



Sihle's Brew (Pty) Limited
COMPANY PROFILE



VALUES

- Quality
- Excellence
- Integrity
- Transparency
- Entrepreneur

We wish to constantly drive quality coffee, both filter and beans, by ensuring we are always on the quest for green coffee beans selected for excellence. We will always strive for high levels of integrity in whichever industry we find our product being sold. We intend to always be transparent about the quality of our coffee and creating exciting opportunities through our product.



OBJECTIVES

To transfer skills and value in hospitality and the barista industry through training. To create extensive awareness of the South African coffee culture through sampling and selling Sihle's Brew.



MISSION STATEMENT

To build on the coffee culture in South Africa by creating excellent taste profiles and also through our passion and heartfelt service and commitment.

We aim to build a loyal customer base through sampling our brand and selling our coffee in as many different areas and stores as possible. We intend to explore global opportunities through driving a South African product backed by passion and hope.

THE BENEFITS OF Using Sihle's Brew Inhouse Roasting

We use 100% Pure Arabica Coffee Beans





Sihle's Brew has in-house Roastery





RESALABLE PACKET

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Sihle's Brew comes in house blends : Original , Espresso ,Signature and Java Press

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Contract & Legal certification

- SABS Approved
- FSA Certification
- Proudly South African Certification
- Company registration
- South African Revenue compliant
- Coida Registration
- Vat Registration



Revenue Stream for the business



Pick N pay
No name Brand Costing



**Plain generic bag
with Labels**

Pick n Pay House brand



Developing Flavored coffee for Pick n Pay House brand

SIHLE'S BREW – BARISTA LOVE

Memberships



THANKS

AVAILABLE IN EVERYWAY

We are friendly and social
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SI
HL
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