

TGI Icon Brand Survey puts JC Le Roux in top wine brand



The 2014/2015 TGI Icon Brand Survey has listed JC Le Roux South Africa's top wine brand for the fourth consecutive year. Based on an extensive, countrywide consumer opinion poll, the survey lists typically South African brands that are loved, have a loyal following and instil a common experience in the hearts and minds of South Africans, irrespective of cultural backgrounds, income levels and language. "Four years in a row is yet another milestone in the brand's success story, an undeniable stamp of approval from our consumers and loyal supporters," says brand manager, Lucindi-Jane Branfield.

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