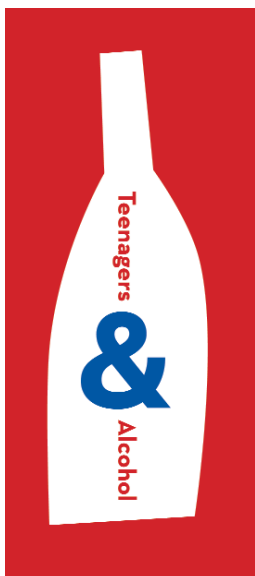


School learners in the Northern Cape at one of the live performances.



Adrian Botha of the ARA handing over a cheque to Judge Steenkamp from the crime prevention committee.

“The challenge is to reach the members of the community and to empower them with the necessary skills, information and knowledge to effectively to combat crimes that are closely linked to alcohol abuse”



A glance at 'Teenagers & Alcohol'

Teenagers & Alcohol is a practical guide that will assist parents in

initiating conversations with their children about alcohol-related issues.

22 schools in the Cape participated in the initial pilot project, an initiative fully supported by ARA, who have also funded the publication of the Teenager & Alcohol guide used in the project. Some of the schools have introduced a Pact which parents of children at the school sign to acknowledge that they have read the guide and will endeavour to follow its recommendations. Interest in the guide has been expressed by schools in Gauteng and KZN and the launch of an initiative in forty Gauteng schools is imminent.

While the use of alcohol by teenagers carries with it a range of harmful consequences, South Africans need to acknowledge that we live in a society where alcohol is being used in significant quantities by a large number of teenagers.

The content of the guide covers topics such as the effects of alcohol use by teenagers, why teenagers use alcohol, advice to parents, preventing alcohol abuse by teenagers, what to do if your child is using alcohol, as well as legal consequences and useful information and contacts on where to get help.

Let's take a look at the effects of alcohol use by teenagers and why they use alcohol.

Adolescence is an important time of emotional, social and psychological development. It's a time when

the teenage brain matures and acquires new intellectual skills. Exposing the teenage brain to alcohol and drugs during its critical developmental period, may lead to permanent structural and functional damage.

Here are some of the effects that alcohol use has on a teenage brain:

- Decreased concentration leading to lack of focus and ability to maintain attention.
- Long-term memory damage which creates difficulty to learn new information and recalling past information.
- Working memory impairments which leads to the lack of capacity of ones brain, influences how effectively one can solve problems and manipulate information.
- Decline in academic achievement - the combination of decreased concentration, long-term memory damage and working memory impairments results in a decline in academic achievement.

With a growing number of teenagers using alcohol it is important that parents understand the reasons why they begin to drink before the issue can be tackled.

If you are a parent, be a role model. Engage with your child on the issue of alcohol and the harmful effects alcohol has on a teenager. Unless the parent enters into a conversation with their children on the issue, the issue will be determined to a great extent by others who do not have your child's best interest at heart.

Where to get help:

- Alcoholics Anonymous
South Africa National Helpline
0861 435 722
- Narconon South Africa 011 622 3998
- AL-ATEEN General Service Number
021 595 4508
- Life-Line 0861 322 322

Did you know that the booklet Teenagers & Alcohol is now also available in Afrikaans?



Does your drinking behaviour affect your child?

Adolescence is a period during which teenagers acquire and imitate adult behaviour. Although teenagers learn about drinking from a variety of sources, the role parents play is a leading factor in the teen's decision about alcohol.

Research has shown that teens who have supportive parents with open communication lines are less likely to experience problems with alcohol than young people who come from families where parental supervision is lacking.

Parents are advised to begin having conversations with their children from at least grade five as by this stage they have already started communicating with their peers on the subject and have been exposed to it through the media. Parents do sometimes avoid the conversation, particularly because of their own alcohol usage. However, this is even more of a reason to engage with their children openly and honestly about the subject. Yet, before having the conversation with teens, parents should be clear in their own mind about their expectations are with respect to their child's alcohol consumption, make a time for the discussion and plan what is to be communicated and addressed in this discussion - both from their viewpoint and of the child.

