

Press Release

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e-connect announces:

Redefining Industry Standards: Taste of Africa and e-connect launch a Digital Joint Venture

A partnership of equals that transcends traditional agency-client boundaries, paving the way for innovation in the digital wine trade.

A Business Model Setting New Standards

"I wanted to create a model where all parties work toward the same goals," explains Tom Turping, CEO of e-connect. "With Taste of Africa, we found exactly that: a true win-win partnership. They bring the products, suppliers, and logistics, while we provide the digital infrastructure and marketing expertise."

This model stands out through the synergies of the partners, who combine their strengths to achieve excellence. Together, Taste of Africa and e-connect set new standards for collaboration between agencies and clients.

South African Exclusivity – Now Available

Taste of Africa works closely with leading South African winemakers, offering wines that, in some cases, are exclusively available in Europe through their platform. This partnership guarantees top quality and seamless logistics – perfect for private customers and businesses seeking something special.

"With e-connect, we are taking the next big step in the digitalization of our business," says Nadine Pyter, Managing Director of Taste of Africa. "For years, we have been the exclusive partner of leading South African winemakers. Through this collaboration, we are expanding our digital presence and creating a shopping experience that meets our high standards for quality and service, making our wines even more accessible."

Growth Through Digital Marketing

e-connect employs a data-driven and agile approach to enhance the digital presence of Taste of Africa. Strategies such as social media, SEO, and email marketing are continuously tested and refined to ensure maximum efficiency.

"We rely on data-driven and, above all, agile marketing," explains Tom Turping, CEO of e-connect. "What works is expanded, what doesn't is replaced with new approaches. This ensures sustainable growth, step by step."

This approach is already yielding results: since the platform's launch in February 2024, the partnership has reached its annual goal – a six-figure turnover – as early as September.

Focus on B2B During the Holidays

Another goal of the partnership is to expand Taste of Africa's B2B segment. By combining premium products with a tailored service, the company is strengthening its position in this area and offering solutions designed for business customers.

During the holiday season, many companies face time constraints and the challenge of organizing thoughtful, high-quality gifts for clients and employees. Taste of Africa addresses this need with exclusive wine packages that combine top-tier products with comprehensive services such as timely delivery and personalized cards – all in one.

"Combining exceptional products with personalized services is a key part of our philosophy," says Nadine Pyter. "During the holidays, we want to offer businesses simple and elegant gift options that save time and leave a lasting impression."

Discover Now

Whether for personal enjoyment or as a stylish gift, Taste of Africa's wine packages are now available in the new online store. For more information and orders: www.taste-of-africa.eu.

About e-connect and Taste of Africa

- **e-connect:** Specialist in performance marketing and digital technologies, focusing on agile strategies and data-driven growth.
- **Taste of Africa:** Exclusive supplier of South African wines with direct access to producers and proven logistical solutions.

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