



aware!org
association for alcohol responsibility and education

Annual Report 2025

#NOtoU18 | #DontDrinkandDrive | #SoberPregnancies



Contents

Who We Are	02
About This Report	03
Glossary	04
A Message From Our Chairperson	05
A Message From The Chief Executive Officer	05
Leadership And Board Member Structure	06
Impact To Date	07
AWARE.org Journey	08
2025 Programme Results	09
Media And Influence	17
Strategic Priorities For 2026	18
Annual Financial Statements	19
Listing of Members	20



Who Is AWARE.org?

AWARE.org is a non-profit organisation funded by the South African alcohol industry and dedicated to reducing the harmful use of alcohol in the country. Our mission is to promote responsible alcohol use by adults who choose to drink and to eradicate underage drinking.

AWARE.org supports a whole-of-society approach that combines the efforts of different role-players to change individual behaviour and positively influence our country's drinking culture and environment.

Our Vision

Meaningfully contributing to responsible drinking behaviours and outcomes.

Our Mission

Drive a responsible drinking culture in South Africa.

AWARE.org's Evidence-Based Strategy

Our programmes are **informed by research and data** with emphasis on three forms of alcohol use that contribute to irresponsible alcohol use and serious harm to underage youth, road users, and mothers and babies in South Africa.



AWARE.org Programmes For 2025



#N0toU18

Eradicating underage drinking



#DontDrinkandDrive

Addressing drinking and driving



#SoberPregnancies

Preventing Fetal Alcohol Spectrum Disorder (FASD)

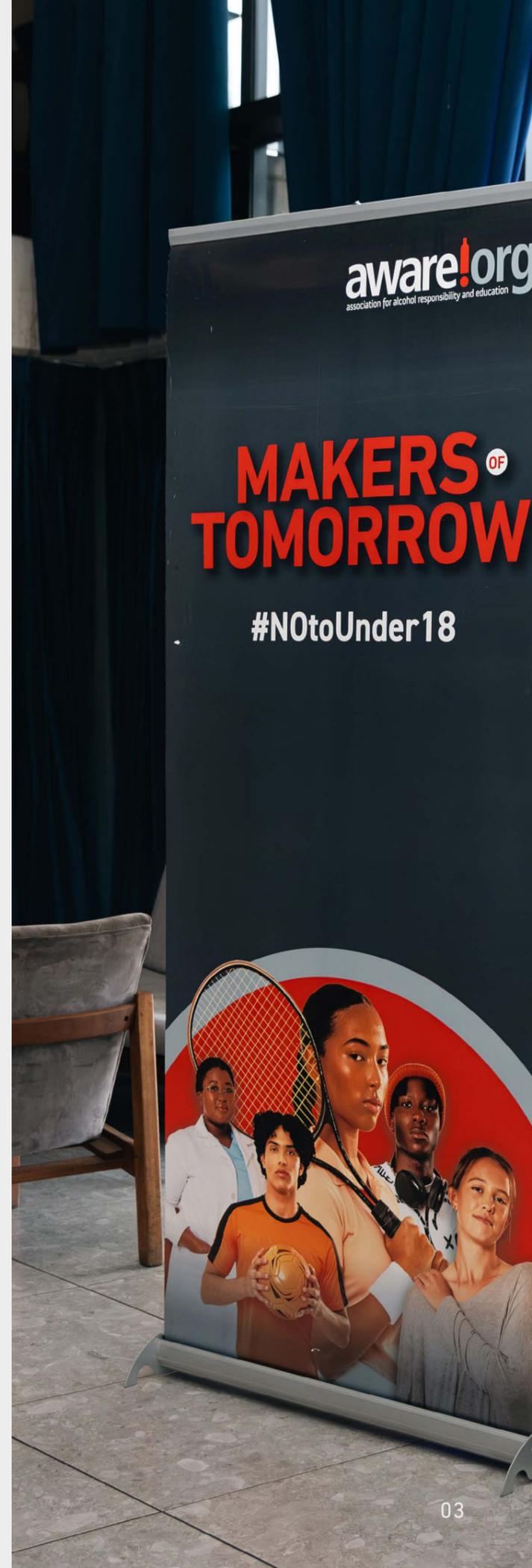


About This Report

This integrated annual report presents AWARE.org's programme performance, organisational progress, and strategic outlook for the 2025 reporting period.

The report reflects outcomes achieved across AWARE.org's three core pillars. The data presented in this report is drawn from programme engagement, monitoring and evaluation systems, partner reporting, and media monitoring tools.

Key performance indicators (KPIs) focus on reach, behavioural outcomes, stakeholder engagement, and systems-level influence. Media metrics such as Advertising Value Equivalent (AVE) and audience reach are used to assess the scale and effectiveness of public communication.





Glossary

AVE (Advertising Value Equivalent):

An estimate of the monetary value of earned media coverage if it were paid for.

DUI:

Driving Under the Influence of Alcohol.

FASD (Fetal Alcohol Spectrum Disorder):

A range of lifelong conditions resulting from alcohol exposure.

KPI (Key Performance Indicator):

A measurable value demonstrating progress toward objectives.

Memorandum of Understanding (MoU):

A formal agreement that defines the intent, roles, and responsibilities of partners working together toward shared outcomes.

#N0toU18:

Youth alcohol-harm prevention.

#DontDrinkandDrive:

Road safety.

Whole-of-Society Approach:

A collective model engaging government, civil society, industry, and communities to address complex social challenges.





A Message From Our Chairperson

Jordi Borrut-Bel

In 2025, AWARE.org continued to advance its mandate to reduce alcohol-related harm through coordinated prevention, enforcement and education initiatives.

The results presented in this report reflect disciplined delivery across all three programme pillars and growing alignment with national and provincial stakeholders.

The organisation's progress this year was supported by formalised governance oversight, optimising operations and sustained partnership development.