This communication should not just be a once-off conversation, but rather a continuous discussion between parents and their children as they grow up and their circumstances and peer pressures change.

In a US study on underage alcohol use it has been found that:

- 90 Percent of underage drinkers were either given alcohol for free or had someone else purchase it for them
- A quarter of underage drinkers reported getting alcohol from an adult who was not related to them; 1 in 12 said they got it from an adult family member other than a parent or guardian; and 1 in 16 said they got it from a parent.

Underage drinking is certainly nothing new and although there are many reasons why adolescents drink, some of the most common reasons found in recent studies include:

- Escape
- Boredom and instant friends
- Rebellion
- Everybody is doing it...
- Instant gratification
- Lack of confidence
- Parental influences

It is therefore clear that positive parenting has to be strengthened. Parents should be encouraged to engage with their children on the issue of drinking and should also set the example through their own behaviour. It is vital that parents use their positive parent power to communicate with their children about making smart and responsible choices.

Do you have a



This year the ARA has committed close to R200 000 to selected Universities around the country in support of their annual Buddy campaigns to combat abuse and in particular drunk driving.

Universities engage in activities like a mascot dance, alcohol-free events, awareness campaigns



RHODES LAUNCHES



PROJECT

On 23 February, the Dean of Students at Rhodes University, Dr Vivian de Klerk, launched their 'Get Home Safe' Project, an initiative that encourages students to take responsibility and to plan their leisure activities so that they do not place themselves in vulnerable positions.

Present at the launch was Liezle Cameron from the ARA, the sponsor of this project. Representatives from the Student Representative Council and Campus Protection Unit were also present to show their support.

The 'Get Home Safe' Project is a proactive venture aimed to provide a 'safety net' for students, and promotes the idea that students should be responsible about their personal safety and alcohol consumption. While the 'Get Home Safe'

buddy on campus?



among first-year students during orientation week, exhibitions focusing on responsible drinking, and lots of other fun activities that encourage students to drink responsibly.

The ARA this year supported the University of Stellenbosch, KZN (Pietmartizburg) and contributed funds to Rhodes for their new initiative, "Get Home Safe".

vehicle will be a free service to all registered Rhodes students, it is definitely not a taxi, but a last resort safety precaution when students find themselves in a predicament. There will be educational interventions with those students who make excessive use of the service. Students are continuously reminded to be responsible before the University has to take responsibility for them.

The 'Get Home Safe' Project was launched during Anti-Alcohol Abuse Week which ran from 23 February to 1 March and aims to raise awareness among Rhodes students of the dangers of misusing alcohol.

The University also engages in other activities like high-level discussions with

local publicans, a seminar to discuss results of an alcohol-consumption survey conducted on campus, the launch of the "Dean of Students Alcohol-free Challenge", and other exciting events which will show that one can have fun without alcohol.

The Dean of Students' slogan, "We Care...", underpins all their activities and interventions, and the 'Get Home Safe' Project demonstrates this caring attitude in a service that will benefit the student community in a very positive way.

For more information about the 'Get Home Safe' Project contact: Ms Pamela Pierce on 046 603 8181 Email: p.pierce@ru.ac.za

Stressing Alcohol Abstinence *during National Pregnancy Education Week*



This year National Pregnancy Education Week, an initiative by the Department of Health, provided the ARA and FARR with a platform to create awareness of the possible

negative effects that a healthy pregnant mother, who consumes alcohol, can have on her unborn child.

During the week, FARR launched a programme called Healthy Mother, Healthy Baby, in De Aar in the Northern Cape.

“Our programme is to guide pregnant women through the process by encouraging attendance at local antenatal clinics, provide education on pregnancy, prepare them for motherhood and educating them on how their behaviour affects their baby. It is our intention to provide pregnant women with information for them to understand the long-term effects of their behaviour on the health of their children”, adds Olivier.

