

RE-MEMBER

Brewers of Traditional Afrikan Beer

KWELA BREWS (PTY) LTD

IN PARTNERSHIP WITH
XILALELO EXPERIENCES (PTY) LTD

KWELA
BREWS

EST. 2022

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2022

Kwela Brews
is founded

2

Homebrewers in
Kayamandi

5

Core team
members



Kwela Brews is an early-stage social venture which aims to enable Afrikan women to produce the customarily nutritious Traditional Afrikan Beer safely, efficiently, and profitably by:

- Improving their access to manufacturing, quality assurance and distribution resources;
- Expanding the consciousness of individuals and communities on the exclusionary legacies of colonialism and apartheid on Afrikan women; and
- Influencing policies on Traditional Afrikan Beer to centre, celebrate and protect African women as the rightful owners and practitioners of this indigenous knowledge.

OUR REASON

In our remembrance and reclamation of our authentic Afrikanness, we must re-MEMBER (centre, celebrate and protect) the Afrikan women who have preserved it for centuries.

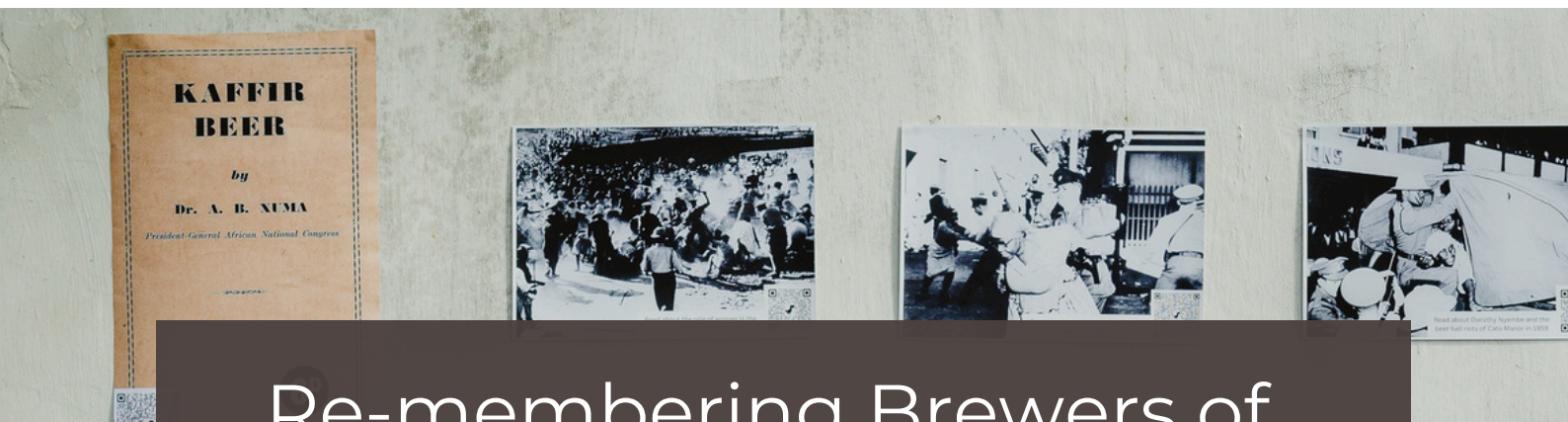
OUR MISSION

To enable homebrewers of Traditional Afrikan Beer, to produce the customarily nutritious beverage safely, efficiently, and profitably.

OUR VISION

A Traditional Afrikan Beer industry that is led by its intergenerational experts -

Afrikan women



Re-membering Brewers of Traditional Afrikan Beer

kwaLanga*, Cape Town and Kayamandi, Stellenbosch

**The oldest segregated township in South Africa, est. 1923 under Urban Areas Act*

In South Africa, Afrikan women remain the most vulnerable to unemployment. Though considered peripheral in the economy, Afrikan women have used their centuries old knowledge of brewing our indigenous Traditional Afrikan Beer as a source of self-employment. The development of the colonial and apartheid project met these women with police violence alongside forced displacements, as the governments sought to prevent; and later, to control and profit from alcohol consumption by Afrikans. Today, this history is largely erased, while the wealth of indigenous wisdom is overlooked, and homebrewers remain marginalised.

Through this project, we will confront the erasure of homebrewers in the discourse on our colonial legacy; the erasure of our biocultural heritage in historically segregated communities; and most importantly, the lack of market access for homebrewers to reach potential customers beyond their under-resourced communities.

Shift exclusionary norms and practices
which render Traditional Afrikan Beer and homebrewers invisible in our past, present, and future.

