

Minor Hotels and Saving the Wild Launch Wine Collection to Support African Wildlife Conservation



May 26, 2026: Minor Hotels is proud to announce a new partnership with Saving the Wild, a groundbreaking Africa-based conservation charity, with the launch of three "Saving the Wild" wines, which will be served in several of Minor Hotels' African properties. The wines are produced by Hoopenburg Wine Estate, an award-winning wine farm, and feature a fine-art label highlighting the need to protect three wildlife species targeted for illegal poaching.

Sip While You Save – Saving the Wild Wine

The conservation collection includes a Cabernet/Merlot blend, a Sauvignon Blanc, and a Rosé. Hoopenburg Wine Estate in the Stellenbosch region of South Africa is nourished by pure underground water, and the unique dry-land bush-vine vineyards produce grapes of exceptional taste and flavor.

A percentage of the proceeds from the Saving the Wild wine collection supports Saving the Wild's work to advocate for specialized courts and better legislation for all endangered

species.

Each bottle is a canvas featuring fine art photography donated by award-winning wildlife photographers:

- RHINO – Cabernet / Merlot - William Fortescue
- ELEPHANT – Sauvignon Blanc - James Lewin
- PANGOLIN – Rosé - Aaron Gekoski

The fine-art photography is creatively enhanced with gold foil detailing that highlights the rhino horn, elephant tusks, and pangolin scales — drawing attention to the very features for which these animals are illegally poached. Saving the Wild works across Africa to protect these and other endangered species.

With every glass, guests can learn, discover, and engage with the conservation stories behind the wines as each bottle has a QR code that launches short film content produced by Saving the Wild.

- Saving the Wild's short film "[Rhino: The Endgame](#)", featuring Dr. Jane Goodall, was released shortly after her passing in 2025.
- Saving the Wild also produced the short film "[Kimana Tuskers](#)", featuring Craig, a "super tusker" bull elephant, in collaboration with an Academy Award-winning team and narrated by actor Djimon Hounsou.

The organization's impact has been so remarkable that its story is now the inspiration for a feature film currently being developed by Hollywood icon Margot Robbie and her production company LuckyChap Entertainment. With the script now written, production is expected to begin in South Africa once casting is finalized.

Jamie Joseph, founder of Saving the Wild, says, "meaningful legislative reform is critical to ending wildlife crime. The greatest challenge facing South Africa's rhino crisis is the lack of legislation that truly deters poachers and specialized courts. Most offenders receive nothing more than minor fines or weak prison sentences, which means there is little incentive for them

to stop. That's why Saving the Wild is now focused on advocating for stronger legislation - for all endangered species - and this wine collection helps us raise funds for this critical mission.”

Joseph, who was born in Zimbabwe says, “[Anantara Stanley & Livingstone Hotel](#) shows us what is possible when wildlife is truly protected. Spending time with the rangers and black rhinos on the reserve - seeing these magnificent animals move freely across the land was inspiring. I'm incredibly grateful to Minor Hotels for their sustained commitment to conservation across the globe.”

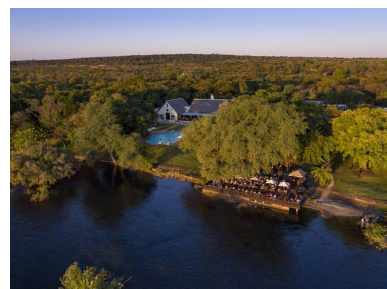
Nico Vivier, Regional Director of Operations & Development for Minor Hotels Africa, says, "As Minor Hotels expands into more of Africa's protected wilderness areas, we believe the protection of these ecosystems is our shared responsibility. Sustainability is at the heart of the Minor Hotels brand, making this conservation partnership a natural fit. Because exceptional food and beverage is central to great hospitality, we jumped at the opportunity to collaborate with Hoopenburg and Saving the Wild on an exclusive range of three wines, available across all Minor Hotels in Africa, which directly helps raise funding for vital wildlife conservation legislation."



Saving the Wild works across southern and east Africa, and is internationally recognized for its work dismantling high-level rhino poaching syndicates in South Africa.

The wines will be available in Minor Hotels' properties (NH Hotels, Avani, and Anantara hotels) in Africa from May 2026.

Follow Saving the Wild on Instagram: [@saving_the_wild](https://www.instagram.com/saving_the_wild) and Facebook: [SavingTheWild](https://www.facebook.com/SavingTheWild).



About Saving the Wild

Jamie Joseph founded Saving the Wild in 2014. Saving the Wild works across southern and east Africa, and is internationally recognized for its work targeting and dismantling high-level rhino poaching syndicates in South Africa. Follow Saving the Wild on Instagram and Facebook: [SavingTheWild](#).

About Minor Hotels

Minor Hotels is a global leader in the hospitality industry with more than 640 hotels, resorts and branded residences in operation and committed development across 63 countries. The group crafts innovative and insightful experiences through its hotel brands including Anantara, Elewana Collection, The Wolseley Hotels, Tivoli, Minor Reserve Collection, NH Collection, nhow, Avani, Colbert Collection, NH, Oaks, and iStay, as well as a diverse portfolio of restaurants and bars, travel experiences, and spa and wellness brands. With over four decades of expertise, Minor Hotels builds stronger brands, fosters lasting partnerships, and drives business success by always focusing on what matters most to our guests, team members and partners.

Minor Hotels is a proud member of the [Global Hotel Alliance \(GHA\)](#) and recognizes its guests through one unified loyalty program, [Minor DISCOVERY](#), part of GHA DISCOVERY.

Discover our world at [minorhotels.com](#) and connect with Minor Hotels on [Facebook](#), [Instagram](#), [LinkedIn](#), [TikTok](#) and [YouTube](#).

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We pride ourselves on developing superior communications at an affordable cost while providing reliable hands-on service. Most importantly, we focus our time & resources on the creation and distribution of valuable, relevant, and consistent messaging to attract and retain a clearly defined audience for every client - which ultimately drives brand loyalty and profitable customer action.

Contact details

Jessica Bradford
jessica@2bprinc.com
[\(626\) 379-2381](tel:(626)379-2381)

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