

# BREWING FOR GOOD

The brewery, much like the pub, has long been the centre of the community. Local support is crucial to any craft brewer's success, and in synergistic response, brewers tend to support initiatives that give back to the community. **Lucy Corne** looks at a few of the brewers' passion projects around SA.





## WESTERN CAPE

### DARLING BREW – EVITA’S CRAFTERS

This women’s empowerment group has been stitching handicrafts at the Evita se Perron complex since 2012 and this year, Darling Brew worked out a way to support the local project. The brewery’s malt bags now go to Evita’s Crafters to be turned into shopping bags which are then sold in the brewery shop. Best of all, the bags have a waterproof pouch, so when you’re shopping for beer, you can grab some ice and keep them cold until you get home.

### MOUNTAIN BREWING CO. – INSTITUTE FOR THE BLIND & DEAF

As well as training South Africa’s first blind barista to work in a local coffee shop, the Worcester-based organisation teaches blind and deaf artisans to create furniture and other crafts. Sometimes, of course, there are pieces of wood that can’t be used for furniture and these get upcycled into sturdy, reusable six-pack holders for Mountain Brewing Company’s beers. You can pick up a six-pack carry case from the brewery for R250, filled with a half dozen of Mountain’s beers.

### STELLENBOSCH BREWING CO. – PIP & PANGOLIN AFRICA

Stellies have teamed up with a duo of local organisations and produced a limited edition beer to support them both. Proceeds from the sale of Pangolin Witbier go to PIP, a community upliftment project. At PIP, a team of elderly ladies crochet

pangolin toys, with part of the profit going to the women themselves and part of it to Pangolin Africa, an NPO focusing on conservation of the most highly trafficked species on the continent. Stellies Wit will be in the September League of Beers mixed case and at select outlets while stocks last.

### TOAST ALE – SOIL FOR LIFE

Taking a tried and tested concept from the UK, Toast Ale replaces a third of the grain bill with bread crusts that would otherwise be destined for a landfill. All of the profits from the beer go to Soil for Life, an NPO which helps teach people how to plant gardens and grow organic fruit and veggies.

### TRIGGERFISH – LOCAL ANIMAL CHARITIES

The Triggerfish team holds various events to support local animal shelters, even hosting a dedicated benefit for a local dog that needed surgery.

## EASTERN CAPE

### BREWHAHA - TREASURE

In a double-headed project that is both eco-sound and sees a business giving back to its neighbours, Jeffreys Bay-based Brewhaha works with local organisation, Treasure. Artisans at the organisation transform Brewhaha’s used malt bags into four-pack carriers, which are then sold at the brewery. All of the proceeds go directly to the foundation, which supports vulnerable children in South Africa and Swaziland.



Evita’s Crafters turn malt sacks into shopping bags

## FREE STATE

### CLARENS BREWERY – SOUTH AFRICAN NATIONAL BLOOD SERVICE

You usually get a cup of tea and a cookie or two when you donate blood, but in Clarens they can go one better. Every person that donates a pint of blood gets a pint back – a free pint of beer, cider, or juice at the brewery that is.

### STELLAR BREWERY – ANGEL FOUNDATION

Each year, the Bloem-based brewery supports a fundraiser for this local organisation which raises money for children in the community to further their sports, academic or artistic skills. A portion of Stellar’s beer sales go to the foundation, with more beers going under the hammer in a charity auction.

## GAUTENG

### AT HOPS END – LOCAL ANIMAL CHARITIES

The Modderfontein brewpub runs a range of events, including pub quizzes, hikes, food drives and “Beat the Brewer” mountain bike trails (in conjunction with Copperlake Breweries) to raise funds and supplies for local animal charities, including the SPCA and Kempton & Edenvale Ferals. Energetic types also joined with the brewery’s Hike for Beer, the proceeds of which went towards building a rural school.

### BREW CRAFT – THE RHINO ORPHANAGE

The Gauteng homebrew shop has regular fundraisers with proceeds going to their favourite cause: a rhino orphanage in Limpopo. So far, thanks to the support of the local homebrewing community, they’ve sponsored 12 baby rhinos orphaned by poachers.

### FRIGID ISLES BREWING – MARION ISLAND MARINE MAMMAL PROGRAMME

The cause is not quite in the Gauteng brewery’s back yard, but what is admirable is that an amazing 80% of the profits from their beers is donated to the Marion Island Marine Mammal Programme. The programme is operated by the Department of Zoology & Entomology at the University of Pretoria.

### UNTAMED BREWING COMPANY – PAINTED DOG CONSERVATION INC.

With branding inspired by the African Wild Dog, Untamed hopes to become one of the country’s most recognised beer brands when it comes to wildlife conservation. Through their in-house

wildlife fund, BEER4BEASTS, the brewery donates 50c of every beer sold to wild dog conservation.

## CHEERS TO CHARITIES



### AFRICA BREW

Each year, attendees at this three day learning, tasting and networking event brew a batch of beer as part of the proceedings. Once the beer is sold, the proceeds go to a charity chosen by the host brewer, with past years’ profits going to Epilepsy South Africa, the SPCA and the Red Cross.

### ALES FOR TAILS

Held in KZN, the annual Ales for Tails fest is not just a beer and gin event – it’s also a fundraiser for Kloof and Highway SPCA. Since the festival first launched in 2016, organisers have donated almost R350,000 to the local charity.

**JBAY'S  
AWARD WINNING  
CRAFT BREWERY**

# BREWHAHA