

APPENDIX

Appendix 1: The four historical periods of SAB

The four periods SAB went through according to Mager (2005) are briefly summarized hereafter and will help the reader contextualizing beers in the South African society and history.

1) “Taking the beer out of the kitchen”

This first phase shows a transition in SAB’s way of using marketing. The management at one point decided it was time for a renewal in SAB’s strategy and for a real brand building among their product offering. By claiming *We have to take the beer out of the kitchen and put it in the living room*, the SAB marketing manager was driving his products around the key words ‘respectability, heritage and perceptions’ (Mager, 2005).

The company first started improving the packaging to give it consistency. After that, they built up their advertising around the three taglines: “Talk about the beer itself”, “Portray sociability as the prime reason for drinking” and “focus strongly on men’s sporting activity” (Mager, 2005). Those three taglines remained the core focus of their advertising strategy for three decades (60’s-90’s).

Their advertising strategy was also very focused on **brand masculinities**, which brought some criticisms because of the cliché character of the “healthy white men standing around holding beer glasses” (Mager, 2005).

The last characteristic of this period is the attention given to **white women** advertising (but not associated to men to keep the manly character of the beer apart) as it was the period of Prohibition to Black Africans (see picture attached).

All of this first phase’s strategy *undoubtedly contributed to the 28 per cent growth recorded for the financial year that ended in March 1970* (Mager, 2005).



2) “A huge heritage for a long drink among Africans”

Following the lifting of prohibition in the mid 70's, SAB gradually decided to target a market that had remained unaddressed so far and developed a new focus on the apartheid's **African townships**. There was a clear fear of the effect of associating brands with black drinkers and causing misinterpretations among the still very isolated white community. To address this, the South African Breweries decided to play neutral and introduced a Canadian but masculine beer brand on the 'African market' to avoid any misinterpreted associations.

In the beginning of its physical introduction by SAB in the urban black community, the response to clear beer was not very positive nor conclusive as consumer practices were very diverse among people and preferences were given to more traditional drinks (sherry or sorghum beer). SAB therefore associated some of their brands (for example Lion Lager in the major townships of the Eastern Cape) with social projects directly benefitting the communities. Therefore, *Clear beer sales soared, rising to 50 per cent of market share in the region within three years* writes Mager (2005).

With the independence of Zimbabwe (early 80's), *SAB started constructing a **masculine heritage common to both black and white men*** (Mager, 2005). They concentrated this approach on the sports advertisements on TV according to Green & Lascaris (1990). This happened to be very successful as *The year 1980/1 was lauded as the most successful in the SAB's history with beer volumes up by 40 per cent and Africans accounting for 70 per cent of beer sales* says Mager (2005).

Another interesting and very effective advertising topic in the 80's in the beer industry was to depict **pub sociability** (Mager, 2005). To do so, SAB used a character called *Charles Glass, colonial brewmaster, as the icon around which to construct multiracial pub sociability as a celebration of racial sameness* (Mager, 2005).

Even though this 'multiracial camaraderie' was more a constructed imagery than a reality, *African television viewers did not ask to what extent they identified with Charles Glass but whether they liked the taste of the beer* (Mager, 2005).

3) “One Beer, One Goal, One Nation, One Soul”

With the end of apartheid in 1994 started a new era of the lager market. Castle Lager, national sponsor of the football team was the symbol of a new multiracial identity among the South African, post-apartheid nation.

This was slightly different for sports such as rugby and cricket as they had remained classified as “white sports” up until that day. However, Mandela’s attention to the rugby team created this multiracial identity at the Rugby World Cup in 1995.

Cricket was more of a gentlemen’s game and it was very hard to evoke the same feeling of passion that was present with soccer or rugby. Nevertheless, people were thirsty and SAB finally managed to establish for cricket *a fusion between the beer and the brand* concludes Mager (2005).

This third period also marks the beginning of a new type of advertising depicting the **heritage of African culture**. SAB used its Castle Milk Stout and paired it in an advertisement shooting muscular and powerful black men during a *sensuously choreographed version of the Ndlanu, a triumphant Zulu war dance* to highlight the *African working men’s identities*, writes Mager (2005).

To sum up this period, nothing particularly new was added to SAB’s strategy but the beginning of the post-apartheid nation clearly gave the company the opportunity to extend their three core values *masculinity, heritage and nationalism* in a period of *transitional nationalism* concludes Mager (2005).

4) Making the ‘African market’ in the 1990’s

This new post-apartheid growing nation was characterized by advertisers as *an aspirational mix of money, envy, greed, ambition, snobbery and covetousness* (Green & Lascaris, 1990). The two advertisers thought to look to nationalism *as a means of engaging the new big spenders* and recommended *communicators to look for emotional appeal* (Green & Lascaris, 1990). SAB carefully followed those recommendations and targeted its advertisements of the mid 90’s around the idea of the ***emotional power of nationalism*** (Mager, 2005).

However, SAB could not avoid social criticisms about some aspects of their advertising strategy. They were for example told that if taken out of their commercial contexts, their adverts were entering into *heterosexual, racial and class* conflicts (Mager, 2005). Other

critics also arose about health problems, intensive and destructive consumerism (environmentally speaking) and under-age drinking which SAB was singled out as the major culprit of such a bad situation. To address those fierce charges, the large company started investing massively in *educational material on responsible drinking, advertising the dangers of driving under the influence of alcohol and funding research into fetal alcohol syndrome* (Mager, 2005). This initiative was partly well received. The ideological and political discourse through SAB's branding was also reported as inappropriate and as *exploiting the aspirational power of the political discourse while defusing its oppositional potential* (Bertelsen, 1998).

Appendix 2: Major competitors on the South African Beer Market

Name of the company	Selected examples of brands produced and/or marketed and distributed in South Africa
SABMiller	Castle, Carling Black Label, Amstel, Pilsner Urquell, Millers, Sterling
United National Breweries	Chibuku, Ijuba Special, Leopard Special, Tlokwe
Brandhouse (Namibian Breweries, Heineken, Diageo venture)	Heineken, Windhoek, Kilkenney, Amstel Lager, Guinness, Tafel

Source: Company Websites

Appendix 3: Production, Imports and Exports of Beer in South Africa: Total Volume 2007-2012

Million litres	2007	2008	2009	2010	2011	2012
Beer – Apparent consumption	2,747.6	2,679.5	2,711.6	11.3	2,872.8	2,942.3
Beer – Production	2,653.0	2,590.0	2,564.0	-	2,860.0	2,939.0
Beer – Imports	113.9	127.3	169.4	23.7	28.7	31.6
Beer – Exports	19.3	37.8	21.8	12.3	16.0	28.3

