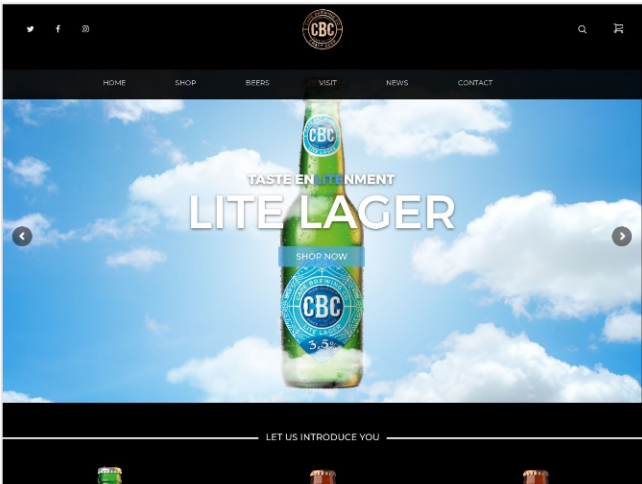# SHOWCASE

REAL WOOCOMMERCE STORES SUBMITTED BY THEIR MAKERS

Cape Brewing Company

DEVELOPER

Woww

DESIGNER

mZero

CATEGORY

Food & Drink

COUNTRY

South Africa

VISIT WEBSITE

https://capebrewing.co.za/

The **Cape Brewing Company** (also known as CBC) is a South African brewery producing a wide range of craft beers.

Independent since day one, this **modern, independently owned craft brewery** celebrate beer by using the finest ingredients – including natural mineral water from their very own spring. Combining this approach with state-of-the-art equipment allows them to produce 55,000hl annually, at a maximum capacity of 3,000 bottles per hour.

Revered brewmaster Wolfgang Koedel has over 30 years of experience under his belt, and is "even more passionate about beer today than when he first became an apprentice brewer in Germany". He believes that, to create a great beer, you need to select "only the best raw ingredients", coupled with "discipline, passion and a quest for purity and taste".

Joining CBC was "both a calling and a challenge" – to learn, try new things, and share his expertise with a new generation of brewers in South Africa.

Under Wolfgang's guidance, Cape Brewing Company's core range has become synonymous with bars and restaurants in the Western Cape. Their full-bodied **CBC Lager**, aromatic **CBC Amber Weiss**, and classic **CBC Pale Ale** are well-renowned by craft connoisseurs and consumers alike.

CBC came to digital agency Woww with the vision of "bringing real beer to real people" by creating a convenient eCommerce platform for customers to browse and buy their favourite CBC products, with purchases delivered right to their door.

> *"Having [CBC's] wide product range available online – directly from [the brewery] – was the next step in developing a strong, holistic online brand presence."*

Launched in May 2019, Woww managing director Felix Norton says that the site also allows customers to "learn more about the varying lines of beer, and understand the production process and ingredients that go into creating delicious craft beer".