

REACTIVATING A STRATEGIC ACCOUNT: DGB WINES NOW AVAILABLE AT IAEA DUTY-FREE STORE

In a strategic move for DGB (Pty) Ltd's European expansion, the **International Atomic Energy Agency (IAEA)** has been reactivated as a customer for the EU Warehouse. Based in Vienna, the IAEA operates a Duty-Free store, catering to diplomats and members of the United Nations. This reactivation follows a previous account loss due to Brexit, now marking a significant opportunity to showcase our wines to an influential audience.



The IAEA has begun by listing several top DGB selections, including **Boschendal Brut NV, 1685 Pinotage, Appellation Elgin Chardonnay, Bernard Series Old Vine Chenin Blanc, Bush Vine Pinotage, The Last Elephant, Bamboes Bay Sauvignon Blanc, and West Coast Chenin Blanc.** Although the order size is modest, it opens the door to increased visibility for these premium offerings in an exclusive, high-profile market.