Source: GTIS, Euromonitor International

Note: '-' indicates data not available

Source: Euromonitor International (2014)

Appendix 4: Imports of Beer by Country of Origin: Total Volume 2007-2012

million litres	2007	2008	2009	2010	2011	2012
Beer – Italy	17.9	12.1	12.8	5.5	11.4	20.6
Beer – Netherlands	66.8	71.7	127.4	13.0	13.7	6.8
Beer – Ireland	1.5	1.1	1.5	1.3	1.3	1.2
Beer – Germany	0.9	0.5	0.3	0.5	0.5	0.7
Beer – Belgium	1.5	0.4	0.7	0.5	0.6	0.6
Beer – Denmark	0.8	0.0	0.0	0.0	0.1	0.4
Beer – Mexico	0.2	0.1	0.1	0.2	0.2	0.3
Beer – Mauritius	0.1	0.1	0.1	0.2	0.1	0.2
Beer – Mozambique	0.1	0.1	0.1	0.2	0.1	0.2
Beer – Czech Republic	1.8	0.6	0.5	0.3	0.2	0.2
Beer – Portugal	0.0	-	0.0	0.0	0.1	0.1
Beer – United Kingdom	0.3	0.3	0.2	0.4	0.0	0.1
Beer – Thailand	0.0	0.0	0.0	0.0	0.0	0.0
Beer – Hong Kong	0.0	0.0	0.0	-	0.0	0.0
Beer – Cuba	0.0	0.0	0.0	0.0	0.0	0.0
Beer – China	0.1	0.0	0.0	0.1	0.0	0.0
Beer – Greece	-	0.0	0.0	0.0	-	0.0
Beer – Singapore	0.0	0.0	0.0	0.0	0.0	0.0
Beer – Ghana	0.0	0.2	0.1	0.0	0.1	0.0
Beer – Spain	0.0	-	0.0	0.0	0.0	0.0
Beer – Turkey	0.9	1.0	0.2	0.0	0.0	-
Beer – Philippines	0.0	0.0	-	-	0.0	-
Beer – Argentina	-	-	-	0.0	-	-
Beer – Indonesia	0.0	-	-	-	-	-
Beer – Comoros	0.0	-	-	-	-	-
Beer – Others	20.9	38.8	25.3	1.3	0.0	0.1
Beer – Total	113.9	127.3	169.4	23.7	28.7	31.6

Source: GTIS, Euromonitor International
Note: '-' indicates data not available

Source: Euromonitor International (2014)

Appendix 5: Macro analysis: PESTLE

The craft beer market analysis goes deeper here with a description of the macro-environmental factors susceptible to influence the craft beer market and especially WLIT Brewery in South Africa. This is done through the PESTLE framework consisting of political, economic, social, technological legal and environmental factors.

1) Political

The apartheid government (1948-1994) has left some ineffaceable marks on the South African society. Even though the last two decades have been governed by a black majority government (the African National Congress), there still remains a host of social inequalities among other issues (BBC News, 2015).

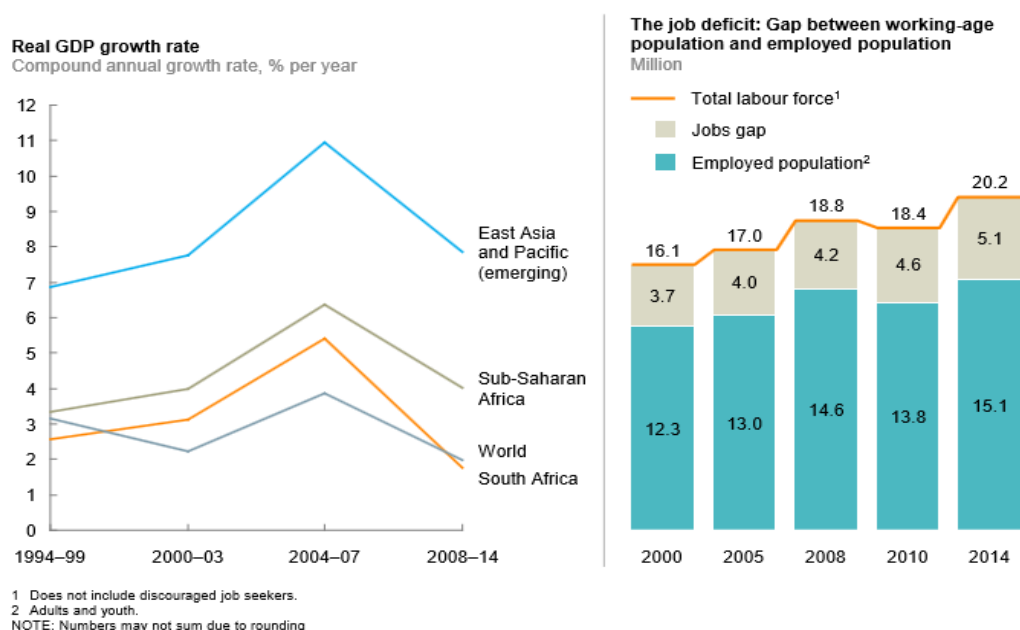
Using the 2014 Corruption Perception Index published by Transparency International, South Africa has been ranked 67th out of the 175 countries studied with a score of 44 on a scale of 100¹ and is therefore a **relatively highly corrupted country**. As a point of comparison with Belgium being ranked 15th out of 175 with a score of 76, this shows a certain discrepancy and highlights the important public sector corruption. Indeed, specialists pointed out the growing “public funds being diverted away from the public good towards private interests” (Newham , 2014). Many scandals regularly explode in South Africa often including the President and government members, which contributes to this public perceptions of corruption in South Africa (Newham , 2014).