As AWARE.org expands its geographic footprint and programme outreach, maintaining quality, consistency and accountability remains a central priority for the Board.

Throughout the year, the organisation reinforced its role as a coordinating partner across various stakeholder relationships including government, industry, and civil society. This convening capacity remains important to advancing evidence-led prevention and ensuring shared accountability

in addressing complex social challenges. I acknowledge the leadership of our Chief Executive Officer and the commitment of the executive programme teams, whose disciplined execution enabled measurable outcomes across underage drinking prevention, road safety and FASD prevention. I also extend appreciation to our member companies and implementing partners for their continued support and collaboration.

As we look toward 2026, the organisation will focus on scaling what works, strengthening operational capacity across provinces and ensuring continuity through partner transitions. Increased visibility brings heightened expectations, and meeting these expectations will require sustained governance alignment, careful financial management and structured stakeholder engagement.

This report provides a clear account of performance, key learnings and priorities that will guide AWARE.org into the next phase of its strategy.



A Message From Our Chief Executive Officer

Mokebe Thulo

AWARE.org closes 2025 having consolidated its national footprint and formalised key operational partnerships across all three programme pillars. The results presented in this report reflect the effectiveness of an integrated, multi-sector approach to alcohol harm prevention.

During the year, delivery remained anchored in our multi-year strategy, with consistent focus on behaviour change, structured enforcement collaboration and evidence-based programme design. Expanded partnerships with metropolitan police departments, provincial authorities and research institutions expanded our ability to deliver coordinated interventions at scale.

Organisationally, 2025 required careful management of implementation complexity across multiple provinces. Internal optimisation and governance alignment enhanced our capacity to manage programme delivery, stakeholder engagement and public communication in a consistent manner.

We continued to refine integrated enforcement, education and rehabilitation models, particularly within the #DontDrinkandDrive and #NOtoU18 pillars. Within #SoberPregnancies, research partnerships and early intervention strategies advanced the evidence base for prevention and positioned the organisation to contribute meaningfully to national discourse on FASD prevention.

While performance targets were met and exceeded in several areas, the emphasis remains on sustainability and systemic influence rather than short-term outputs. Increased visibility and stakeholder engagement have elevated expectations, necessitating continued operational discipline and proactive risk management.

Looking ahead to 2026, AWARE.org has defined a focused set of organisational priorities for 2026, centred on driving measurable behaviour change, strengthening integrated enforcement and prevention models, deepening strategic partnerships, and reinforcing organisational capability to sustain impact at scale. These priorities guide planning and resource allocation and execution for the year ahead.

Acknowledgements

I extend my appreciation to the Board for its oversight and direction, to our members for their continued investment, to our implementing partners and government stakeholders for their collaboration. AWARE.org enters 2026 focused on disciplined execution, accountability and measurable outcomes.



Leadership And Board Member Structure

This section outlines the governance framework and leadership oversight that support AWARE.org's delivery model. Strong governance is what enables operational discipline, financial accountability and strategic alignment across programme pillars.

AWARE.org is governed by a Board of Trustees that provides strategic oversight, fiduciary

responsibility and governance leadership. The board is supported by executive management responsible for operational delivery, stakeholder engagement and programme implementation.

The Board operates through relevant sub-committees, ensuring oversight across governance, finance and risk management. During 2025, internal optimisations and staff appointments strengthened organisational capacity to manage growing programme scale, public management and multi-provincial partnerships.

Key Leadership and Board Information:



Jordi Borrut-Bel
Chairperson of the Board
Sober Pregnancies, Pillar Lead,
Heineken Beverages Managing Director



Mokebe Thulo
CEO

Board Members/Representatives:



Millicent Maroga
Heineken Beverages
Corporate Affairs Director



Pamela Nkuna
Pernod Ricard Corporate Affairs
Director for Africa and Middle East
(Communications, Public Affairs, S&R)



Sola Oke
Don't Drink & Drive
Pillar Lead, Pernod Ricard
Africa Managing Director



Sibani Mngadi
Diageo Corporate
Relations Director



Andrew Ross
Diageo General Manager
Southern Africa and Indian Ocean



Kurt Moore
SALBA CEO



Rico Basson
SA Wines
Managing Director



Main Members:

This includes producers and marketers of major alcohol brands and industry associations:



Associate Members:

This includes national alcohol retailers and large number of independent retailers, distributors, manufacturers and producers:





Impact To Date

This section documents the recognition AWARE.org has received from credible national and international forums. These accolades validate the quality and credibility of our work and strengthen the organisation's standing with stakeholders, funders and the public.

AWARE.org received multiple local and international accolades in 2025, and finalist placements at major creative and impact forums.

These Include:

- 1 **Merit Award** at the inaugural MARK Awards
- 2 **Finalist placements** at the Anthem Awards and Loeries
- 3 **Nominations** at the Next Gen Awards
- 4 **Four Assegai Awards**
- 5 **Honours** at the Shorty Awards

These accolades enhanced institutional credibility, reinforced stakeholder confidence, and positioned AWARE.org as a thought leader in behaviour change and alcohol harm reduction.





The AWARE.org Journey

AWARE.org's journey reflects a deliberate evolution from awareness-based interventions to integrated, evidence-led behaviour change programmes. Since its establishment in 1989, AWARE.org has expanded its national footprint through sustained partnerships with government, municipalities, academia and civil society.

Invested in harm reduction	Years operational	Implementation partners	National members
R500mil	8+	22+	360+



By 2025, AWARE.org had developed into a national implementing and coordinating partner in alcohol harm prevention.



Programme Results

AWARE.org's programmes are structured around three strategic pillars each integrating education, community engagement and multi-sector collaboration to deliver measurable sustainable impact:

#N0toU18 Strengthening alcohol harm prevention.