It is important to know that when a pregnant woman drinks alcohol, so too does the baby. As a result, the child may be born with Fetal Alcohol Spectrum Disorders (FASD) that manifests themselves

in various ways such as growth retardation, distinctive facial features or central nervous system deficiencies. The severity of this disorder will depend on a number of factors such as the quantity of alcohol, the timing and the nutritional status of the mother.

It has been scientifically proven that the effects of alcohol can damage the fetus throughout pregnancy and is not isolated to a particular trimester or where there is regular intake or binge drinking. Essentially, alcohol consumed by a pregnant woman, moves into her blood stream and is carried to all her organs and tissues passing freely through the placental membrane that separates the maternal and fetal blood systems, thereby delivering the alcohol directly to the developing tissues of the fetus.

The ARA firmly believes there is still plenty of research that needs to be done to determine the myriad of health issues related to drinking during pregnancy, as well as what other factors can exacerbate the chances and severity of FASD.



ARA's SUPPORT TO COMBAT FAS

In September 2008 ARA contributed over R2-million to the Foundation for Alcohol Related Research (FARR) as part of its annual funding of the organisation and for the establishment of a training academy.

The objective of the training academy is to raise awareness of substance abuse and Fetal Alcohol Spectrum Disorder (FASD) and to decrease the prevalence thereof. FARR is the only organisation in this field that offers formal training on FASD, accredited packages on awareness, prevention management and the diagnosis of FASD.

Following the initiation of projects in De Aar and Upington, the organisation is confident that its most recent data will show a remarkable decline in prevalence rates in those two communities.

To run all the FARR awareness, prevention management and research programmes costs on average R1-million per year. “Without the ongoing support and sponsorship of ARA, we would not have been able to maintain our projects and initiatives in these communities”, says Leana Olivier, CEO of FARR.

About FARR

The Foundation for Alcohol Related Research (FARR) was established as a non-profit organisation (NPO) in 1997. It is a small organisation with approximately 15 staff members. The 3 focus areas of the organisation include:

1. Awareness and prevention of Fetal Alcohol Spectrum Disorder (FASD)
2. Research, diagnosis and management of FASD
3. Training (which will now be strengthened with the establishment of the Training Academy)

FARR is at present the only organisation of its kind in SA with the ability to offer the above-mentioned package, which includes the ability to diagnose FASD. Since its establishment, over 150 scientific papers have been published in various medical journals. The organisation works closely with various Universities around the world and regularly partners with scientists in a wide range of fields such as engineering and bio-engineering to develop innovative initiatives and tools to combat FASD in SA. Partners in current projects include the Universities of the Witwatersrand, Stellenbosch, Cape Town, Kent and organisations such as the Medical Research Council, CSIR and others.

FARR has awareness, prevention, research and management projects in the Witzenberg area (Ceres), De Aar and Upington and new site in Ashton. The organisation works closely with the Departments of Health, Social Development, Education, Agriculture and others in the development of appropriate mechanisms to strengthen and support Government efforts to successfully address the problem of substance abuse, including alcohol, and the high prevalence of FASD in SA.

FARR has a head office in Rondebosch, Cape Town and an office at the University of Witwatersrand, with FARR community centres in De Aar, Upington and Ashton. The Ceres office is located in the local hospital.

FARR has a very supportive Board of Directors, consisting of experts in the field of substance abuse and FASD.

NEW APPOINTMENTS

LEANA OLIVIER - FARR

Chief Executive Officer



What is your background?

My academic training is in nursing and psychology. I have worked in various sectors of the health services, but my

speciality is in community health and specifically programme and project development and management in both the private and public sector. I have been a health manager in the National and Provincial Departments of Health for 18 years and have worked closely with the Departments of Education, Social Development, Community Safety, Economic Affairs, SAPS, etc. on matters concerning children's rights, rape, abuse and violence.

Why your interest in FARR?