2) Economic

South Africa is the second largest economy of the African continent. After two decades of post-apartheid democracy, it is undeniable that much progress has been made in various fields such as poverty and the development of the access to resources such as water, sanitation, electricity and transport reported Leke *et al.* (2015). The GDP has almost doubled within 10 years, from 1.6 trillion rand (\$139 billion) in 1994 at the end of apartheid to 3.0 trillion rand (\$261 billion) in 2014 (Leke, *et al.*, 2015). This represents much progress but remains disappointing as mentioned in the McKinsey Global Institute report, compared to the global sub-Saharan African continent performance. The income growth is also quite slow with an average of 1.3 percent annual growth since 1994. As can be seen on the left part of graph

¹ 0 (highly corrupt) to 100 (clean). Source: <http://www.transparency.org/cpi2014/results>

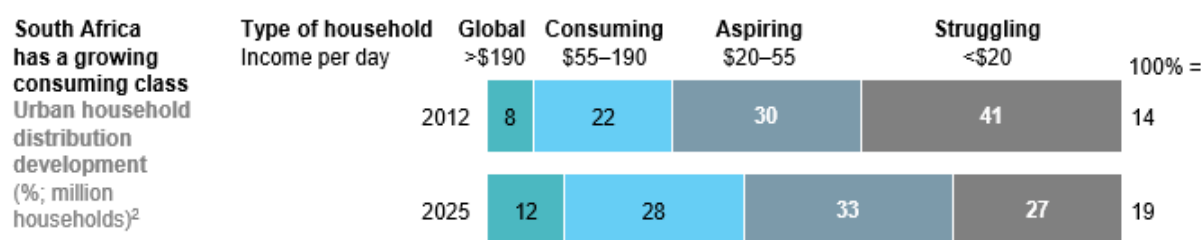
below, the momentum gained by South Africa between 2004 and 2007 has been followed by a much slower economic growth, averaging only 1.5 percent in 2014 (Leke, *et al.*, 2015). Finally, the job situation remains worrying due to the very high rate of unemployment in the country (35% if we take into account the discouraged workers²). The second graph on the right shows the extent of the jobs gap in the country that continues to increase throughout the years.



Source: Leke *et al.* (2015)

Despite those figures depicting quite negative aspects of the South African nation, the second largest economy of Africa also has **real strengths** on which it should rely on and build on to achieve a strong foundations. One of its real strengths being its growing consumer (as well as its global) class as can be seen below. These two types of households are of great interest for the craft beer market because they are the target classes.

² The discouraged workers are those still in age of working but for any reason, they have given up on looking for a job (McKinsey Global Institute, 2015).



Source: Leke *et al.* (2015)

Finally, the tourism industry plays an important role in the South African economy. Its impact on the GDP remains stable at 2.9% and the number of non-resident visitors has continued to increase since 2011 with 14.3 million people visiting South Africa in 2013 (Lehohla, 2015). According to the same report, tourists visiting the country also spend more money throughout the years. This correlates with the rise of the beer tourism in South Africa, a country intuitively associated with the wine tourism. Despite this relation with wine, craft beer now has to be included in the equation with a rising interest from tourists in South Africa (Rogerson, 2015).

3) Social

South Africa has a population close to 53 million inhabitants and with 11 official languages, we can clearly talk about diversity (cultural, political and religious) in the country.

It is however the most unequal country in terms of the income division, “about 51% of all income in South Africa is enjoyed by the top 10% of the population compared with about 0,1% by the bottom 10%” (Ataguba, 2012). This has been shown through its Gini Index of 63.6%³, a score that has remained almost unchanged for the last two decades. Despite the very negative impacts those inequalities can have on the incidence of poverty among other issues, it may be that the craft beer segment will benefit from this factor. Their targeted group is indeed the middle- high-income consuming class as mentioned by Euromonitor International (2014). Murray & O’Neill (2011) empower this trend with their study showing that in the US, the demographic group interested and consuming craft beers “possesses high disposable

³ “The Gini Index is the standard economic measure of income inequality varying between 0% (perfect equality) and 100% (perfect inequality)” (Statistics South Africa, 2015).

income with the education and life position to be comfortable in expressing discrimination and to demand their preferences”.

Another major social issue related to health is the prevalence of HIV. Statistics South Africa estimated in 2014 that approximately 10.2% of the total South African population was infected by HIV. This rate is the highest worldwide and has led the country to have the largest antiretroviral treatment rollout program worldwide (Avert, 2014).

Alcohol-related disease is another prevalent health problem which has led the country to impose various alcohol policies. Among all deaths in South Africa in 2000, 7.1% were due to alcohol harm. Fetal alcohol syndrome in schools in South Africa has been found to be 18 to 140 times greater than that in the US” (Ataguba, 2012). Those worrying facts certainly do not play in the favor of the alcohol industry.

Finally, crime statistics in South Africa are also alarming with 17,068 murders committed in 2013/2014 (this number has increased for the second consecutive year), and a very high level of people driving under the influence of alcohol or drugs (ISS , 2015). However, this level has slightly decreased since 2013 according to the ISS (Institute for Security Studies).

4) Technological

A very concerning issue in the country has been the repetitive electricity shortage that recently constrained many industries (Leke, *et al.*, 2015). In reaction to this, Eskom, the state-owned company in charge of power, has decided to build two new coal-fired power plants to solve this power shortage. On the other side, the government has also decided to “diversify the country’s energy mix” reports the McKinsey Global Institute.

The “brain drain” of South African skilled workers is another issue to take into account. According to statistics published in a report by the UN-DESA and the OECD in 2013, the emigration rate of the highly educated population was 11.6% in 2010/2011 (UN-DESA & the OECD, 2013). The former South African president Thabo Mbeki said in an interview “that 10 percent of highly skilled information technology and finance professionals had left the country in recent years” (Africa News Agency , 2015).

5) Legal

Several policies have been put in place to tackle the problems caused by alcohol abuse (e.g. crimes, alcohol-related diseases etc.). Ataguba (2012) studied the incidence of the alcohol tax

in South Africa because growing interest had been shown towards the problem of increasing alcohol abuse. In 2008, as a response to the rising amount of alcohol consumption and misuse, health ministers from 46 African countries met and agreed on a list of ten points to tackle the issue of harmful drinking.

Following this annual meeting, Ataguba (2012) cites four major alcohol policies that have been put in place in South Africa since then: “placing restrictions on alcohol advertising, regulating retail sales of alcohol, imposition of alcohol taxes and controlling the packaging of alcohol”. However, he also raises the fact that the alcohol tax has not led to any significant decrease in the per capita consumption of alcohol in the country since 2008.

The results of his study first reveals that there are big variations in the type of alcoholic beverages consumed according to the socioeconomic classes of the South African society. First, the traditional sorghum beer is consumed more by the poor than the rich. Its tax rate has remained the same through the years or has even declined. The opposite is seen with spirits and wine that are more consumed by the richest segments of the population. And for spirits, wine and beer, the tax rate has not decreased and has instead been increasing through years (Ataguba, 2012).

The other major finding of Ataguba’s article is the **regressive** character of the alcohol taxes in South Africa, meaning that “the poor pay more as a proportion of their income in taxes than the rich” (Ataguba, 2012). The tax on sorghum beer was found to be the most regressive, as opposed to the tax on spirits as the least regressive. This shows that the alcohol taxation system works on the basis of ‘the drinker pays’, writes Ataguba (2012). However, he raises the issue about the possible inappropriate structure of the system. Another structure should try to precisely tax those who abuse alcohol (even though this is hard to be effectively put in place). Finally, it is also of a great importance for Ataguba to include the community in the dialogue about the policies “to increase acceptability, participation and compliance and increase the likelihood of success in curbing the dangers of alcohol abuse in South Africa” (Ataguba, 2012).

