



Who we are

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We bring better beverages to Africa



We are passionate about authentic beverage brands



✓ and connecting these brands from your staff to your Guests







Our Mission is to maximise our Clients' monetary return

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and maximise our Clients' return on Guest / Customer experience





We source quality brands from South Africa and around the world

  
**Anthony  
RUPERT**

  
**ATARAXIA**

  
**BEAUMONT**  
Family Wines

  
**Belfield**

  
**BOSMAN**  
Family Vineyards

  
**BOUCHARD FINLAYSON**

  
**DE TOREN**

**de Trafford**  
**WINES**

  
**ERNIE ELS**  
WINES

  
**GRAHAM BECK**  
WINES

  
**HAMILTON BLOMFIELD VINEYARD**

ESTD 1862  
**HARTENBERG**  
WINE ESTATE  
STOENBERG SOUTH AFRICA

  
**IONA**  
WINE

THE WINES OF  
**JORDAN**  
STALLENBACH

**KEN**  
  
**FORRESTER**  
VINEYARDS  
ESTD 1840

**M·A·N**  
Family Wines

  
**NEWTON JOHNSON**  
Family Vineyards

  
**PAUL CLUVER**  
ELGIN

  
**RUSTENBERG**  
**WINES**

  
**STEENBERG**  
VINEYARDS

THE WINE HOUSE  
**SUTHERLAND**  
Vineyards

  
**THE WINERY OF  
GOOD HOPE**

  
**THELEMA**  
MOUNTAIN VINEYARDS

  
**TOKARA**  
WINE ESTATE

  
**VONDELING**  
WINE ESTATE



## Some of our Customers – Hospitality and Retail

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MINOR  
HOTEL GROUP

  
**Hilton**

  
WILDERNESS  
SAFARIS  
Our Journeys Change People's Lives

  
*elewana*  
— COLLECTION —

*Sum* International

**Marriott**  
INTERNATIONAL

  
**Sheraton**

  
**PROTEA HOTELS**

  
north island  
SEYCHELLES  


  
INTERCONTINENTAL  
HOTELS & RESORTS

ANGAMA

**Pick n Pay**

  
**E & BEYOND**

*Kempinski*  
HOTELIERS SINCE 1897

**ASILIA**  
CAMPS | LODGES | SAFARIS



# 20 Countries

# 500 Clients

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Beverageintelligence.com is where our customers and distribution partners in **20 countries** in Africa, and over **400 properties**, manage their beverage offering and access our training and support services.





Sign up and activate our complimentary Wine101 course for your new offering

We've  
trained  
over

20,000

front of house staff, sommeliers and  
beverage managers

We  
work  
in

19

COUNTRIES IN AFRICA  
Angola, Botswana, Chad, Djibouti,  
Ethiopia, Ghana, Kenya, Mauritius,  
Mozambique, Namibia, Nigeria,  
Rwanda, Seychelles, Tanzania,  
South Africa, Swaziland, Uganda,  
Zambia, Zimbabwe



Using our  
proprietary  
platform

**B: BEVERAGE INTELLIGENCE**

#### Aligning ourselves with your service philosophy

The face of a brand is delivered directly through one's service staff. Our courses have evolved out of a need for practical, accessible knowledge.

We teach employees and staff members to be proud of their work by empowering individuals through education and knowledge.

The focus of the Beverage Intelligence courses is to build confident, charismatic professional servers who have the ability to elevate your establishment's brand.

#### WE PROVIDE

- customised guest experiences
- Educative, informative and engaging staff trainings

#### WE ENSURE

- development and growth of service skills for front of house staff
- that staff learn more than hard skills

**B: BEVERAGE INTELLIGENCE**



Our programs enable your Staff to grow their confidence, skills and sales







Access your complimentary Beverageintelligence portal

Wine List Summary

List Performance Timeline

Q Search Wine List Search Keywords Go

Filters

**BELFIELD Aristata 750ml**  
Elgin. The smallest wine producer in the region, at only 2.5Ha, this is truly a hand crafted vino! An elegant, fruity, well balanced wine typical of a cool climate Merlot dominated blend. Voluptuous, velvety fruit, soft tannins and a lingering finish make this a wine to savour.

**BELFIELD Syrah 750ml**  
Elgin. A single vineyard, hand crafted Syrah from the cooler climate of Elgin. Lovely cherry fruit and cigar box flavours with soft chewy tannins.

**PAUL CLUVER Gewurtztraminer 750ml**  
Elgin. The nose is a surprising combination of rose petal, fennel, cucumber, summer melon and mango. It is deliciously fresh on the palate with a lovely lime and lemongrass finish.

