

# A perfect pairing

By Wanda Augustyn

Nikita Reeves says she had no clue what to expect when she stepped into the world of wine, but she knew she was in for an adventure.

Venturing into the wine scene came as a complete surprise for Nikita Reeves (29), marketing manager at the Cape Wine Academy. In 2014, she started in the logistics industry before entering recruitment, where she discovered her passion for marketing. A degree in marketing at the IMM Graduate School led to an unexpected opportunity as the marketing content coordinator at Meridian Wine Merchants in Gauteng in 2018.

“Marketing and wine? They’re like the perfect pairing,” she says. “Wine turned out to be this endlessly fascinating world, always keeping me on my toes with its complex layers.” Getting to know the vibrant wine industry community has been an absolute joy, with every day bringing something new to learn and incredible people to meet. “It’s been a wild ride, diving headfirst into this fantastic world of wine, and I wouldn’t trade it for anything.”

What excites her most about the wine industry is its dynamic nature and endless creative possibilities. “From the intricate winemaking process to the art of marketing and branding, there’s always something new and exciting to explore. The opportunity to blend my passion for wine with my marketing expertise is particularly thrilling. The wine industry offers the chance to meet and collaborate with diverse people, each with their own unique perspectives and expertise. Working alongside such knowledgeable people inspires me and enriches my understanding of wine and marketing.”

One of the biggest highlights of her career has been being involved in launching the new home for the Cape Wine Academy in Stellenbosch. It’s also allowed her to embark on exciting journeys to host the academy’s courses in Johannesburg, Pretoria, Stellenbosch and Durban.



**NIKITA REEVES,**  
Marketing Manager at the  
Cape Wine Academy.

Nikita says two people stand out as her guiding lights on her wine journey. “Heidi Duminy, Cape Wine Master and Cape Wine Academy principal has been my superhero since day one. She showed me how to overcome challenges and spot the silver linings even on the gloomiest days. She’s the mentor who fills you with confidence, making you feel like you can conquer mountains while enjoying your favourite wine. Her mantra? Keep learning and always keep that twinkle in your eye.

“And then there’s Paul Drinkrow-Grobler, the Africa sales manager at Meridian Wine Merchants. Need advice? He’s your go-to guru. Feeling down? His quick wit will have you in stitches. Paul has been my anchor during turbulent times, always with a helping hand and hilarious story to turn my frown upside down.”

Every day at the Cape Wine Academy is like a rollercoaster of excitement, filled with outstanding students from all walks of life, whether fresh-faced newcomers or seasoned professionals. “The diversity of perspectives and experiences makes each day an absolute delight, reminding me why I fell in love with this industry in the first place.”

Her next goal is to complete the Cape Wine Academy’s Diploma Wine Course. “Crossing that finish line will mark a significant milestone in my journey,” she says. She’s also ready to up her marketing game. “Digital marketing is particularly intriguing and I’m eager to dive deeper into this dynamic realm through additional short courses and immersive learning experiences. I’m hungry for knowledge and ready to soak it all up like a sponge.”

Shaping her own path in the wine industry is a thrilling prospect for her. “I’m excited to embark on this journey of self-discovery and growth. But perhaps most importantly, I recognise the value of building meaningful relationships and fostering connections in the wine community. By collaborating with

like-minded individuals and learning from seasoned professionals, I hope to gain invaluable insights and guidance to propel me along my chosen path.” ■

### RAPID FIRE Q&A

**Favourite wine ever tasted?** My go-to favourite is Simonsig’s Jamala Gewürztraminer.

**Favourite binge-worthy TV show?** The Office is my all-time favourite.

**Favourite pick-me-up song?** Chemical by Post Malone.

**Least-known fact about you?** I’m a massive rock and metal music fan and obsessed with dad jokes.

**Ideal holiday destination?** Anywhere in South Africa. From the Cape Winelands to the Kruger National Park, there’s always something to see and experience.