01 **FOSTER LOCAL PARTNERSHIPS**

We partner with local artists on exhibitions and events which celebrate our traditional knowledge, and reflect on the legacy of colonialism and apartheid.

02 **ENGAGE LOCAL COMMUNITIES**

We facilitate traditional brewing and malting workshops in partnership with homebrewers who join our network. We create a space for dialogue on the importance of indigenous knowledge systems, the recognition of women as custodians of traditional knowledge, and art as activism.

03 **EXPAND MARKET ACCESS**

We aim to find ideal customers for Traditional Afrikan Beer to ensure a consistent production and fair compensation for homebrewers. Starting in January 2025, we will partner with restaurants, tour guides and markets to test product-market fit.

MONTH	THEME	KEY EVENTS
September	Honouring heritage keepers	<ul style="list-style-type: none"> Heritage day festival stall (external) <ul style="list-style-type: none"> ◦ 24/09 - !Khwa ttu Opening function: <ul style="list-style-type: none"> ◦ 28/09 - 16 on Lerotholi
October	-	<ul style="list-style-type: none"> Nourish & Mould (clay workshop); <ul style="list-style-type: none"> ◦ 26/10 - Lungi Joe Ceramics
November	-	<ul style="list-style-type: none"> Brewing workshop and tour in Kayamandi <ul style="list-style-type: none"> ◦ 02/11 - Cocreate Hub, Stellenbosch Nourish & Mould <ul style="list-style-type: none"> ◦ 09/11 - Lungi Joe Ceramics Brewing workshop and tour in Langa <ul style="list-style-type: none"> ◦ 16/11 - 16 on Lerotholi
January	-	<ul style="list-style-type: none"> Customer discovery experiments with tours, restaurants and markets

Notes: September - Heritage Month; February - Women in Science Month

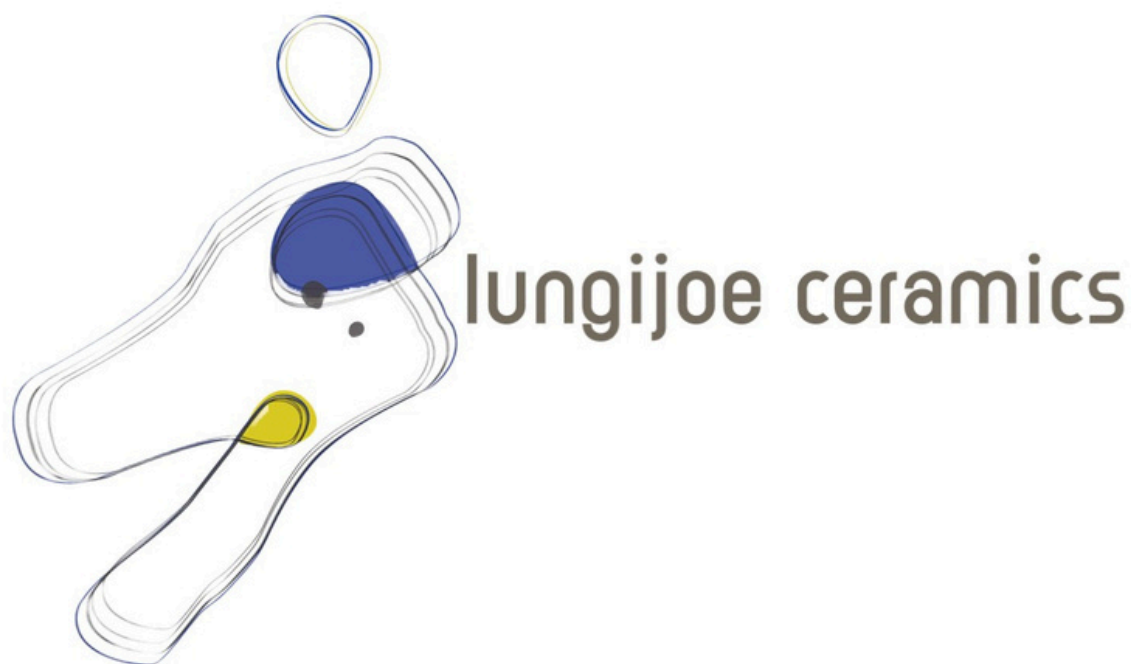
MONTH	THEME	KEY EVENTS
February	Contesting different knowledge forms	<ul style="list-style-type: none"> • Blog: Women as indigenous knowledge holders in the biosciences
March	Recognizing women's agency through Food	<ul style="list-style-type: none"> • Inxwala Slow Market <ul style="list-style-type: none"> ◦ 01-02/03 - Langa • Tasting & Dialogue <ul style="list-style-type: none"> ◦ 29/03 - Stellenbosch
May	Imagining the Afri <u>k</u> a we want	<ul style="list-style-type: none"> • Tasting & Dialogue <ul style="list-style-type: none"> ◦ 17/05 - Langa • Closing event <ul style="list-style-type: none"> ◦ 31/05 -Stellenbosch • Blog: A re-mem<u>ber</u>ing continued

Notes: February - Women in Science Month; March - International Women's Month; April - International Jazz Month; May - Afrika Month.