As the Maternal, Child and Women's Health Provincial Manager I interacted with NGO's operational in the field of maternal, child and women's health. FARR was one of these NGO's. Knowing the challenges pertaining to alcohol abuse and the effect on vulnerable people, especially the unborn child, I became increasingly interested and involved in FASD related programmes - the core focus of FARR. I also felt that I was far removed from the real life situations and longed to get involved again with hands-on programmes, so in February 2006 I joined FARR as the National Manager.

What is most fulfilling about your job?

FARR is a small NGO and all its employees have to be multi-skilled. At our clinic and outreach programmes we are all involved: A real hands-on scenario. I am able to visit clients at home, interact with service providers on all levels, meet with managers in the public and private sector to explore solutions, develop awareness and management initiatives and diagnostic tools with experts, academics and researchers. In addressing the problems pertaining to substance abuse in SA there is never a dull moment, your creativity and stamina is constantly tested.

**Two ARA
ManCom
members have
been appointed
as Directors
of FARR**

NEW APPOINTMENTS **VICKI HERBERTSON -** **SAB** *Public Policy Manager*



What is your background?

I am an Electrical Engineer and began work as a strategy consultant, first in South Africa and later in the UK. My

projects were based widely across Southern Africa, Europe and the UK and covered the sales and marketing arenas. In my last few years as a consultant I focused on the consumer goods area, which is what attracted me to SAB.

Why did you choose to work for SAB?

I have always admired SAB and given that I was keen to move back to South Africa, SAB emerged as one of the most appealing companies in my focus area. I was also looking for a company with driven individuals, where I would be challenged and SAB seemed to fit the bill perfectly.

What is your career and why did you choose it?

My current role within SAB is Public Policy Manager. However, my path to this role was a rather unusual one - I was a strategist doing corporate strategy for SAB when the vacancy presented itself. SAB was keen to take a more strategic approach to Public Policy Management, and it provided me the opportunity to work outside my direct comfort zone (of corporate strategy) so it seemed to be a win-win all around. Having now spent a short while in the role I have found that this role has opened my eyes to the external influences in our industry and has given me a much more holistic view of SAB.

ARA was invited by WHO to attend a round table discussion in Geneva in November 2008 and presented the industry view on alcohol availability. It provided ARA a strategic opportunity to exchange information and viewpoints with other global industry players.

The Best Taxi Driver in South Africa

The brandhouse No.1 Taxi Driver campaign in 2008 ended on a high note with a record number of entrants and commuters participating from all over South Africa.

The campaign is supported by the Department of Transport, provincial transport departments and agencies. The campaign also has the support of the national Minister of Transport, Jeff Radebe.

There are more than 150 000 licensed minibus taxis in South Africa transporting millions of people every day, over short or long distances.

Because of this, the taxi industry carries a huge responsibility for road safety. This becomes acute over December and Easter, with road congestion doubling. Driver fatigue increases as taxi drivers attempt to meet the additional demand placed upon them.

For all these reasons, brandhouse launched the No. 1 Taxi Driver campaign in 2004. It was the first public-private sector partnership of its kind in the taxi industry and has been hailed by both government and the taxi industry, and even the commuters who benefit from having safer better taxis, as a great success. It has since grown to include a number of other key stakeholders including taxi associations.

The aims of the campaign have been, and remain, to identify, inform and encourage taxi drivers to be responsible, and that road safety is paramount to them, their commuters and other road users.

The campaign also focuses on informing commuters about how to distinguish between safe and unsafe driving.

During the campaign, commuters are also given insights into how passenger behaviour impacts on drivers and therefore on their own safety during the trip. In



Winner of brandhouse No 1 Taxi driver for 2008 - Mr Godfrey Mosala from the North West province

In addition, the campaign highlights the fact that pedestrians are also road users, and links this message to a basic pedestrian safety programme.

The campaign has grown exponentially and now expands into 450 taxi ranks and all 9 provinces. In 2008, the

campaign received over 150 000 entry forms from taxi drivers and just under 450 000 commuter votes.

The 2009 campaign is again expected to draw a record number of participants and we look forward to creating safer roads as we head towards World Cup 2010.

DRIVE DRY

brandhouse's ongoing Responsible Drinking initiative, Drive Dry has enjoyed a hugely successful campaign over the festive season and has been a talking point in various audiences.