The #N0toU18 pillar implements structured prevention within school and community systems to reduce underage drinking. Peer-led approaches are reinforced through multi-sector collaboration to ensure sustainable behaviour change.

Target Audience

- Adolescents
- Parents, caregivers, and families
- Peers
- Teachers and the education system
- Retailers and liquor boards
- Local government
- South African Police Service

Key Achievements 2025

Empowered young people with refusal skills, constructive norms, and resilience through educational, recreational, and peer-to-peer activities.

Implementing Partners

- Altus Sport
- United through Sport
- School of Hard Knocks
- Ke Moja
- Love Life
- Pick n Pay School Club
- SANCA

“Creating a home environment where children feel supported and understood can significantly reduce their likelihood of engaging in harmful behaviours. Prevention starts with open communication and positive role modelling.”

Adrie Vermeulen
National Coordinator at SANCA



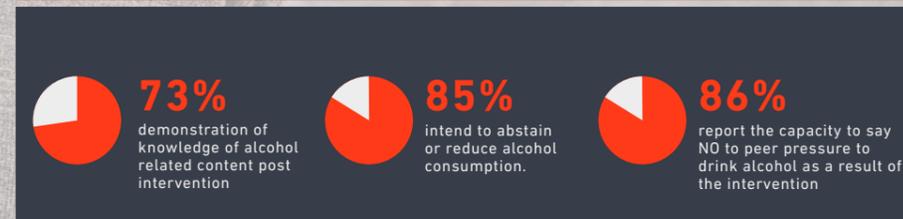
#N0toU18 Pillar Results

Target	Reach
 110,000 learners to be reached with various sporting codes and alcohol related content	 199,251 learners were reached. 17,500 parents and 41 teachers were reached with education and awareness on the dangers of underage drinking

Rehabilitation

Target	Reach
 317 children	 359 children, 215 parents, 411 educators and 9,559 participants signed the pledge with the intention to abstain or reduce alcohol consumption whilst underage.

Overall Programme Results



Our Partners for #N0toU18





#N0toU18 Strengthening alcohol harm prevention.

Key Programmes and Strategic Interventions 2025

Peer-to-Peer Programme

Embedding prevention where influence is strongest

As part of its #N0toU18 pillar, AWARE.org partnered with the Eastern Cape Liquor Board (ECLB) to advance a peer-to-peer prevention model that positions young people as active agents of change within their social environments.

In September 2025, a programme visit to Lungisa High School showcased the model in action, with trained youth ambassadors leading peer-to-peer engagements on the risks of underage drinking and the social pressures that normalise early alcohol use. By empowering learners as messengers, the programme strengthened refusal skills, reinforced positive norms, and promoted shared accountability among peers.

The visit provided strong on-the-ground validation of impact, with principals, teachers, and learners reporting positive shifts in attitudes and greater alignment between schools and families. The engagement also enabled multi-sectoral collaboration, bringing together provincial stakeholders, including the Department of Social Development, ECLB, Nelson Mandela Bay Department of Social Development, and local law enforcement. Insights from this engagement are informing the refinement and potential scaling of the peer-to-peer model across additional schools and districts.



“The #N0toU18 programme exemplifies how collaboration between government, civil society, and youth leaders can produce meaningful impact. **Empowering young people to make safer choices is critical** - not only for their future, but for the wellbeing of the entire community.”

Dr. Makala
CEO of the Eastern Cape Liquor Board



loveLife Radio

Extending prevention into youth media spaces

To reinforce prevention messaging beyond the classroom, AWARE.org partnered with loveLife Radio to integrate #NOtoU18 messaging into youth-driven media platforms. The collaboration enabled peer-informed dialogue in a space where youth voices are central, strengthening message recall and normalising conversations around responsible decision-making.

This approach ensured continuity between school-based interventions and broader youth culture, recognising that sustained behaviour change requires reinforcement across multiple environments.

Makers of Tomorrow (MOT)

Embedding prevention in popular youth culture

The refreshed Makers of Tomorrow (MOT) campaign launched with updated creative elements and expanded reach through integration into the popular prime-time television programme Skeem Saam, on SABC 1. By embedding prevention messaging within a widely viewed youth narrative, the campaign strengthened engagement and cultural relevance, extending its impact beyond traditional awareness channels.



Pick'n Pay School Club

The Pick'n Pay School Club outreach programme was launched and rolled out across five provinces: KwaZulu-Natal, Free State, Mpumalanga, North West, and Gauteng. The initiative will reach 50 primary and high schools, engaging approximately 25,000 learners in Grades 7-9 through structured, curriculum-aligned content designed to support alcohol harm prevention and life skills development.

Wellness Day

The South African National Council on Alcoholism and Drug Dependence (SANCA) National

In September 2025, SANCA National Vaal hosted a wellness day at El-Shaddai Christian School as part of the ICAN early detection programme. The event engaged the full community, celebrated programme completions and strengthened collaboration with social development partners. Parents and caregivers participated actively, reinforcing the role of families in early intervention and sustained prevention.

“Being part of the ICAN programme gave me direction and a sense of purpose. I now support other young people facing similar struggles. We’re not just avoiding harm - we’re building new lives.”

Sonwabile Sithole (29)

Social Worker and ICAN Programme Participant





#DontDrinkandDrive

Expanding road safety initiatives.

This pillar integrates visible enforcement, awareness and rehabilitation to reduce alcohol-impaired driving. It strengthens coordination between law enforcement, rehabilitation services and public communication to create sustainable consequence pathways.

