



Chairman's Overview

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Momentum, Mandate and a Renewed Commitment to Lead

As we close out the second quarter of 2025, I am both honoured and energised to have been re-elected as Chairman of DF-SA.

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Board Leadership Update

Welcoming the 2025 DF-SA Board

Following the conclusion of the DF-SA Annual General Meeting in Q2, members re-elected Richard Rivett-Carnac, CEO of South African Breweries, as Chairman of the Board for a second term. Boris has been the CEO of SAB since January 2022, bringing 13 years of experience within the AB InBev group, including as VP of Finance, Legal and Corporate Affairs for the Africa Zone. He began his career at SABMiller in 2009 in the London M&A team and has since held key leadership roles across the business.

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Market Integrity

From Code to Confidence: Building a Culture of Self-Regulation

Q2 saw the conclusion of the Small Print, Big Impact campaign — a national push to embed the Communications Code of Conduct (CCoC) across all DF-SA sectors and marketing channels.

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Research

From Insight to Impact: Cementing DF-SA's Scientific Leadership

A major highlight this quarter was the completion of the DF-SA-commissioned Understanding the Illicit Alcohol Market in South Africa study, conducted by Euromonitor International.

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Policy & Regulatory Engagement

From Dialogue to Impact: Advancing Strategic Partnerships to Tackle Challenges and Champion a Responsible Drinks Industry

In Q2, we focused our stakeholder engagements on deepening strategic relationships with key national government

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Member Highlights HEINEKEN & SAB

Industry in Action: HEINEKEN Beverages: Brewing a Better World for Mandela Day

Also in July, HEINEKEN Beverages implemented a series of Mandela Month initiatives aligned with its Brew a Better World commitments, uplifting communities nationwide. Through its Tavern Community Heroes project, tavern owners from the Tavern of the Future programme nominated local NPOs

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Member Call to Action

United Against Illicit Trade: An Industry-Wide Campaign

From June to October 2025, DF-SA and its member associations — including SAB, the Beer Association of South Africa, SA Wine, and HEINEKEN Beverages — are also coordinating a national awareness campaign focused on the scale and consequences of illicit alcohol trade.

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[DOWNLOAD](#) the Illicit Trade Communications Toolkit

[WATCH](#) the HEINEKEN Illicit Trade Video

