

Exodus wines get Tops deal

Young Johannesburg fashion designer and emerging wine entrepreneur Pfadzani Exodus has just hit gold with her fledgling wine business.

By [Edward Tsumele](#) 13 Oct 2011



Pfadzani Exodus with her creations.

Credit: Mabuti Kali / Sowetan

Exodus's brand of red and white wines are now being sold at Spar's Tops branches in Gauteng.

Having suffered a setback when she lost a posh shop business last year selling designer labels at the Zone Mall in Roseba Exodus says being in business rather than looking for work gives her joy.

"I know business is tough, and the stakes are quite high. It was going to be easy for me to get a job as an engineer," says the young businesswoman, who holds a chemical engineering degree from the University of Johannesburg.

"This process took two years and we have now concluded the deal. This means that Exodus Wine is now available for purchase at all top Spar Tops branches in Gauteng.

"Tops Spar has given us permission to supply their Gauteng region stores with Exodus Wine and if this proves to be successful, we will negotiate to supply the wines to all the shops throughout the country," said the excited entrepreneur, who is also a clothing designer of note whose brand of clothes is also known as Exodus.

"The clothes and the wines go hand-in-hand. We are busy with a campaign called Operation Exodus 2011. I will spend five days in Chicago, US, from October 25 to 29 and five days in Havana, Cuba, from October 29 to November 5 to market both the clothes and the Exodus wines to the world.

"We will do a fashion show at Zar Nightclub in November.

"From November 25 to 27, we will exhibit at Hyde Park Mall roof top.

"I have a killer collection which is military, majesty, romance and glamour."

Source: Sowetan