Target Audience

- Drivers and motorists
- Law enforcement officers
- Traffic authorities
- Community stakeholders

Implementing Partners

- Johannesburg Metropolitan Police Department (JMPD)
- Tshwane Metropolitan Police Department (TMPD)
- Nelson Mandela Bay Municipality
- Road Traffic Management Corporation (RTMC)
- NICRO (Shifting Gears rehabilitation programme)



Key Performance Summary

Enforcement			
Target		Reach	
8,966 roadblocks	9,200 arrests	11,661 roadblocks	16,661 arrests for DUI
140 campaigns	4,600 people reached	269 campaigns	15,289 people reached

Rehabilitation			
Target	Reach		
180 participants	522 Shifting Gears participants enrolled	56 DUI-specific participants	27% average knowledge improvement

“Our agreement with AWARE.org will serve as a foundation framework to promote community safety and resilience by mitigating the detrimental impacts of alcohol misuse and abuse on individuals and society. **This opportunity will advance road safety, by enabling more frequent, as well as more efficient and effective roadblocks.**”

Yolande Faro
Tshwane Metro Police Department Chief



Key Programmes and Strategic Interventions 2025

Road Safety Roundtable

Aligning stakeholders ahead of high-risk periods

In the first quarter of 2025, AWARE.org convened a harm reduction road safety roundtable at GIBS in Johannesburg. The engagement brought together senior leaders from law enforcement, government, the automotive sector and road safety and rehabilitation organisations.

Post-Easter statistics shared by the Minister indicated encouraging progress, with Easter 2025 recording the lowest accident and fatality rates in three years. These outcomes reinforced the importance of coordinated partnership-led interventions.

Key Indicators During This Period Included:



177,584

Vehicles stopped and checked



941

Arrests for drunk driving

32.5% reduction in crashes compared to 2024



45.6% reduction in fatalities compared to 2024



Strengthening Law Enforcement Partnerships

AWARE.org continued to deepen collaboration with metropolitan police departments. In July 2025, AWARE.org engaged with the newly appointed Johannesburg Metropolitan Police Department (JMPD) Commissioner and executive team, presenting partnership outcomes from 2022 and outlining the 2025 strategic plan. The Road Safety Roundtable pledge board was formally handed over, reinforcing JMPD's role as a core safety partner.

In August 2025, AWARE.org signed a Memorandum of Understanding (MoU) with the Nelson Mandela Bay Metro Police Department, with a pilot programme commencing in September 2025. Engagement with senior officers during the Eastern Cape peer-to-peer visit further strengthened local collaboration in the area. Discussions are ongoing with Ekurhuleni and Durban metro police departments, as well as the National Prosecuting Authority, to improve access to prosecution data and strengthen the enforcement-to-consequence pipeline.

“During the 2024/25 festive season, South Africa recorded 1,589 fatalities across 1,286 fatal crashes, many linked to alcohol misuse. Initiatives such as #Shiy'imoto are critical in encouraging drivers to make safer decisions before they begin their journeys.”

Simon Zwane

Chief Communication Officer, Road Traffic Management Corporation (RTMC)

“JMPD officers were stationed at strategic points throughout Johannesburg, during the 2024/25 festive season, conducting 24/7 roadblocks and breathalyser testing. We coordinated closely with provincial authorities and campaigns like #Shiy'imoto to ensure a unified front against drunk driving. The message is clear: if you drink and drive in Johannesburg, you will be caught, and you will face the full force of the law.”

Xolani Fihla

Spokesperson, Johannesburg Metropolitan Police Department (JMPD)





#DontDrinkandDrive Seminar - Driving Action For Safer Roads

In October 2025, AWARE.org hosted the Driving Action for Safer Roads seminar as a direct follow-up to the Road Safety Roundtable. The seminar convened government, law enforcement, private sector and civil society stakeholders to move from dialogue to coordinated action.

The engagement resulted in:

- Over 100 pledges to commit to road safety and change behaviour
- Concept of a draft roadmap addressing key gaps in alcohol-related road safety
- Agreed collaboration frameworks outlining roles across sectors

Four focused panel discussions explored:

- 1** Awareness and Education
- 2** Communication
- 3** Enforcement
- 4** Prosecution and Rehabilitation



Mkhuleko Hlengwa
Deputy Minister of Transport



“Behavioural change and public awareness in road safety is paramount, because even the most advanced infrastructure cannot compensate for irresponsible behaviour. Although we have seen a decrease in road fatalities, the sobering truth is that, so long as we are losing lives, the work remains. To that end, as the Department of Transport we remain steadfastly committed to our goal of reducing road fatalities by 50% by 2030. This is in line with the targets set out in the United Nation’s Decade of Action for Road Safety mandate. We’re moving in the right direction, but more must be done, and we must transition from awareness to accountability.”

Mkhuleko Hlengwa
Deputy Minister of Transport



#SoberPregnancies

Enhancing education and early intervention.

The Sober Pregnancies pillar focuses on early intervention, maternal education and healthcare system alignment to prevent Fetal Alcohol Spectrum Disorder (FASD). By combining community engagement with research partnerships, the programme strengthens prevention at both individual and systemic levels.

Target Audience

- Pregnant women and mothers-to-be
- Families and communities
- Healthcare providers (HCPs)

Implementing Partners

- Foundation for Alcohol Related Research (FARR)
- SANCA National
- University and research partners
- School of Hard Knocks



The programme addresses intersecting risk factors contributing to FASD through integrated intervention.

Key Performance Summary

FARR	
Target	Reach
Direct: 3,158 Indirect: 16,490	Direct: 5,297 people across the three programmes in EC, FS & WC Indirect: 29,651 people

1,067 mothers completed the Healthy Mother, Healthy Baby Programme from 2023-2025.

School of Hard Knocks – Nxt Gen Mothers	
Target	Reach
100 mothers	100 mothers and mothers-to-be graduated from the programme in 2025 from Gauteng and Western Cape.



University of Johannesburg	
Target	Reach
10,000 learners	12,452 university students and community members on the awareness of FASD.

A health charter was developed which aligns with the objectives of the National Drug Master Plan (2019–2024). Action points were developed based on the health charter recommendations which led to the creation of educational materials which focused on the first phase of prevention. Pamphlets/leaflets/bookmarks were developed and distributed in campus health clinics and CBOs.



