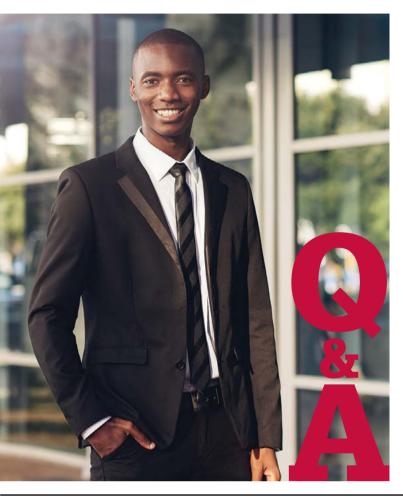
My business neighbourhood



Cape Town-based Ekhaya Brewery creates craft beer inspired by culture

WORDS: KIT HEATHCOCK IMAGE: SUPPLIED

s an entrepreneur establishing his craft beer brand, Ekhaya Brewery, Khanyi Pupuma has found that shared business spaces are the way to go. He tells us more about running his business from a co-working office space in the East City.

Q: How did your business start?

A: I first came across craft beer when Beerhouse launched in 2012. I didn't have a beer drinking background and didn't enjoy commercial beers, but when I tasted my first craft beer, I was intrigued. I enrolled in a workshop to learn about home-brewing. Then as my skills improved and I was able to brew a consistent product, I decided to take the next step. I started brewing on a commercial scale in 2015 at Stone Circle Brewery and developed two signature beers, Jwarha and Dlamini. The name Ekhaya

represents a home for everyone. I'm building products that are inspired by culture, and the beers are named after South African clans.

Q: Why did you choose this area to set up shop?

A: Roeland Street is quite central, there's a lot happening here, and the Cape Town Office space, and generally the shared office environment, is ideal for me – and I'd say for any entrepreneur in the early stages.

Q: How did you find your premises?

A: Through a referral from a friend. I went to visit Lizelle, the owner of CTO, and I was sold. There's a nice energy in the space.

Q: Why are the premises ideally suited to your business?

A: As an entrepreneur, I like surrounding myself with likeminded individuals – creative people with fresh ideas and people who I can collaborate with going forward. I plan to stay here for as long as I can.

Q: Who are your neighbours?

A: There's Vida e Caffe downstairs, Roeland Liquors – which stocks my product – down the road, The Book Lounge, all of Harrington Street, Roeland Square, and Stone Circle, where I used to brew, is just up the road at Wembley Square. There's a lot popping up around here.

Q: What are the shop rental/sales prices like in this area?

A: It ranges hugely. As a previously

dilapidated area, it's a mixture of light industrial and then upmarket new spaces being developed. It's growing, and changing really quickly, and the rentals reflect that

Q: How many people go through your store each day?

A: There are boardroom facilities here that I use for meetings.

There's not so much foot traffic but the space is constantly buzzing.

Q: Do you have any expansion plans?

A: We definitely do. We've been a local brand only available in the Western Cape. Now we're preparing to roll out the brand nationally for the summer season and we'll also launch two new beers then.

Q: Do you operate online as well?

A: We have a website and you can find us on Facebook (facebook.com/ekhayabrewery), Twitter (@EkhayaBrewery) and Instagram (@ekhaya_brewery).

Q: What's your most popular item?

A: Our Jwarha Lager and Dlamini Royal Ale are equally popular. Each has an individual personality with a different following.

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