**PAUL CLUVER Village Pinot Noir 10L Keg**  
Beautiful aromas of red fruits intermingle with roasted spices followed by a delicious, elegant silky palate of poached ripe plums resulting in medium bodied wine with soft edges. Crafted for drinking now, it has the structure and fruit to be enjoyed for two years and beyond. *See see*

## Wine Lists

Active Draft Archived

Q Search Wine Lists Search Keywords Go

List Name	Customer	Location	Created	Modified	Wines	Actions
Susti & Chuma			10/14/2015, 12h24	10/14/2015, 12h24	17	Archive
Abu Camp - October 2015	Okavango Wilderness Safaris	Abu Camp	09/25/2015, 11h52	09/25/2015, 11h52	35	Archive
Vumbura Plains - October 2015	Okavango Wilderness Safaris	Vumbura Plains North	09/25/2015, 11h52	09/25/2015, 11h52	31	Archive
Sebe - October 2015	Okavango Wilderness Safaris	Sebe Camp (Elephant Back Safari)	09/25/2015, 11h41	09/25/2015, 11h41	20	Archive
Xigera - October 2015	Okavango Wilderness Safaris	Xigera Camp	09/25/2015, 11h36	09/25/2015, 11h36	20	Archive
Kings Pool - October 2015	Okavango Wilderness Safaris	Kings Pool Lodge	09/25/2015, 11h36	09/25/2015, 11h36	31	Archive
Duma Tau - October 2015	Okavango Wilderness Safaris	Dumatau Relief	09/25/2015, 11h29	09/25/2015, 11h29	22	Archive
Savuti - October 2015	Okavango Wilderness Safaris	Savuti Camp	09/25/2015, 11h24	09/25/2015, 11h24	20	Archive
Little Vumbura - October 2015	Okavango Wilderness Safaris	Little Vumbura Relief	09/25/2015, 11h17	09/25/2015, 11h17	20	Archive



easily manage your beverage lists





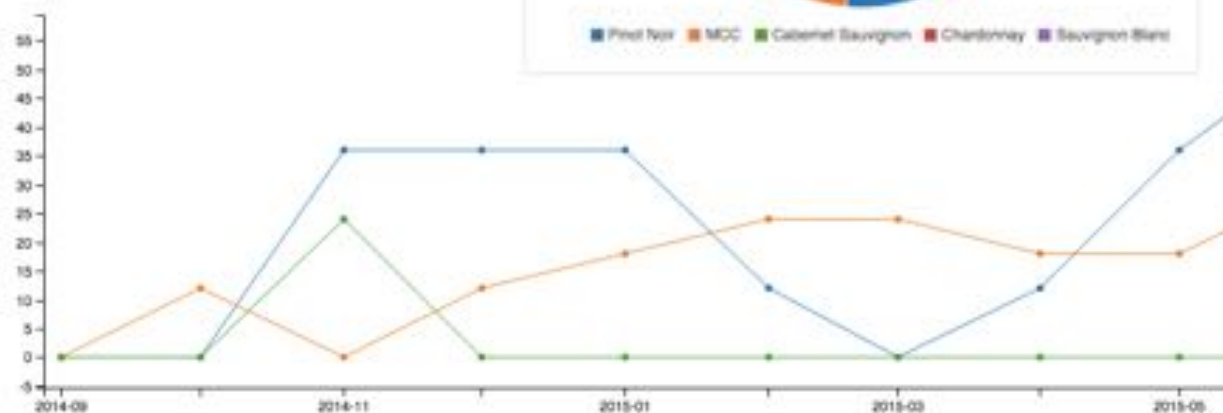
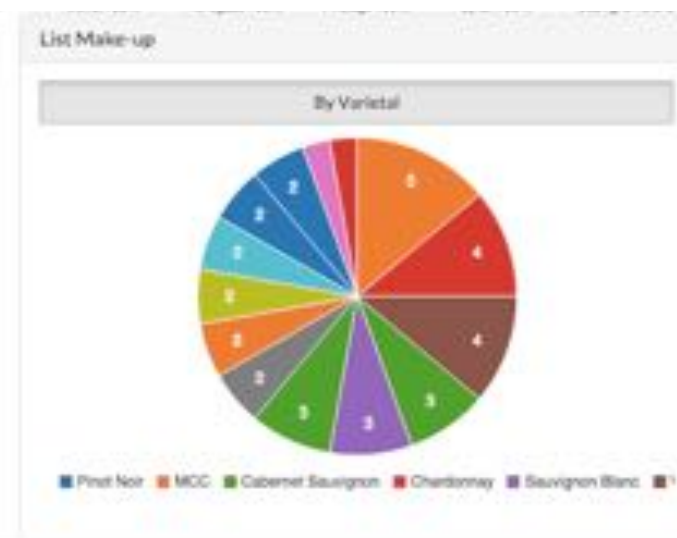
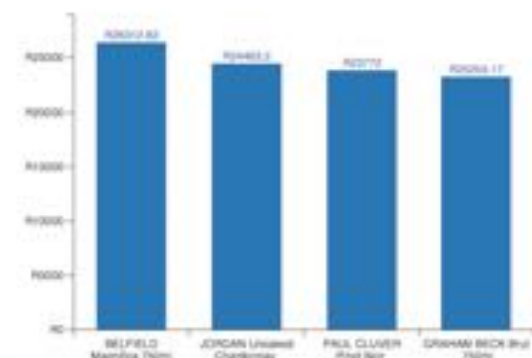
## Analyse performance and track inventory trends

Start date: 2015-05-01 End date: 2015-10-31

Apply Last 3 months Last 6 months Last 12 months Last financial year

Filters

Purchases Purchase Volume





## Your Beverageintelligence concierge

The screenshot displays the Beverage Intelligence web application. The main content area shows the product page for 'GREYWACKE Sauvignon Blanc 750ml'. The page includes sections for 'Inventory Item Summary', 'Brand Information', 'Expert Insights', 'Wine Information', 'Wine List Descriptions', 'Price List', 'Listing and Stock Movement', and 'Brand Intelligence'. At the bottom of the product page are two buttons: 'Open Sales Report' and 'Chestsheet Download'.