Key Programmes and Strategic Interventions 2025

University of Johannesburg partnership

Strengthening evidence for prevention

A notable partnership was formalised with the University of Johannesburg, with all contractual processes concluded and a public announcement issued. The research component commenced smoothly, with over 370 participants completing baseline surveys. The study focuses on risk perceptions among women of childbearing age regarding alcohol consumption during pregnancy, strengthening the evidence base for targeted prevention.

“This partnership has the potential to transform lives for the better and make a positive impact on society. We are proud to join forces with AWARE.org in our shared commitment to building a healthier, safer South Africa. At the core of our 2035 strategy is to build collaborative partnerships aimed at addressing societal challenges. Our partnership with AWARE.org is a testament to our commitment to dedicate our knowledge and time to solving difficult problems for a better and more sustainable world.”

Prof Letlhokwa Mpedi
UJ Vice Chancellor and Principal



National FASD Roundtable

Advancing a unified prevention agenda

In September 2025, AWARE.org convened a national FASD Roundtable, bringing together stakeholders from research, academia, government, the private sector, and the alcohol industry. The dialogue focused on evidence sharing and coordinated prevention strategies.

“Education is vital in tackling the myths that fuel drinking during pregnancy, such as the false belief that some alcoholic beverages improve the production of breast milk. The truth is simple: alcohol during pregnancy is never safe. While awareness alone won’t eliminate FASD, education is the crucial first step toward healthier futures.”

Dr. Jaco Louw
FASD Researcher





Media And Influence

Media reach is not an end in itself. It is how AWARE.org amplifies credible prevention and awareness messages to the widest possible audience. This section documents the scale of that reach in 2025 and explains what drove it, to demonstrate how investment in communications translates into public influence and stakeholder engagement.

This sustained national media presence achieved an Advertising Value Equivalent (AVE) of over R9.2 million and a cumulative audience reach exceeding 188 million across platforms. Driven by initiatives including the #DontDrinkandDrive Seminar, the Impact Celebration and 2026 Strategy Review, and the Gaming for Good Roblox activation.



Voices of Impact

Partnership. Prevention. Progress.

“I’ve learnt that I should never drink underage or do things that can harm others. **What makes me proud is treating people with respect and focusing on my future.**”

Luke Nel (12)

Programme participant



“Being aware is not just about wearing a T-shirt. It is about action. **We’ve seen young people shift their mindset**, from thinking underage drinking is ‘cool’ to choosing purpose, education and leadership.”

Boitumelo Mahlangu

Implementing Partner, Youth Sports Coach, Altus Sport



Strategic Priorities For 2026

Building on 2025 results and learning, AWARE.org has defined seven priorities to guide 2026. These priorities are designed to move the organisation from awareness to coordinated action, deepening impact, scaling what works, and strengthening the governance and funding base required for long-term sustainability.

1. Drive measurable behaviour change to reduce alcohol-related harm

Shift decisively from awareness to action by strengthening interventions that influence behaviour, particularly drinking and driving, underage drinking, and high-risk consumption, with a strong focus on evidence-led programmes and clear outcomes.

2. Strengthen and scale integrated enforcement, education and rehabilitation models

Expand the metro-based pilot model that integrates visible enforcement, community education and referral to rehabilitation, prioritising high-risk periods and high-impact locations.

3. Deepen strategic partnerships across government, metros and industry

Consolidate and grow partnerships with national and provincial government, RTMC, metropolitan police departments, liquor authorities and industry stakeholders to enable coordinated planning, execution and shared accountability.

4. Lead data-driven advocacy and policy influence

Strengthen data and insights capabilities to support advocacy for regulatory reform, including zero-tolerance drinking and driving and to inform evidence-based public discourse and policy engagement.

5. Expand national reach through targeted campaigns and community mobilisation

Design and deliver high-impact national campaigns that are locally activated, culturally relevant and community-owned, building on the success of initiatives such as #Shiy'imoto.

6. Strengthen organisational capability, governance and sustainability

Invest in people, systems, monitoring and evaluation and governance processes to support scale, effectiveness and long-term institutional resilience.

7. Secure diversified sustainable funding to enable impact at scale

Grow and diversify funding streams across public, private, and philanthropic partners to support priority programmes, innovation and sustained delivery of services.

Together, these priorities reflect AWARE.org's commitment to moving beyond awareness towards coordinated action, institutional strength and measurable reductions in alcohol-related harm.





Annual Financial Statements

This section presents the organisation's financial performance and position for the 2025 reporting period. It reflects disciplined financial management aligned to programme delivery, governance requirements and long-term sustainability objectives.

AWARE.org ended 2025 in a healthy financial position.

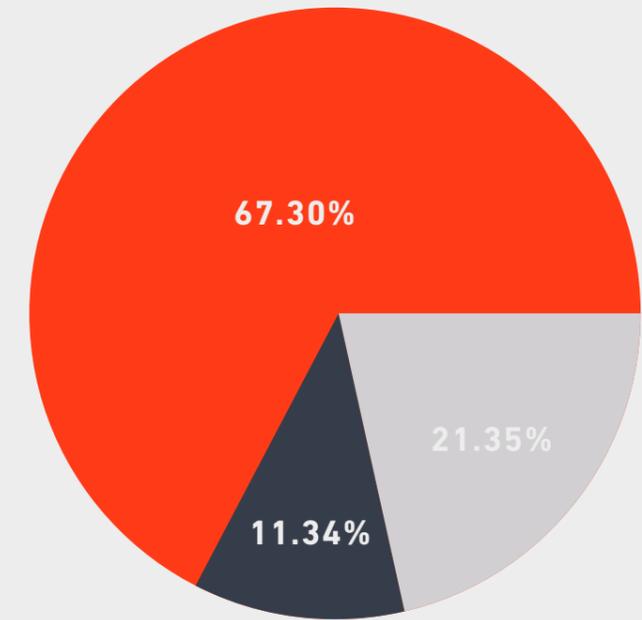
The association's income statement reflects total revenue of **R37,729,080**, which comprises members' contributions.