Drive Dry is a hard-hitting awareness campaign which highlights the consequences of drinking and driving. brandhouse are confident that their Drive Dry campaign, which will again be stepped up before and during the Easter season, is contributing positively towards changing behaviour and attitudes to drinking and driving. It also supports the Department of Transport's objective to create safer roads as the country heads towards World Cup 2010.

The festive season campaign won an Orchid in the media and marketing pages of Independent newspapers for standing out among all the other promotional material in that time. This is the second time brandhouse has been lauded with an Orchid award for the Drive Dry campaign.

The Drive Dry Initiative is an honest approach to evoke strong emotional responses from consumers by personalising the issue of drunk driving and it's tagline of "It Won't Happen to Me" has given the campaign a realistic edge.

The drive website www.drivedry.co.za has received major traffic with thousands of individuals making use of the 'opt in' sign-up pledge to mobilise people to take action against drinking and driving by signing a commitment to Drive Dry.

The website also incorporates a community 'notice board' in which individuals can share their personal stories about how driving under the influence of alcohol has impacted their lives.

talkingalcohol.com by SABMiller

SABMiller has launched a new website - www.talkingalcohol.com to provide a comprehensive guide to alcohol - from how beer is made through to how alcohol impacts the body. The intention of the website is to encourage people to make informed choices regarding alcohol consumption and, when choosing to consume alcohol, to do so in a safe and responsible manner.

The website comprises the following sections:

- **Alcohol and your body:**

This includes an interactive trip through the human body, explaining how alcohol is absorbed and processed. It gives the causes of a hangover and provides up-to-date information about how alcohol can impact various conditions such as diabetes and pregnancy.

- **Social situations:**

This provides practical information regarding places to consider on a night out, including times and particular situations where consuming alcohol (particularly if consumed irresponsibly) may place you at increased risk. Uniquely, the site also provides consumers with factual information on the alcohol content, cereal grains, and carbohydrates found in over 100 beer brands from around the world.

Visitors to talkingalcohol.com can listen to independent alcohol experts who will explore issues relating to health, parenting, binge-drinking, drinking and driving, and current policy approaches.

Information from a wide range of reputable sources was used in the development of talkingalcohol.com. International experts were also consulted and their feedback has been extremely positive - the emerging view is that this site is highly necessary in encouraging the public to become more informed about the typical health (and related) considerations regarding alcohol.

‘The Love Child/ Die Liefdeskind’

- by *Distell*

The Fetal Alcohol Syndrome (FAS) Theatre Project, funded by Distell, is now in its fourth year, having proven it is a highly effective social investment.

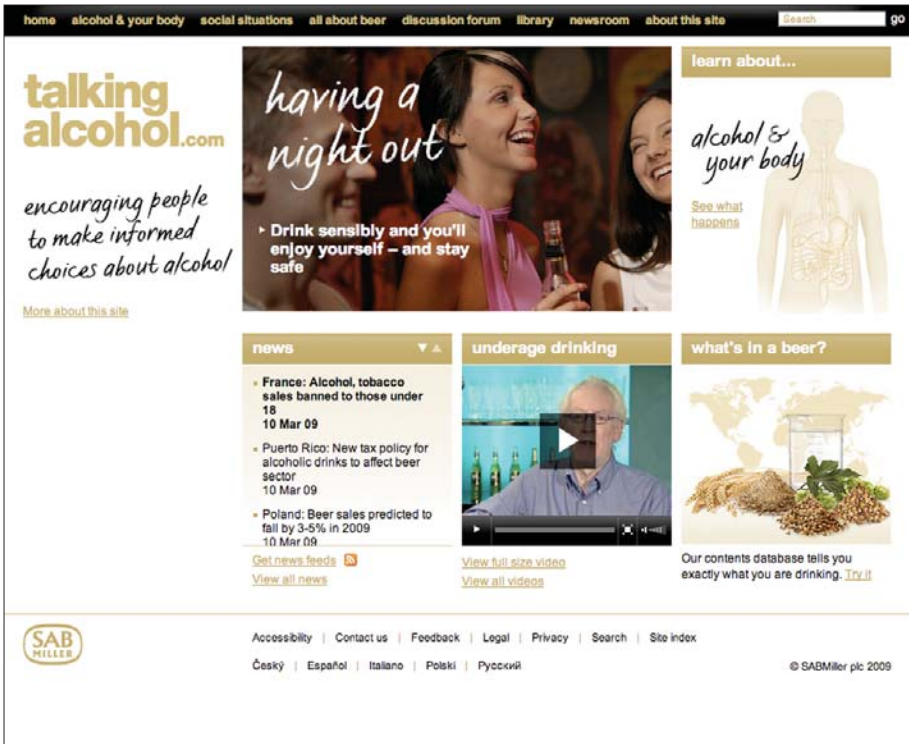
Last year, almost 3500 farmworkers in the Western Cape were exposed to a 40-minute musical theatre show called ‘Die Liefdeskind’, which is performed in a mixture of Afrikaans, isiXhosa and English.