6) Environmental

As a developing country, it is true that South Africa has been and is still very slow in implementing sustainable behaviours and green initiatives in its infrastructures (Scott & Vigar-Ellis, 2014). The population keeps growing and so do the industries and South Africa is

currently “using 50% more resources than the earth can provide”, write Scott & Vigar-Ellis (2014). This is especially true for the lack of water and this combined with its poor quality does not predict a very safe future. Moreover, the climate change is not happening in favor of the water supply as in September 2015, Tammy Petersen was writing about potential summer water restrictions for the city of Cape Town due to “lower than average rainfall” (Petersen, 2015).

This is definitely not a good thing for the future local production of WLIT Brewery either as water is the main ingredient of beer and if the quality of the water used is not guaranteed, the quality of the beer could also be diminished.

Also, South Africans are not or almost not aware of the ways and the possibilities to behave in a sustainable and eco-friendly way claim Scott & Vigar-Ellis (2014) and there has not been much education at all in that field as the country has gone through a lot of other issues in order to become the nation it is today.

Appendix 6: Micro analysis: SWOT

This SWOT analysis concludes the section about the craft beer market. The strengths and weaknesses presented here will cover the internal factors influencing the company while the opportunities and threats cover the external factors important for WLIT Brewery's sector.

1) Strengths and Weaknesses

STRENGTHS	WEAKNESSES
1/ Belgian beer heritage: proven technical know-how. Belgium is well renowned worldwide for the quality of its beers.	1/ Relative new brand and untested beer in South Africa.
2/ Combined beer industry knowledge and experience of 10 years	2/ Limited distribution network in place
3/ An original product and unique brand proposition	3/ Limited product offering because the company is marketing only one product in a single flavor
4/ Financially strong and committed shareholders	4/ No previous experience in the South African beer industry
	5/ South African production yet to start

Some clarifications about the strengths may be needed in order to be fully understood by the reader:

1/ **Belgian beer heritage:** The Leopold7 beer has been created in Belgium and is part of a world renowned Belgian know-how that speaks for itself in the beer market.

2/ **Knowledge and experience:** The Brasserie de Marsinne is composed of two talented agronomic engineers experienced in the brewing field and the final product is therefore qualitatively of a high level of expertise.

3/ **Original product and unique brand proposition:** The taste of Leopold7 is definitely different than the average same type of beers⁴ present on the South African market. The brand proposition is also particular (ecological, segmentation etc.).

4/ **Financial strengths:** The brewery benefits from a solid financial plan and can rely on stable shareholders (WLIT Brewery , 2014).

- Regarding the **weaknesses**, we can already think of some ways to address them:

1/ **Relative new brand and untested beer in South Africa:** My supervisor Alexandre Tilmans has carried out extensive market research prior to entering the South African beer market and devised a comprehensive, targeted marketing plan to successfully position Leopold7 as a desirable craft beer among the South African craft beer drinkers. Nevertheless, it is of great importance to regularly update this marketing plan and to revise it in order to stay aligned with the numerous fluctuations in the market.

2/ **Limited distribution network in place:** Although relatively new (1 year old) in this market, Leopold7 is already distributed by a local importer and distributor of beer that provides it with an immediate access to 220 distribution points in Cape Town and Johannesburg. In the meantime, my internship with the company ended at a very important juncture because the company was about to sign a national distribution contract in Johannesburg with one of the major drink distributor in South Africa in order to secure a larger number of additional points.

3/ **Limited product offering:** It is actually a deliberate part of the company's business strategy to currently focus on only one consistent product that is distinctive and not easily replicable thanks to its special formula and recipe (Tilmans & Brown, 2015). This will allow for example, European tourists familiar with Leopold7 to expect and receive the exact same taste when they order Leopold7 in a Cape Town or Johannesburg pub and when they order in a Belgian pub.

4/ **No previous experience in the South African beer industry:** My supervisor was fully aware of this weakness when he started working on the project and studying the industry as

⁴ Leopold7 belongs to the 'ale' family of beers and is specifically classified as an Amber Ale. Moreover, unlike most of the Amber Ales available on the South African market, the Leopold7 distinguishes itself thanks to its floral and citric aromas.

early as 2007 during a four-year stay in Cape Town. In the last couple of years, the founding shareholders engaged with various key industry players to develop a full understanding of the South African beer industry.

5/ South African production yet to start: The local production of Leopold7 should start soon (early 2016) as the company already owns the premises. However, they want to make sure the targeted volume of constant sales is reached before launching South African production. Indeed, there would be no point in producing at a level under the full production capacity of the brewery (WLIT Brewery, 2015).

2) Opportunities and Threats

The opportunities and threats are there below identified and described to sum up the external factors influencing WLIT Brewery:

OPPORTUNITIES	THREATS
1/ New and rapidly growing craft beer industry in South Africa	1/ Changing tastes and habits of targeted consumers
2/ Changing social demographics with the emergence of a bigger consuming class in the coming years. Also a rising attention for sustainable and eco-conscious products in South Africa.	2/ New entrants – low barriers of entry for micro and nano-breweries
	3/ Potential change in regulations governing the liquor industry such as the planned ban on alcohol advertising

- A few clarifications about the opportunities:

1/ New and rapidly growing industry: It has been mentioned that South Africa is the most promising African country in terms of sales growth in the craft beer industry in the coming years.

2/ **Changing social demographics:** The Leopold7 is an eco-conscious product. It is a beer composed of natural ingredients and produced in an eco-friendly way.

To end up this SWOT analysis, here are some ways in which the threats have been addressed:

1/ **Changing tastes and habits of targeted consumers:** This tendency is currently in favor of craft beer producers as the industry is still considered to be in the early phase of its growth cycle in South Africa. As Carroll & Swaminathan (2000) claim in their article, South Africa's brewing industry, such as the US, might have entered into the phase characterized by "an increasing market concentration" with the "increasingly common appearance of many small specialist organizations in certain mature industries". It is indeed what happened in the US where the craft beer boom occurred a little earlier and where almost every brewery founded in the last 20 years has been labelled as a "microbrewery" (Carroll & Swaminathan, 2000). In South Africa, there is still plenty of room for new entrants and it appears that the generalist (mass production beer) and specialist (craft beer) organizations do not compete because "they depend on different parts of the resource base" (Carroll & Swaminathan, 2000).