The expenses of AWARE.org comprise of Programme Expenses, Marketing & Strategic Expenses and Operating Expenses. The percentage of total expenditure is reflected in the table below:



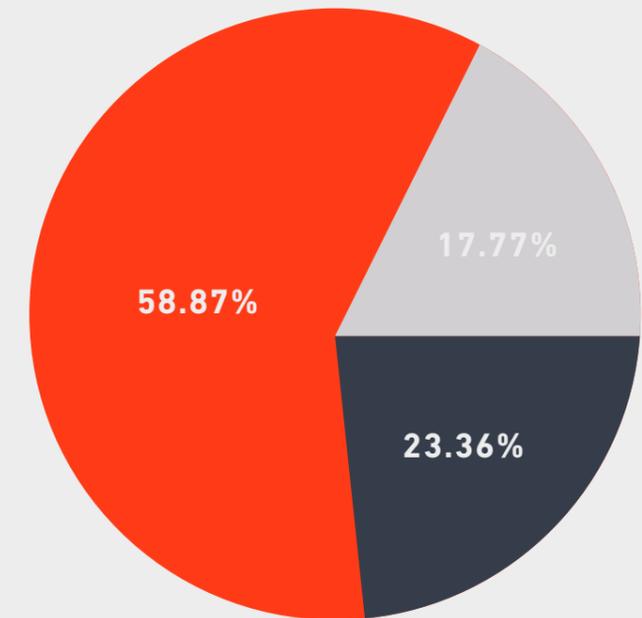
Overall Expenses Contribution

- Programme Expenses (Direct Expenses)
- Overheads and Operating Expenses
- Programme Campaigns & Strategic Marketing



Programme Expenses Breakdown

- Underage Drinking
- Road Safety
- Sober Pregnancies



Michelle Badenhorst – Professional Accountant (SA) - 41977
Amarissa Accounting Services (Pty) Ltd



Listing of Members

Aan De Doorns Ko Op Wynmavery BPK
Accolade Wines South Africa (Pty) Ltd
Acheron Wines & Spirit
Adriatic Liquor and Wine Merchants (Pty) Ltd
Adriatic Ship Supply and Trading Company Pty Ltd
African Roots Wines
Afroliquor
AID Import And Export CC t/a South Cape Breweries
Alvi's Drift Wines International
Anasa Gin (Pty) Ltd
Appelsdrift Farm (Pty) Ltd
Arbelos Wines (Pty) Ltd
Ashton Wynkelder Edms Bpk
Ayoba Bonds (Pty) Ltd
B Vintners Vine Exploration Co
Badsberg Wynkelder (EDMS) Bpk
Baobab Liquor Wholesale
Barcraft (Pty) Ltd
Bayrest (Pty) Ltd
Beck Family Estates (Pty) Ltd T/A Graham Beck
Belgian Beer Company
Bethsab Beer Wholesalers
Beverage People CC
Bexport Africa (Pty) Ltd
Bitgroup CPT (Pty) Ltd
Black Aces Logistics and Distributions (Pty) Ltd
Blue Sky Brand Company (Pty) Ltd
Boekenhoutskloof Winery (Pty) Ltd
Boland Beer Distributors (Pty) Ltd
BOLAND WINE
Bonnievale Wynkelder (EDMS) BPK
Boston Micro Grip (Pty) Ltd T/A Boston Breweries
BOSVELD GRAAN PRODUKTE CC T/A ISILULU
Botha Wynkelders (Edms) Bpk
Bottle Logic (Pty) Ltd
Bottle Logic Holdings (Pty) Ltd
Brand Artistry
Brandvlei Wynkelder (Edms) Bpk
Brave Neu World on the Water (Pty) Ltd
Breëriviervallei Botteleryskoöperasie Beperk
Bruce Jack Wines SA
Campari South Africa (Pty) Ltd
Cape Beverage Works (Pty) Ltd
Cape Diamond Wines (Pty) Ltd
Cape Fynbos Wines & Spirits
Cape Town Ship Suppliers and Exporters (Pty) Ltd
Cape Town Wine Hub
Cape Vinea (Pty) Ltd

Cape Wholesale Wines (Pty) Ltd t/a Cliffton Dry SA
Cape Wine Company (Pty) Ltd
Carlsdale (Pty) Ltd
Carmen Stevens Wines (Pty) Ltd
Carru International (Pty) Ltd
Cederberg Cellar (Pty) Ltd
Chamarco (Pty) Ltd T/A Dumbe Wholesale Liquors
Chandeling Property International
Cheers Beverages (Pty) Ltd - Connection - SWITCH
Chestnut Hill Investments 244 (Pty) Ltd
Chill Beverages International (Pty) Ltd
Chillies Bottle Store
Cibotium (Pty) Ltd T/A Panjivan Swelani Liquors
Cilmor Trust
Citrusdal Cellars (Edms) Bpk
Clear World Suppliers
Cluver Jack Cider Company (Pty) Ltd
CMS VENTURES (PTY) LTD t/a Hermanus Blue
Bottle Liquors Gansbaai
CMX Suppliers
CMX Suppliers t/a Isibaya Distributors
Coastal Wine Export CC
Coca-Cola Beverages South Africa
Concrete Keg And Co.
Coolbev (Pty) Ltd
CPTEA Beverages (Pty) Ltd
Croft Sales and Rentals CC
Cumberland and Caterers CC T/A Cumberland Liquor Store
Curated Wines (Pty) Ltd
D & E Distribution (Pty) Ltd
D & M Products (Pty) Ltd
Dannic Wines & Spirits (Pty) Ltd
Dark Moon Beverage Company (Pty) Ltd
Darling Cellars
David de Villiers
De Doorns Wynkelder
De Goree Farming (Pty) Ltd
De Wet Wynkelders (Edms) Bpk
De Wetshof Landgoed Trust
Defacto Investments 14 (Pty) Ltd T/A Panjivans
PMB Liquors
DGB (Pty) Limited
Diageo South Africa (Pty) Ltd
Dickens Family Wines (Pty) Ltd
Distri Foods (Pty) Ltd T/A Distri Liq Cape Town
Distri George (Pty) Ltd
Diverse Flavours CC
Domingo Liquor Distribution (Pty) Ltd
Donger Trading CC
Drie Berge Wynkelders
Du Toitskloof Koöpertiewe Wynkelder Beperk

