

DGB International Sales Conference



The **international sales conference** that took place last week from October 13 to 19 was an incredible gathering of our global team. Colleagues from various regions around the world came together to tour our esteemed sites and indulge in tastings of our luxurious wine portfolio.



Int. team wine tasting in the vineyards

This immersive experience not only highlighted our product's excellence but also fostered valuable networking opportunities and strengthened our global relationships.



Boschendal cellar experience



Bellingham Homestead feature

Throughout the week, participants engaged in insightful workshops and discussions that focused on sales strategies, market trends, and customer engagement techniques. Keynote speakers shared their expertise, inspiring the team to think innovatively about how we can continue to elevate our brand in the competitive landscape. The collaborative environment encouraged open dialogue and idea-sharing, leading to actionable takeaways that will benefit our international sales efforts moving forward.

Our International Team meets Avontuur



The social events organized during the conference provided a relaxed and enjoyable atmosphere, allowing team members to connect on a personal level outside of the formal sessions. These moments of interaction helped strengthen relationships and enhance camaraderie across the global team. By fostering a sense of unity and collaboration, the conference not only celebrated our collective achievements but also laid a strong foundation for future growth and success. As we continue to expand our global footprint, these strengthened connections will play a key role in driving our ongoing progress.



The Fryer's Cove Experience at Cabo: A Blend of Innovation and Excellence



The Fryer's Cove experience at Cabo was a remarkable highlight of the conference, blending the region's stunning coastal beauty with the innovation and craftsmanship behind our wines. Our teams were treated to an exclusive tasting of Fryer's Cove's exceptional wines, set against the breathtaking backdrop of the Atlantic Ocean. The experience showcased the unique terroir of the region, where the cool maritime climate influences the distinct flavors of the wines. This immersive event not only emphasized the dedication to quality and sustainability that defines Fryer's Cove but also allowed the international team to connect more deeply with the brand's story and heritage.



Celebrating Excellence: Anna Norris Named International Sales Person of the Year



At the international conference, Anna Norris was honored as the International Sales Person of the Year, recognizing her outstanding contributions and performance within the global team. This prestigious award reflects her dedication and exceptional impact on the company's international sales efforts. Anna's ability to build strong relationships with clients and her keen understanding of market dynamics have been instrumental in driving our success.

Her tireless work ethic and commitment to excellence inspire those around her, making her a true leader in our organization. Congratulations, Anna! Your achievements are a testament to your hard work and passion, and we look forward to seeing your continued success in the future.

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| *congratulations Anna Norris.*