2/ **New entrants:** The company's business model revolves around developing a competitive edge that will allow it to clearly differentiate itself from its competitors, both current players and future entrants. The brand is already positioning itself in this market as a distinctive beer with a unique taste and flavor that is brewed patiently using Belgian tradition. The company's machinery is also highly efficient and state-of-the-art compared to other players in the industry which will further enhance the company's competitiveness.

3/ **Potential change in regulations governing the liquor industry such as the ban on advertising:** Craft beer is typically marketed in a different way than mass-production beers. Craft beer is more for the "sophisticated" beer drinkers who are typically not reached through mass media communication (Clemons *et al.*, 2006; Murray & O'Neill, 2012). WLIT Brewery will continue to focus on alternative marketing channels such as festivals, markets, and direct marketing with enthusiasts recommending Leopold7 to friends, colleagues or acquaintances. Regarding regulations, they have remained the same since the last few years which enables Leopold7 to also advertise through the classical communication channels.

Appendix 7: 17-Item Consumer Ethnocentrism Scale

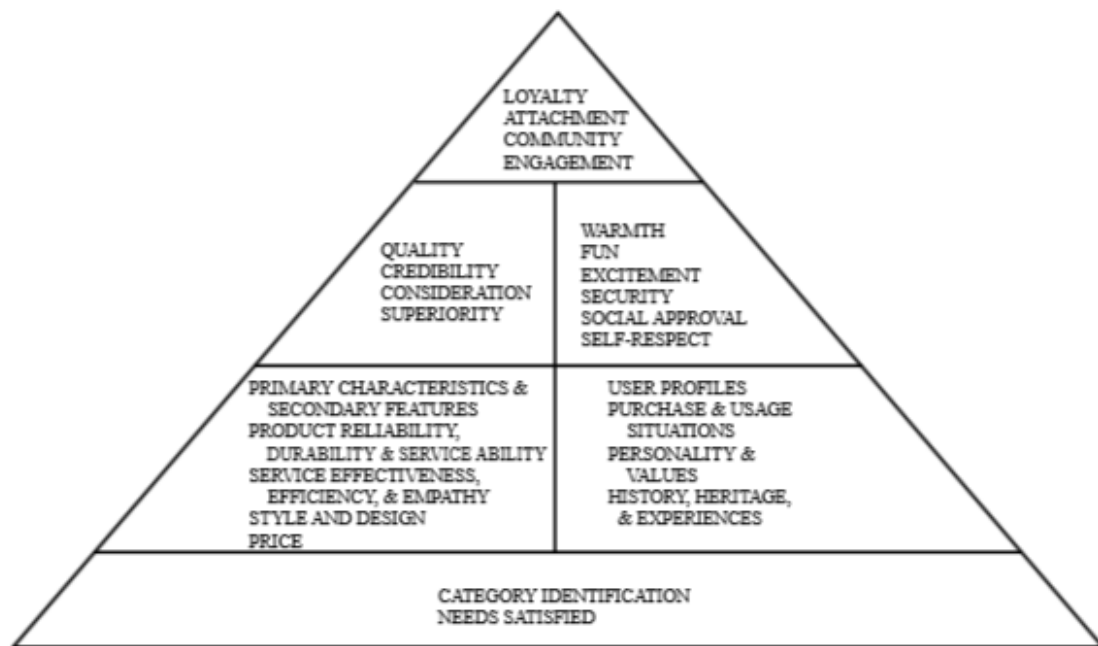
17-ITEM CETSCALE^a

<i>Item</i>	<i>Reliability^b</i>
1. American people should always buy American-made products instead of imports.	.65
2. Only those products that are unavailable in the U.S. should be imported.	.63
3. Buy American-made products. Keep America working.	.51
4. American products, first, last, and foremost.	.65
5. Purchasing foreign-made products is un-American.	.64
6. It is not right to purchase foreign products, because it puts Americans out of jobs.	.72
7. A real American should always buy American-made products.	.70
8. We should purchase products manufactured in America instead of letting other countries get rich off us.	.67
9. It is always best to purchase American products.	.59
10. There should be very little trading or purchasing of goods from other countries unless out of necessity.	.53
11. Americans should not buy foreign products, because this hurts American business and causes unemployment.	.67
12. Curbs should be put on all imports.	.52
13. It may cost me in the long-run but I prefer to support American products.	.55
14. Foreigners should not be allowed to put their products on our markets.	.52
15. Foreign products should be taxed heavily to reduce their entry into the U.S.	.58
16. We should buy from foreign countries only those products that we cannot obtain within our own country.	.60
17. American consumers who purchase products made in other countries are responsible for putting their fellow Americans out of work.	.65

^aResponse format is 7-point Likert-type scale (strongly agree = 7, strongly disagree = 1). Range of scores is from 17 to 119.

Source: Shimp & Sharma (1987)

Appendix 8: Sub-dimensions of the CBBE



Source: Keller (2001)

Appendix 9: Overview of interactive Marketing communication tools

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- (1) *Websites* – companies must design websites that embody or express their purpose, history, products and vision. A key challenge is designing a site that is attractive on first viewing and interesting enough to encourage repeat visits.
 - (2) *Microsites* – a microsite is a limited area on the Web managed and paid for by an external advertiser/company. Microsites are individual Web pages or cluster of pages that function as supplements to a primary site.
 - (3) *Search ads* – paid-search or pay-per-click ads, represent 40% of all on-line ads. Thirty-five percent of all searches are reportedly for products or services. The search terms serve as a proxy for the consumer's consumption interests and trigger relevant links to product or service offerings alongside search results from Google, MSN and Yahoo!. Advertisers pay only if people click on the links.
 - (4) *Display ads* – display ads or banner ads are small, rectangular boxes containing text and perhaps a picture that companies pay to place on relevant websites. The larger the audience, the more the placement costs. Some banners are accepted on a barter basis.
 - (5) *Interstitials* – interstitials are advertisements, often with video or animation, that pop up between changes on a website, e.g. ads for Johnson & Johnson's Tylenol headache reliever would pop up on brokers' websites whenever the stock market fell by 100 points or more.
 - (6) *Internet-specific ads and videos* – with user-generated content sites such as YouTube, MySpace Video and Google Video, consumers and advertisers can upload ads and videos to be shared virally by millions of people.
 - (7) *Sponsorships* – many companies get their name on the Internet by sponsoring special content on websites that carry news, financial information and so on.
 - (8) *Alliances* – when one Internet company works with another, they end up advertising each other through alliances and affiliate programs.
 - (9) *On-line communities* – many companies sponsor on-line communities whose members communicate through postings, instant messaging and chat discussions about special interests related to the company's products and brands.
 - (10) *E-mail* – e-mail uses only a fraction of the cost of a 'd-mail', or direct mail campaign.
 - (11) *Mobile marketing* – in developing countries especially, mobile phone marketing will become increasingly important.
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Source: Keller (2009)

Appendix 10: Consumer Survey Questionnaire

Leopold7 wants to please you better!

