

My business neighbourhood



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

WORDS: KIT HEATHCOCK
IMAGE: SUPPLIED

As 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 like-minded 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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