BEERHOUSE, SPEARHEADING THE CRAFT BEER REVOLUTION



"STAY THIRSTY STAY CURIOUS."

The Beer Revolution is growing and Beerhouse is expanding.

Beerhouse opens its third site, after Cape Town Long Street and Johannesburg Fourways, in the neighbourhood of Centurion Pretoria in the space the legendary Firkin Pub occupied for 21 years. We will be opening our doors to our 30 taps, 99 bottles and hand crafted food from Friday the 25th of November after giving the old pub an exciting Beerhouse yellow makeover. The new Centurion site is part of company's expansion plans to be South Africa's go-to venue for beer choice, knowledge and experiences with 20 Beerhouse outlets nationwide by 2020.

Beerhouse as a concept was forged in the inquiring and restless mind of Randolf Jorberg. Beerhouse's 'Head Dreamer' teamed up with Murray Slater "Beer Whisperer" with the mission of providing an inclusive unique experience with a large curated library of beer. The whisperer and dreamer were joined by Roy MacAskill "The Tasty One" who better than anyone in the country understands beer and food. His kitchen's hand crafted food from around the globe compliment our variety of beer. His talent for beer and food pairing is unrivalled and is driven by quality. On it's drive to bring the world's oldest and greatest beverage to all parts of South Africa Beerhouse is now expanding. Centurion is number three with 17 more houses of beer to come by 2020.

Its beverage offering is spearheaded by its 99 bottles of beer on the wall, 30 taps including local and international beers and non-beer offerings like gin & tonic, ice tea and cold brew coffee on tap. Intuitive navigational tools that reside in Beerhouse's beautifully constructed menus empower guest with the ability to choose a beer for themselves based on their preferences. The beer list is complimented by a tight but inventive wine, spirits and soft offering. Beerhouse is committed to being a tasting room for the burgeoning beer industry supporting local micro-breweries and giving them a podium on which to shine. Beerhouse Navigators are robustly trained on beer and how to navigate you through beer lands exciting landscape. Beerhouse are the instigators, propagators and curators of the Beer Revolution. Everyone leaves Beerhouse a beer lover.

Hand crafted food from around the globe that takes into consideration traditional beer food and items that push the taste envelopes. A unique and interesting snack menu allows hungry beer drinkers to indulge in a great variety of beer friendly fare including pork crackling, edamame beans, oepsies (Beer glazed bacon on a stick) and bitterballen.

Beerhouse classics such as curry wurst, ribs, burgers and flammkuchen are crowd pleasers with quality and value for money being our kitchen's driving philosophy. A strong food and beer pairing seam runs throughout the menu with beer pairing icons on each menu and a dedicated food and beer matching section. Look out for our popular daily lunch specials for R50 that includes a beer, soft drink or cider.

Beerhouse offers a comprehensive array of entertainment including, pub quizzes, silent discos, comedy nights, live music, weekend DJ's, free beer tastings at our Beer School, #FreeBeerFriday and our flagship Meet The Brewers food and beer pairing evenings. The entertainment offering is inclusive and curated for all tastes and desires. A varied sport offering with multiple screens including a projected big screen makes Beerhouse a buzz of excitement on sporting days especially those where South Africa take on their rivals on the international stage.

Beerhouse is a contemporary beer hall that takes the great central European countries traditional beer halls social atmosphere and combines it with modern décor with quirky beery flair which makes Beerhouse comfortable, accessible and inclusive. Inspired by the trademark colour of the beverage which we serve to exalt; the golden yellow can be seen throughout the restaurant and bar and serves as a large influence in the identity of the brand. Beerhouse Centurion will be crowd funding a beer bottle light installation in collaboration with Belgian beer brand Vedett and our new customers. We will sell Vedett beer at cost price and every bottle will be collected clean and up-cycled and arranged into a spectacular light feature.

Beer represents 77.8% of total liquor volumes in South Africa, with a volume increase of 45 million litres and a total value increase of R3,89 billion in the 2015 alone. The Super-premium ('Craft') beer market is in the early development stage but Standard Bank estimates it grew 30% in 2015, 35% this year and could make up as much as 18 million litres by 2017. This would give it a 2.1% market share - from just 0.3% in 2011.

STAY THIRSTY | STAY CURIOUS