Hello! In order to better know who our fellow Leopold7 drinkers are, we would like to ask you a few questions. It won't take you more than a few minutes and will be of a great help for one of our intern's thesis!

*Required

1) Let's get started! On average, how often do you drink alcohol? *

- ☐ Every day
- ☐ A few times a week
- ☐ A few times a month
- ☐ A few times a year
- ☐ Other:

2) Are you more of a beer/ craft beer, wine, or spirits drinker? *

- ☐ Beer/ craft beer drinker
- ☐ Wine drinker
- ☐ Spirits drinker
- ☐ Other:

3) On average, where do you generally drink beer the most? *

- ☐ At home
- ☐ In a bar
- ☐ At the restaurant
- ☐ At friends'
- ☐ Other:

4) We would like to know a bit more about your leisure time! Out of these 11 activities, can you pick three of them that best describe you? *

I like...

- ☐ Partying
- ☐ Doing outdoor sport
- ☐ Doing indoor sport
- ☐ Reading
- ☐ Staying at home
- ☐ Travelling
- ☐ Going to cultural events (exhibitions, cinema, museums...)
- ☐ Watching TV/series
- ☐ Going to the restaurant
- ☐ Chilling with friends
- ☐ Other:

5) How did you hear about Leopold7? *

- ☐ From a friend
- ☐ From the social media
- ☐ I saw it somewhere else (bar, restaurant, festival etc)
- ☐ I saw it at my favorite liquor store
- ☐ I did not know Leopold7 before today
- ☐ Other:

6) Do you know what a craft beer is? *

- ☐ Yes

☐ No

7) If you answered yes to question 6), how often do you drink craft beers? (Not only Leopold7!)

☐ Every day

☐ A few times a week

☐ A few times a month

☐ A few times a year

☐ Other:

8) If you remember it, where did you get your first Leopold7? *

☐ I bought it in a liquor shop

☐ At friends'

☐ In a restaurant

☐ At a festival/event (market, exhibition...)

☐ I don't remember

☐ Other:

9) How many Leopold7 have you drunk in your entire life? *

☐ 1

☐ 5

☐ 10

☐ 100

☐ 1000

☐ Other:

10) Would you recommend Leopold7 to a friend? Why/why not? *

Tell us what you have always wanted to tell us... :-)

11) We are almost done! I need to know who you are! Are you male or female? *

- ☐ Male
- ☐ Female

12) Which age group do you fall within? *

- ☐ 18-20
- ☐ 21-29
- ☐ 30-39
- ☐ 40-49
- ☐ 50-59
- ☐ 60 or older

14) Which of the following categories best describes your employment status? *

- ☐ Student
- ☐ Higher managerial and professional occupations
- ☐ Lower managerial and professional occupations
- ☐ Intermediate occupations
- ☐ Small employers and own account workers
- ☐ Lower supervisory and technical occupations
- ☐ Routine occupations
- ☐ Unemployed
- ☐ Retired
- ☐ Disabled, not able to work
- ☐ Other:

15) Are you South African? *

- ☐ Yes
- ☐ No

16) Are you Black African, White, Coloured, Indian, Asian or some other race? *

- ☐ Black African
- ☐ White
- ☐ Colored
- ☐ Indian
- ☐ Asian
- ☐ Other:

17) If you would like to stay in touch with Leopold7 and be informed about our coming events, contests and more, please leave us your email address!

By leaving your email address, you also get your chance to win a Leopold7 gift pack!

Appendix 11: Interviewing guide Leopold7 consumers

Semi-directed Interview guide to Leopold7 consumers

- Brand Awareness (through brand recognition):
 - Do you remember having seen this brand?
- Brand Image (through Association techniques):
 - When you think of Leopold7, what comes to your mind? What does Leopold7 mean to you?
 - What does the bottle evoke to you?
 - Who is the typical consumer of Leopold7? (Demographics and lifestyle)
 - When would you consume Leopold7? (Occasions and Mood)
 - If Leopold7 was a person, what would its personality be like?
 - If I say Leopold7, what kind of feelings does it evoke? (Feelings and Experiences)
- Could you compare Leopold7 in any way with a bottle of wine? Why/Why not?
- What do you think when you see a bottle of Leopold7 in a liquor shop? Comparison with other bottles present on the shelves? (Exploring Visibility, Packaging, advertisement)
- Relation with craft beers:
 - Consumption frequency
 - Drinking places
 - Context
- Relation with Leopold7? How did you get in touch with the product? Why?
- Do you think you will buy a bottle of Leopold7 in the next three months?
- What motivates you to buy Leopold7?
- What could refrain you from buying Leopold7?
- Comparison with other South African craft beers? What is specific to Leopold7? Similarities/Differences compared to another craft beer?
- Leopold7, Belgian or South African craft beer? Belgian characteristics? South African characteristics?
- Meaning of the name? Intuitively, if you do not know?

Appendix 12: Interviewing guide Management Leopold7

Semi-structured interview guide addressed to the management of Leopold7

Product features:

- Description of the production process (Fermentation process, Carbonation)
- Description of Leopold7 as a high-quality product
- Why a limited product offering?
- How to keep the sustainable aspect of Leopold7 in its future South African production?

Leopold7 in a global environment:

- South African production yet to start in 2016? Details
- Description of the competitive advantage of Leopold7
- Description of the distribution in Cape Town, How many bars/liquor shops/restaurants in total in Cape Town? And how many Leopold7 PoP (points-of-purchase)?

Leopold7 and its consumers:

- Description of the segmentation of Leopold7 as he sees it nowadays with the experience and presence on the field.
 - How would you describe the Leopold7 drinkers?
 - Would you identify different types in terms of lifestyle and consumption habits?
 - What about women?
 - Different from what was previously expected before launching the sales in South Africa?
- Repartition of the consumption levels between bars, restaurants, liquor stores

Brand identity of Leopold7:

- If you had to describe Leopold7
 - With three words? Why? (Explore the answer)
 - With a character? Could it be a woman? What would his/her personality be like?
 - With a place, where/what would this be? Description of the place?
- Kind of occasions where Leopold7 is meant to be consumed (Atmosphere)

- Description of the style and design of the product? What is the bottle supposed to reflect?
- The brand identity in terms of cultural aspects? What is Belgian and what is South African?