Dwarsloop Beer Wholesalers
Earthsessence Liquors (Pty) Ltd
Edward Snell & Company (Pty) Ltd
EG & CO (Pty) Ltd
Elegince (Pty) Ltd
Ellicidor 52 CC T/A Durban North Liquor Distributors
Ennui Wines (Pty) Ltd
Epicurean Wines Pty Ltd
Ermelo Beer Wholesalers (Pty) Ltd
etron trading (pty) ltd
Evolution Winery (Pty) Ltd
Fast Vinni Walls And Wheels
Fedan Developments (Pty) Ltd
FirstCape Vineyards (Pty) Ltd
Firth & Company (Pty) Ltd
Flame Lilly Group (Pty) Ltd
Flare Beverages (Pty) Ltd
Flexi Beverages (Pty) Ltd
FLT Holding CC
FMS Food & Beverages SA
FOODGISTICS (PTY) LTD
FTW International Trading (Pty) Ltd
Gabba International
Galactic Spirits Pty Ltd
Gansbaai Discount Liquor
Geneva's Liquors (Pty) Ltd
Great Heart Wines (Pty) Ltd
Greytown Beer Distributors (Pty) Ltd
Griekwaland Wes Korporatief Limited T/A GWK Ltd
Groundswell Goods (Pty) Ltd
Halewood International South Africa (Pty) Ltd
Harry Hartman Wine Company
Heidelberg Partners (Pty) Ltd t/a Heidelberg Tops
Heineken Beverages SA (Pty) Ltd
Hornbill Group (Pty) Ltd
House Of Albrecht
HWH INVESTMENT PTY LTD
Ignobilis Property Holdings (Pty) Ltd
Indlovu Umqombothi (Pty) Ltd
Interprojex (Pty) Ltd (was Interdrinx (Pty) Ltd
Isicebi Trading
It Just Liquor (Pty) Ltd
Jabulani Distributors
Jack Black Brewing Company South Africa (Pty) Ltd
Jasino General Services
JCB Winery (Pty) Ltd
Jetez Investments (Pty) Ltd
Johnny's Liquor Distributors (Pty) Ltd
Johnny's Liquor Hypermarket (Pty) Ltd
Joseph Barry Distillers
Joseph W Ciatti (PTY) Ltd
Journeys end Brands (Pty) Ltd

Kameelstop (Pty) Ltd
Kerston Foods (Pty) Ltd
Klawer Wynkelders (EDMS) BPK
Koelenhof Wynkelder (Pty) Ltd
la leona pty ltd TA Leonista
Langeberg Associated Wineries (Pty) Ltd
Langverwacht Wynmavery Landbou Kooperatief BPK
Lapologa Distributors (Pty) Ltd
Lavender Moon Trading 305
Lazy Sunday Distillery (Pty) Ltd
Le Beverage And Liquor Distribution (Pty) Ltd
Le Super Spirits T/A Perifly
Legix (Pty) Ltd
Liberty Liquors (Pty) Ltd
Life Grand Café Central Kitchen (Pty) Ltd
Limpopo Bonded Warehouse
Liquid Luxury (Pty) Ltd T/A Luquidity
Lutzville Vineyards (RF) (Pty) Ltd
LYNGROVE WINE ESTATE
M.A.T. Overberg Retailers (Pty) Ltd
Madadeni Beer Wholesalers (Pty) Ltd
Mandis Liquor (Pty) Ltd
Market Demand Trading 793 (Pty) Ltd T/A PalletWise
Massmart Retailers (Pty) Ltd
Massmart Wholesale (Pty) Ltd
Masstores (Pty) Ltd T/A Makro SA
Meltrade 263 CC
Meridian Wine Distribution (Pty) Ltd
Merwida Wynkelder (Pty) Ltd
Midlands Beer Distributors (Pty) Ltd
Minihardrock
Mkuze Beer Distributors (Pty) Ltd
Model Liquor Distribution
Montagu Wunkelder Landbou Kooperatief Beperk
Mooiuitsig Wynkelders
Mountain Ridge
Mozcater
Namaqua Wines Distributors (Pty) Ltd
Namaqua Wines SA (Pty) Ltd
Nanayi Micro Distillery t/a Nanayi Distillery
Nareway (Pty) Ltd
Navern-tech Pty Ltd
Navigate World Whiskey (Pty) Ltd
Nawty Beverage Co (Pty) Ltd t/a Nawty Water Hard Seltzer
Ncedisa International
New Hope Wines (Pty) Ltd
New Liquor Depot (Pty) Ltd
New Stay Trading t/a New Stay Liquor Distributor (Pty) Ltd
Newshelf 1167 (Pty) Ltd T/A United National Breweries
Next Generation Beverages Group