Xilalelo Experiences, founded by Rirhandzu Marivate, is a social enterprise driving food systems transition through services like educational workshops, consulting, food tours, and intimate dining experiences. Rooted in the Xitsonga word for "communion," Xilalelo highlights the power of food as nourishment, memory, and connection. The enterprise supports African food systems, focusing on indigenous and agroecological practices through partnerships, collaborations, action research, and regenerative food systems consulting.

Core Project Partner



Lungi Joe's work is a fusion of her Khoi, Xhosa, and Zambian lineage with each piece representing a blend of her ancestry. On close examination of her work, you can't help but get a sense of fluidity and a seamless flow as if you can see the Khoi Women moving in sync performing riel dance and Xhosa Women Betyityimba Bengqungqa.

Her colour selection embraces her eclectic roots and simulates the Earthy-Washed and Gritty Mud-Textured walls which transport you to a rondavel in a serene village. Strange enough, if you ask her how she found Clay, she'll tell you she didn't find It, It found her. Clay pursued her, like any perfect love it invited her into a relationship; a relationship that has helped her grasp the meaning of 'Peace That Transcends Understanding.

Clay Workshops - "Nourish&Mould"



Buchule Safari, is a premier township tour guiding company based in the vibrant community of Kayamandi. They offer an unparalleled opportunity to immerse oneself in the rich and diverse African culture, with a special focus on the Xhosa and Basotho traditions. Their expertly curated tours provide an authentic, intimate experience that goes beyond the typical tourist path. Our Unique Experiences: 1) Dining with the Locals, 2) Drumming Sessions, 3) Khayamandi on Foot, 4) Musical Kasi Vibe, and 5) Curated Experiences. Join Buchule Safari for an unforgettable journey through Khayamandi, where you will connect with the heart and soul of African culture.

Kayamandi Tours



16 ON LEROTHOLI

SINCE 2019

16 on Lerotholi is a space that uses art as an essential tool to foster understanding, empathy and solidarity within the Langa community, in South Africa at large, within the African continent and beyond. Additionally, the space showcases the brilliant powerhouses of creativity that the continent gives rise to. The vision of the gallery is to redefine the African Dream by empowering African artists with a platform that is invested in their artistic development and commercialisation.

Langa Events Host



Travel De Kaap is a tour operator associated with entertainment, lifestyle and holiday retreats. Established in 2018 by Cape Town-born young entrepreneurs with creative backgrounds, they imagine; explore and discover unique stories about Cape Town that illustrate to memorable tour experiences.

Travel De Kaap tours range from couples, families to large group tours tailored and curated to the client's request to design a unique Cape Town tour experience.

Langa Tours



The CoCreate Hub offers a welcoming gathering space that nurtures the vibrant entrepreneurial spirit in Stellenbosch– and offers residents and visitors to the town the opportunity to buy local, eat local and connect local. The CoCreate Hub provides a unique platform for BBBEE level 1 and 2 businesses to showcase and trade their products and services whilst receiving business support and mentorship.

Stellenbosch Events Host

Our Team



**REITUMETSE
(TUMI) KHOLUMO**

Founder & Director
Project Lead



**RIRHANDZU
MARIVATE**

Food Systems Advisor
Core Project Partner



**LUYANDA
NTSHINGILA**

Head of Policy Engagement
Administrative Lead



**PHUMZA
QWAQWA**

Head of Homebrewer Experience
Community
Engagement Lead



**BERNICE
SEYMOUR**

Head of Consumer Experience
Marketing &
Communications Lead



BASANI MBHALATI

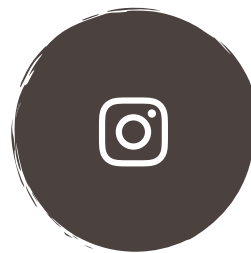
Head of Strategy and Sustainability
Monitoring &
Evaluations Lead

This project is implemented thanks to the contribution of the Slow Food Negroni Week Fund



**PROUD TO CHANGE THE WORLD
THROUGH THE
NEGRONI WEEK
INNOVATION AWARD 2024**





www.kwelabrews.com