Appendix 13: Interview transcripts Leopold7 consumers

Interview Michel Halmes – 26 years old, Belgian Expatriate in Cape Town for more than two years

Est-ce que tu pourrais me décrire à quoi ressemble le Logo de Léopold7? A quoi ressemble-t'il dans ta tête ?

Je sais qu'il y a une couronne dessus qui pend un peu vers la droite. C'est vert évidemment.

Quand tu penses à la Leopold7, qu'est-ce qui te vient en tête ?

Je ne sais pas, ce serait l'histoire que vous racontez avec les « seven secret », « seven ingredients and one of them is secret ». Le Biscuit Mill aussi. Et l'équipe Leopold7.

Qu'est-ce que la bouteille évoque ?

C'est vrai qu'elle est assez unique, genre je ne connais pas d'autre bière qui ait la même forme. Et c'est vrai qu'elle est assez bien faite au niveau du logo, que l'étiquette soit vraiment bien collée dessus. Ce n'est pas comme les bières belges où tu peux enlever l'étiquette, c'est assez unique et on voit qu'il y a de la qualité derrière, si tu comprends ce que je veux dire.

Donc tu dirais que c'est une bouteille qui inspire la qualité ?

Oui, tout à fait et assez unique, assez caractéristique.

Maintenant, si tu devais décrire le consommateur typique de la Léopold7, comment est-ce que tu le décrirais ? Au niveau des caractéristiques démographiques et du style de vie.

Je suis toujours là mais je réfléchis. (Soupir) Premièrement, je pense que ce doit être un vrai amateur de bières, tu vois. Ce n'est pas quelqu'un qui s'en fout, entre une Castle et une Windhoek. Je pense qu'il faut être assez porté sur la bière.

Tu le vois plutôt comme un homme ou une femme ?

Plutôt comme un homme, maintenant la question c'est l'âge. Peut-être qu'il y a deux groupes d'âge qui aime bien la boire. Le vieux qui aime bien être classy mais je pense que ça pourrait être le jeune hipster je le vois là-dedans aussi hein.

Donc tu distinguerais deux types ?

Oui, un type serait plutôt le consommateur jeune « hipster », définitivement homme et l'autre aussi un homme, très « opinionated » sur la bière aussi mis un peu plus vieux et genre un peu plus classy qui peut-être aime bien le vin aussi et boit ça aux bonnes occasions.

Comment est-ce que tu décrirais le style de vie des hipster ?

Ils ne font rien de leur vie et veulent être différents à tous les coups. Ils sont jeunes, vont aux soirées, s'habillent un peu différemment et voilà.

Quand est-ce que tu consommeras Leopold7, dans quel genre d'occasion et quel genre d'ambiance autour de toi ?

Pour moi, c'est pas une bière dont je peux en boire 5 donc c'est des occasions pendant lesquelles je bois une voire maximum deux bières, c'est par exemple au Biscuit Mill, ou pour aller boire un verre en semaine.

Qu'est-ce que le Biscuit Mill ?

Pour généraliser, je dirais un peu les activités culturelles ou autres en journée ou les soirs de semaines. Je ne la boirais pas en soirée quand tu sors où l'alcool prend une grande partie de ton activité. Non, c'est surtout auxiliaire et tu en bois une quoi.

Donc plutôt pour la savourer pendant des occasions particulières et entourés de gens ?

Oui, c'est ça !

Si Leopold7 était une personne, comment est-ce que tu décrirais sa personnalité ?

Une personne ? (Soupire) On y revient, classy je trouve.

Plutôt sophistiqué du coup ?

Non, très bête mais avec beaucoup de caractère. Pas très bruyante mais pas timide non plus.

Est-ce quelqu'un d'extravagant ?

Non mais pas timide non plus, en bon accompagnant, ami.

Si je te parle de Leopold7 et que tu dois la rapporter à ton expérience personnelle, quel genre de sentiments ça dégage pour toi ?

Sentiments ? Quel genre de sentiments... Moi, encore maintenant je lie Leopold7 à des bons potes, Bernard, Victor... C'est un produit que je consomme entouré d'amis.

Tu l'associes à des expériences dans quel genre d'endroits ?

Oui, c'est vrai, plutôt dans des endroits publics. Oui ou quand tu bois une Leopold7, ce n'est pas comme quand tu bois une bête Windhoek, c'est vraiment « Ah, on va se boire une Leopold7 ! »).

Pourrais-tu comparer d'une quelconque façon Leopold7 à une bouteille de vin ?

Oui, je pense. Il y a cet élément « classy », à savourer, sophistiqué dedans. La seule différence avec le vin c'est que je ne sais pas si Leopold7 est forcément une bière qui accompagne un repas, alors que du vin je vois ça comme ça. Peut-être du vin blanc alors, quelque chose plus pour un apéro.

Que penses-tu quand tu vois une bouteille de Leopold7 dans un magasin à côté d'autres bouteilles concurrentes ?

Quand je la vois, je me dis: « Waouw, they have the Leopold7 here, that's amazing, I didn't know ! ». Je pense que comparée à beaucoup de bières de type "craft beer" en Afrique du Sud, elle a une petite taille. Il y a peu de bières qui ne soient pas de bêtes « pils » et qui soient des 33cl. Donc rien qu'à cause de sa taille, tu la remarques moins.

En plus quand tu vois d'autres bières comme la Jack Black, Steph Weiss, Devil's Peak et des bières comme ça, elles sont souvent des couleurs « flashy », du jaune, de l'orange, je vois beaucoup de bleu. A côté de ça, une bouteille verte avec un logo vert et blanc, je pense que tu la remarques moins mais je pense que si tu la remarques, elle est quand même clairement différente des autres, visuellement pas très attirante, mais une fois que tu la vois, je pense que tu l'analyses un peu plus.

Si tu devais décrire ta relation avec les bières spéciales, décris-moi le type de consommateur que tu es.

Je t'avoue que mon comportement ici en Afrique du Sud est différent de celui que j'avais en Belgique. Je dirais que ça reste occasionnellement, je bois du vin, je bois parfois des bières. Quand je vais au resto, je bois parfois de la bière. Parfois je bois à l'apéro une bière spéciale,

oui. Donc occasionnellement en apéro, ou si j'ai l'argent à la maison pour les partager avec des amis. Et aussi aux événements comme le Biscuit Mill, c'est-à-dire le weekend en journée.

Quelle est ta relation avec Leopold7 ?

Quand j'ai l'occasion, mais je n'ai pas vraiment souvent l'occasion de la boire, donc je dirais une fois par mois.

Est-ce que c'est lié au fait qu'elle ne soit pas assez distribuée ?

Je pense, que c'est à cause de la disponibilité oui.