NEXUS PHOENIX
Nova Zonnestraal Estate (PTY) LTD
Nu World Industries
Nuiba 373
Nuy Winery (Pty) Ltd
NW Warehousing (Pty) Ltd
Nyumbani Africa Distribution (Pty) Ltd
Octopus Distribution
OJ Wholesalers
ONI IMPORT EXPORTS
Oranjerivier Wynkelders
Oude Molen Distillers (Pty) Ltd
Oystercatcher Winery CC T/A Black
Oystercatcher
Panjivan Trading (Pty) Ltd T/A Panjivan Liquors
Panthom Craft (Pty) Ltd
Peninsula Speciality Beverages
Pernod Ricard South Africa (Pty) Ltd
Pierre Simond South Africa (Pty) Ltd
Pinkies Sorghum Beer Distributors and
Projects CC
Piquetberg Wynkelders (Pty) Ltd
PKS Liquors CC T/A Venture Inn Distributors
Profumi D'Italia Marketing CC
Raffine S A (PTY) Ltd
Rayba Holdings (PTY) Ltd
Red Dragon Business Trading (Pty) Ltd t/a Red
Dragon Distributors
Red Falcon Logistics Pty Ltd
Redford Beverages Pty Ltd
Regal Brands International (Pry) Ltd
Riebeek Valley Wine Co (Pty) Ltd
Rikdom
Rivertown Spirits
RM Logistics (Pty) Ltd
Robertson Wynmakery Landbou Koorporatief
Beperk
Robertson's Winery (Pty) Ltd
RONDEBOSCH KELDER EDMS BPK
Roodezandt Kooperatiewe Wynmakery Bpk
Rooiberg Winery (Pty) Ltd
Rowmoor Investments 882 (Pty) Ltd
Rubix Collective Agency CC
Rudd Farms Limited Incorporated In England
and Wales
SA SHIP SUPPLIERS (PTY) LTD
Salt Rock Wines
Salute Brands (Pty) Ltd
Samtrex (Pty) Ltd
Sector Distributors
Shackleton Brewing Company (Pty) Ltd
Shaw Premier Brands (Pty) Ltd
Shoprite Checkers (Pty) Ltd T/A Rogel
Wholesale (Pty) Ltd
Signature Brands
Simonsvlei International Pty Ltd

Simply Asia Kitchen (Pty) Ltd
Simunye Wines (Pty) Ltd
Siwela Wines
Smack Republic Brewing Co
Snowballs Brand
Somerset Wines Direct (Pty) Ltd
South Africa Wines NPC
South African Products International (Pty) Ltd
T/A Sapro International (Pty) Ltd
Southern Cape Beer Distributor (Pty) Ltd
Sowe Brand T/a Wine & Spirits Junction
Sparks Liquor CC
Spearhead Spirits (Pty) Ltd
Spruitdrift Wynkelder (Pty) Ltd
SUD AFRICA PLACE
Super Group Africa (Pty) Ltd T/A SG Gateway
Services
Swartland Wynkelder
Tabak Holdings (Pty) Ltd
Tabooz Distributors (Pty) Ltd T/A Tabooz
Liquors
Tamasa Trading Wines (Pty) Ltd
Teazy Holdings (Pty) Ltd
Tee Beloved Blends t/a The Whisperer
TGJ Trading CC T/A KOWIE CELLARS
Thai Brand Distribution Centre (Pty) Ltd
The Brand Guyz (Pty) Ltd
The Fine Beverage Distribution Company t/a
Distillery031
The Real Draught Beer Company T/A Real On
Tap
The Really Great Brand Company (Pty) Ltd
The Reciprocal Wine Trading Company (Pty) Ltd
The Spar Group Central Office
The UK Food Emporium CC
Thohoyandou Beer Distributors (Pty) Ltd
Thuso Group Solution (Pty) Ltd T/A Thuso
Distributors
TNT Liquor Distribution
Toot Sweet Ltd
Town Road Liquor Store CC
Trade Winds Wines (Pty) Ltd
Tradelt SA (Pty) Ltd
Tresso Trading 335 (PTY) LTD T/A BELBON
HILLS
Tria Sales and Marketing (Pty) Ltd
Truman and Orange (Pty) Ltd
TSH Distribution (Pty) Ltd
Tshadibe Wholesalers (Pty) Ltd
Turbo Wholesale
Under the influence (Pty) Ltd
Unique Premium Beverages (Pty) Ltd
uniWines Beverages (Pty) Ltd
uniWines Vineyards (Pty) Ltd
Uva Mira Winery
Van Loveren Vineyards (Pty) Ltd

VDP Distributors WC (Pty) Ltd
VDP PRESTIGE DISTRIBUTORS (PTY) LTD
Vector Logistics Proprietary Limited
Ventus Distributors CC t/a Crazy Wine
Vigna Wines CC
Vinesse (Pty) Ltd
Vinette Wines
Vinimark International (Pty) Ltd
Vinimark Trading (Pty) Ltd
Vinkrivier Vineyards (Pty) Ltd
Vipers Trading
Vredenburg Bread Depot
VREDENDAAL BEER DISTRIBUTORS - Africa's
Beer Wholesalers (Pty) Ltd
Vredendal Wynkelder (Pty) Ltd
Vriesenhuijs Wines
Vryheid Beer Distributors
WAA Designs t/s DM Distributors
We Build Brands (Pty) Ltd
Wel D'Mer (Pty) Ltd
Welcome Wines (Pty) Ltd
Weltevrede Wynlandgoed (Edms) Bpk
Westonaria Beer Distributors (Pty) Ltd
Westrand Liquor Agencies
Wildeberg and Kompanjie t/a Boutinot South
Africa Pty Ltd
Wind Band Investments TA Cecilia Wines
Windmeul Koop Wynkelder Bpk
Wine Connect (Pty) Ltd
Wine People Trading cc
Wines From Era (Pty) Ltd
Winkie Distributors (Pty) Ltd
Woolworths (Pty) Ltd
Wosprop 404 CC T/A The Food Store
WP Wentzel & Assocites (Pty) Ltd
Yassir Technologies (Pty) Ltd
Yes Lifestyle SA (Pty) Ltd
ZuluGirl Wines (Pty) Ltd



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