



Take a taste of a good cause...

- with sustainable South African wine
and socially responsible products

We are a registered socio-economic company based in Silkeborg. In HumanAid we work based on the Sustainable Development Goals by entering Partnerships for the Goals and by supporting disadvantaged people. We are trading with sustainable wine from South Africa and offer winetasting and giftboxes.

In HumanAid we have entered a partnership with Libby, the woman behind LIBBY'S PRIDE Wines. Libby is an experienced and skilled wine woman who reaps great praise and recognition for her wines, all of which have unique personal tastes. Libby has been working in the wine industry since 2002 and created and launched in 2008 LIBBY'S PRIDE and is thus the first colored woman with her own wine brand in South Africa. We have visited the winery where Libby has her wines produced. The farm, located in the Darling area north of Cape Town, is certified for sustainability, good ethical treatment of employees and biodiversity.

Libby's wines are thus obvious as for you who want both quality wine and to make a difference. Direct and uncut donations of our wine sales to private customers go to support vulnerable children and young people in Cape Town.

In addition to LIBBY'S PRIDE we sell HumanAid Coffee, which is socially responsible coffee from Nicaragua. We also have other sustainable delicacies and products for our gift boxes.

We look forward to trading with you!

Birgit & Jørgen Møller-Nielsen



Customers reviews...

I have had a very good experience shopping with HumanAid. The wine is amazing. It fully lives up to my expectations. We have experienced good service from HumanAid, and it is a good project in South Africa which we are happy to support.

*-Trustpilot, review by
Jette Astrup*

Wine with a clear conscience. Have just been to a wine tasting at Fairbar with HumanAid, where the owners Birgit and Jørgen presented Libby's Pride Wines from South Africa. Much more than wine tasting. They also talked about their business model, South Africa's challenges but also the amazing tourist country that South Africa is. It can be recommended to arrange a private, association or business wine tasting at HumanAid. You get a socially good story as well as a lot of personality and good wine to taste.

*-Trustpilot, review by
Vibeke Mulvad*

Product info and prices on wine

Price per bottle for the purchase of 1 - 6 bottles

149,00 DKK. *

Price per bottle for the purchase of 2 - 4 boxes

135,00 DKK. *

Price per bottle for the purchase of 5 boxes or more

120,00 DKK. *

* Prices are incl. DKK 20.00 donation to vulnerable young people in Cape Town and are valid until 31.03.2022.



LIBBY'S PRIDE Sweet White

Grape composition: 100% Sauvignon Blanc

A nice, sweet white wine, which is served cold. Taste nuances of peach, pear and apricot.



LIBBY'S PRIDE Sweet Rosé

Grape composition: Chenin Blanc, Merlot, Shiraz and Cabernet Sauvignon

The rosé is easy to drink, fresh and sweet. Fine notes of strawberry and peach. Serve it cold.



LIBBY'S PRIDE Chardonnay

Grape composition: 100% Chardonnay

Wonderfully easy to drink, dry and well-rounded. wine. A touch of apricot and peach is supported with a taste of honey flower.



LIBBY'S PRIDE Sauvignon Blanc

Grape composition: 100% Sauvignon Blanc

A wine with expressive tropical fruit scents that brings you to a crisp finish, by an added touch of green fig.



LIBBY'S PRIDE Pinotage

Grape composition: 100% Pinotage

The wine has a wonderful aroma of plum, honey and spice. A touch of cherries and strawberries mourns for a smooth finish.



LIBBY'S PRIDE Shiraz

Grape composition: 100% Shiraz

A really nice full-bodied wine with spices in the center and notes of plum and chocolate. Mature, fruity and dry finish.



LIBBY'S PRIDE Merlot

Grape composition: 100% Merlot

Libby's Pride Merlot is a fruity wine with flavor of blackberries, spices and vanilla. A wine with a medium body and nice long finish.



LIBBY'S PRIDE Cabernet Sauvignon

Grape composition: 100% Cabernet Sauvignon

The wine has a beautiful carmine color. There are notes of violets and fynbos (fine-leaved plants), a touch of black currants and pleasant tannins.