Carefully designed with the aid of NGOs working in rural environments, and with the professional oversight of the Foundation for Alcohol Related Research (FARR), the show still features its original cast members of Joseph Martins, Mimi Mabona and Andiswa Makai.

Between September and the end of November 2008, the cast travelled on

average 100km per show, totalling 4000km, to perform completely free of charge for farming communities, church and youth groups, NGOs, wine and fruit farms - all thanks to Distell’s vision in recognising the potential of this project in late 2005, and funding the project to the tune of R100 000 in 2008. No one is ever





The development of this website has been strongly driven by the combined SABMiller principles: “Caring about the harmful effects of alcohol” and “Information provided to consumers about alcohol consumption should be accurate and balanced”. SAB is strongly committed to encouraging the safe and responsible consumption of products and view this as one of the first steps in reaching this goal.



Bob (Joseph Martins) having his way with Jacky (Andiswa Makai)

turned away, and not one request for a show has ever been refused. The mission of TakeAwayTheatre, custodians and producers of ‘Die Liefdeskind’, is to ‘change the way communities understand the risks of maternal alcohol consumption.’ “We just want to get out there with this important message, and reach as many as possible,” says Sean O’Connor, Director of TakeAwayTheatre.

Audiences are also educated, through copious use of humour, music, interaction and old-fashioned soapie-style drama,

about HIV, teenage pregnancy and safer sex.

Follow-up evaluation showed that the play’s central message, that pregnant women should not consume alcohol was readily understood by most audiences.

The show received an overwhelmingly positive evaluation from the University of Stellenbosch Medical School last year, and was nominated for a Business Arts South Africa (BASA) Award for an artistic collaboration between a corporation and artistic entity. O’Connor says that there is still much to do.

He is in the process of establishing a charitable trust to administer the project on a sustainable basis into the future. “This is something we’ll never stop doing: we’re totally committed. The cast members and crew love what they do, and they know how important it is. TakeAwayTheatre welcomes all enquiries about the show, and looks forward to the ongoing development of their productive relationship with Distell,” added O’Connor.

ARA played a significant role in bringing together industry players to provide input and seek agreement on the introduction of health messages. In addition, ARA was able to secure from the Department of Health, an agreement on amending the deadline in order to secure full compliance.

PRETORIA NEWS
Wednesday, 11 February 2009

Ban on liquor ads 'not quite logical'

STAR
Wednesday, 11 February 2009, p. 1

'Banning adverts won't stop liquor abuse'

LEGISLATION banning outdoor liquor advertisements will not reduce alcohol abuse, according to the Industry Association for Responsible Alcohol Use.

The proposed amendment to the National Roads Traffic Regulations banning advertising was "out of the blue" and cannot positively address abuse, ARA director Adrian Botha told the media in Pretoria today.

between alcohol beverage advertisements and particular drinking patterns resulting in problems," Botha said.