Overlaid on the right side of the product page is a chat window titled 'How can we help?'. The chat history shows the following messages:

- Blue bubble (User): Hi there! Can you help me with some wine pairings for the Greywacke Sauvignon Blanc?
- Grey bubble (Stella Gouveia): Hi Alister
- Grey bubble (Stella Gouveia): Absolutely! Would you like to send me your menu and we can pair it with suitable items?
- Grey bubble (Stella Gouveia): It is a New Zealand Sauvignon Blanc so quite versatile with food, lovely intensity of flavour and acidity.
- Blue bubble (User): Wow that would be great thank you!
- Blue bubble (User): Can I ask that you pair our entire menu for us?
- Grey bubble (Stella Gouveia): Absolutely!

The chat window has a text input field at the bottom with the placeholder 'Type a message...' and a 'Send' button.



## Brandintelligence full and mini courses

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results

KAAP

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delicious

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MAN


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PAUL

Access

Brand Intelligence



0:11 / 1:01

1. Ken Forrester - Introduction

2. Ken Forrester - History

3. Ken Forrester - Philosophy

4. Ken Forrester - Region, District & Ward

5. Ken Forrester - Location in Relation to Cape Town


6. Ken Forrester - Geography & Climate

7. Ken Forrester - New Vines

Ken Kraft

with

scotch

 **BEVERAGE INTELLIGENCE**





download in-depth **brand training** notes and coaching tools

## Graham Beck

### About the producer

Nothing less than our utmost best. That is what drives us at Graham Beck Wines. Our founder, Graham Beck, laid the foundations for this unwavering commitment towards excellence. His unmitigated passion, visionary approach and meticulous attention to detail continue to inspire us to raise the bar when it comes to delivering the utmost in quality and consistency. It is this sense of purpose and clarity of intention which guides us in all aspects of our business, reaffirming Graham Beck Wines' status as a world class wine destination. In consistently building on our reputation as producers of the finest wines, an award-winning supporter of biodiversity as well as a champion of the development of our farming communities, we constantly strive to uphold his legacy. We are consummate caretakers - of our wines, people, environment, customers and consumers. Nothing less will do.

### About the terroir

Graham Beck's Robertson cellar and farm are situated in the Breederiver Valley bordering the semi-arid Little Karoo region. The warm climate in combination with mineral and fossil rich soils gives this area a distinct character which spills into its quality wines and Cap Classique bubbles. The region's limestone rich soils are especially suited to the planting of Chardonnay. Our other vineyards are located on diverse farms in the Western Cape province of South Africa, enabling the Robertson Cellars to have access to grape varieties grown in the climatic conditions and soils to which they are best suited. The two farms in the Fingrove area in Stellenbosch's Helderberg district, provide most of the premium red varieties to the Graham Beck range. The Stellenbosch region is universally recognised as South Africa's premier wine region due to its excellent terroir suited to the growing of a variety of premium red cultivars.

Delivered by

**B** BEVERAGE INTELLIGENCE

[Cheatsheet Download](#)



What would  
you  
recommend in  
this situation?

With roast  
lamb



watch detailed [Beverageintelligence](#) regional courses







watch tailored **Beverageintelligence** content







Manage Re-orders and merchandising accurately

BEVERAGE INTELLIGENCE <span>WINE</span> WineLists Inventory+ Dashboard+ Nutshell				
List View Order View				
Description	Purchase Price	Trend (last 12 months)	QOH	Quantity
BELFIELD Aristata 750ml	R109.70		0	<input type="text"/>
BOUCHARD FINLAYSON Sans Barrique Chardonnay 750ml	R110.04		0	<input type="text"/>
INVERROCHE Verdant Gin 750ml	R273.60		6	<input type="text"/>
INVERROCHE Classic Gin 750ml	R273.60		6	<input type="text"/>
INVERROCHE Amber Gin 750ml	R273.60		6	<input type="text"/>
JORDAN Black Magic Merlot 750ml	R122.79		0	<input type="text"/>
KAAPZICHT (Pin 3) 750ml	R58.95		408	<input type="text"/>
KEN FORRESTER Petit Rose 750ml	R41.25		42	<input type="text"/>
L'ORMARINS Brut Classique 750ml	R29.16		48	<input type="text"/>



## Recent activity of our team around Africa







## Recent activity of our team around Africa







# Thank you

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**under the influence**  
— BEVERAGE SOLUTIONS —