He said the purpose of the legislation and its possible reference to reducing drunk driving accidents was not quite logical. "They are saying that that advert is going to make you abuse alcohol."

He said the ARA was concerned about alcohol abuse, but a holistic approach needed to be taken rather than simplistic

have any impact in reducing drunk driving."

Possible solutions included extending self-regulation to industry code regulation, more awareness of the problems associated with abuse, targeted interventions, and enforcing existing laws.

Botha also stressed that individuals also needed to take more responsibility.

The proposed legislation, if passed, will set in motion a ban on any alcohol advertisements visible from a public road. This include signage on shop and delivery vans. It could possibly impact upcoming 2010 World

Cup, as alcoholic beverage manufacturer Budweiser is a main sponsor.

"Clearly they (Budweiser) put in an exorbitant amount of money into the World Cup and want some return."

Botha said it would also negatively affect newcomers entering the market, as they would not be able to create awareness for their brand.

"They are going to be hamstrung."

He said it was not known if the legislation - which was proposed in November last year and then opened for industry submissions - would be adopted. - Sapa

enjoyment is knowing when to say when



INDUSTRY ASSOCIATION FOR RESPONSIBLE ALCOHOL USE
www.ara.co.za

Not for sale to persons under the age of 18

the purpose of the legislation and its possible reference to reducing drunk driving accidents was "not quite logical".

"They are saying that that advert is going to make you abuse alcohol.

"The ARA is totally opposed to drunk driving. We don't, however, believe that a simple ban on outdoor advertising will have any impact in reducing drunk driving."

Possible solutions included extending self-regulation to industry code regulation, targeted interventions and enforcing existing laws.

Transport department spokesperson Collen Msibi said government was hoping the legislation would be adopted "sooner rather than later". - Sapa

DID YOU KNOW?

The ARA recently made a submission to the Department of Transport on the alcohol beverage industry's view on the draft amendment to the Road Traffic Act.

ARA MEMBERS 2008



African Terroir • Baarsma SA (Pty) Ltd • Brandhouse
Cape Classics Exports (Pty) Ltd • Constellation Wines South Africa (Pty) Ltd
DGB (Pty) Ltd • Distell • E.Snell • FirstCape Vineyards
Graham Beck Wines • Halewood International SA (Pty) Ltd
Historic Wines of the Cape • Jonkheer Boerewynmastery (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

ARA ASSOCIATE MEMBERS 2008

Adry Suppliers
Africa's Beer Wholesalers (Pty) Ltd
Afrique Interlink (Pty) Ltd
Bethsab Beer Wholesalers
Boland Beer Distributors
Contract Packaging Solutions CC
Diamond's Discount Liquor
Ermelo Beer Wholesalers (Pty) Ltd
Floyd's Place
Greytown Beer Distributors
Hamba Buya Liquor Distributors
Haxjor Marketing
Imperial Truck Systems
Ique CC
Laverne Wines
Liquidity Wines
Louis Trichardt Beer Wholesalers (Pty) Ltd
M&L Vintners
Madadeni Beer Wholesalers (Pty) Ltd
Makhosonke Tavern
MAKRO SA
Midlands Beer Wholesalers
Midmar Liquors Limited
Mkuze Beer Distributors (Pty) Ltd
Mountain River Wines (Pty) Ltd
Northside Distributors (Pty) Ltd
Pan African Corporate Holdings
Quest Wines
Quest Wines CC
Reciprocal Wine Trading
Rogel Wholesalers
Samuel Siphon Thekiso
Simonsvlei Liquor Merchants (Pty) Ltd
Simply Asian Kitchen
Southern Cape Beer Distributors (Pty) Ltd
Spirits of Cape Town
Sussens Group
Tabak Duty Free
TFD Network Africa
The Keepers of the Quaich
The Spar Group Ltd
Thoyandou Beer Distributors
Tiki Liquor Store
United National Breweries
Universal Beverages
Vryheid Beer Wholesalers (Pty) Ltd
Westonaria Beer Distributors (Pty) Ltd
Wine People Trading



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