Achèteras-tu une bouteille de Leopold7 dans les trois mois qui arrivent ?

Oh oui.

Qu'est-ce qui te motive à acheter Leopold7 ?

C'est clairement car moi je trouve que c'est une des meilleures « craft beer » en Afrique du Sud. Leopold7 avec la CBC Amber Weiss et Devil's Peak et puis encore une autre.

Je pense que Leopold7 ceci dit est bien plus complexe. Les autres, oui, elles sont agréables, ils mettent un type spécifique de levure, qui la rend un peu plus fruité mais c'est tout. C'est agréable à boire mais il n'y pas cette complexité que tu as comme dans un vin et là la comparaison fait du sens car tu as une expérience en bouche et ça change. Il y a vraiment des arômes que tu ne sais pas identifier avec la Leopold7.

Qu'est-ce qui pourrait te freiner à acheter Leopold7 ?

Le prix. 50R pour une 33cl, olala... Et puis, elle est quand même, je ne dirais pas lourde mais vu sa complexité et son goût très fort, comme je n'en boirais pas trois, si j'ai déjà l'estomac un peu lourd ou qu'il fait très chaud, je ne prendrais pas une Leopold7.

Leopold7, belge ou sud-africain ?

Non, pour moi Leopold7 c'est une bière que je connais grâce à l'Afrique du Sud. Elle a plus de caractéristiques sud-africaines que de caractéristiques belges. Cependant, je reconnais au goût la qualité des bières belges et si j'ai envie d'avoir une bière de qualité belge, je prendrai celle-là. D'ailleurs, elle se savoure beaucoup mieux dans un verre.

Intuitivement que penses-tu du nom ?

(Réfléchit) Moi oui, j'ai eu facile à le retenir. Maintenant, appeler une bière Leopold, mettre une couronne dessus, ça rappelle un peu Leopold2. Et en Afrique, ça n'a pas une bonne connotation. Maintenant moi je sais bien qu'elle s'appelle Leopold parce que le gars qui l'a inventée s'appelle Leopold. Le gars qui l'a inventée s'appelle Leopold. 7 c'est à cause des ingrédients. Donc moi je ne pense pas que c'est une vieille propagande pour rapatrier le Congo à la Belgique mais je pense qu'il y a des gens qui pourraient croire ça. Tu ne penses pas ?

Trouves-tu le marketing assez clair sur la signification du nom ?

Sur le 7 oui, sur le Leopold, c'est une bière belge donc ça doit être Leopold 2. Il y a une couronne dessus donc ça doit être un roi belge, mais bon, tout ça ne nous rendra pas le Congo (rires).

Maria Nesse – 29 years old, Norwegian expatriate in Cape Town for more than two years

Do you remember what does the Leopold7 logo look like?

Yes, it's a very simple, there are like straight letters. I think the logo has some yellow on it or maybe black, I don't know yellow and black maybe. To me, it's very simple logo, very clear and also I think there is this little thing to the right. But I can't remember what I was.

It is a crown.

Oh yes, a crown!

When you think of Leopold7, what comes to your mind?

Well, I really like that it... Yes, first of all, I'm into craft beers so I like to have a few of them but the background for Leopold7, I like that the recipe is Belgian but they want to make it local. That it does not travel very long and that's good for the environment and so on. And also to create local business in Cape Town, I think it is a nice thing.

If you think of the bottle, what does it evoke to you?

It's a slim bottle. I don't know it does not strike me as a masculine bottle but it's also neutral, I wouldn't say it's feminine either. I think it's a classy bottle.

For you, who would be the typical Leopold7 consumer in terms of demographics and lifestyle?

For Cape Town, all the hipsters on Bree Street would love it! And the hipsters they are more likely to be part of the middle class demographics.

Would you think of a man or a woman?

I would think of both. That's also because of the logo and the bottle shape, the fact that it's a very neutral, it's not a masculine beer, but it's not feminine either, so it's sort of more part of the hipster culture. Maybe it seeks out more young people than older people, maybe. And I think that younger people are more into this minimalistic style, straight style.

How would you describe the lifestyle of the drinkers?

Well, maybe my opinion is probably influenced by the fact that Leopold7 has been given out on art galleries and for First Thursday in Cape Town and since it's there, I've pictured the consumers as interested in art, who spend their free time socializing.

When would you consumer Leopold7? What kind of occasions?

It could be in a pub, or you know in bars during the day or at night. Well, it's a difficult question. Obviously, First Thursday would be an occasion but I can't really picture, I think Leopold7 works in a lot of occasions. So you could have it for lunch, when you have a work meeting, you know sometimes they do that in Cape Town. And you could also have it at night with friends, at parties.

Is that the kind of drink you would drink at a party?

I think it would more common to have it at a casual get-together but purely out of economic reasons basics. If you are drinking to "get drunk", you will drink a lot more and then the taste is not as important anymore. But if people can afford it and I know people that can, they would not mind drinking it also at parties.

If you relate your personal experience with Leopold7, what does it say?

I feel like it's a nice beer to drink when you are out with friends. I have known people from that business and I know more of Leopold7's history. Like I know nothing about the Castle brewery for example even though it's a very popular beer. I'm having a kind of exclusivity

towards it. With Leopold7 I feel like I have discovered something that no one knows yet, and the exclusivity of it is nice.

Could you compare Leopold7 in any way with a bottle of wine?

Yes, definitely. I mean, craft beer has become very popular nowadays. So, people are getting more and more interested in the different tastes of beer and getting into different sorts of beer. Like, whether it's an ale, or lager or IPA and so on. So, for that reason, because you have all these kinds of categories of beer, you can compare it to wine. Going for beer tasting is now common and not just wine tasting anymore. Because there is also something kind of sophisticated with Leopold7 in how it looks like and the simple style of it. So it looks classy just like a bottle of wine. So you have that same classy image.

If you had to compare Leopold7 with a person, how would he/she look like in terms of personality traits?

(Laughs) In terms of personality traits... Well, it's very fresh (laughs), fresh and easy-going. It's definitely not sad, sort of like happy and easy-going. It can get along with most people but it's still has its touch. When I say easy-going it is not like a person who is boring, who does not stand out from the crowd. But still, he or she is still able to sort of get along with everyone.

What do you think when you see a bottle of Leopold7 in a liquor shop? Compared to the other craft beers on the shelves.

I am not sure if it stands out. I really like the logo itself but I think perhaps it should have had a bigger crown. So, because I know it, so it probably would stand out for me because I am exposed to it but I do not think it is a bottle from the many bottles in the store that I would have picked on the basis of how it looks. So, it is more after you have gotten to know it that you see it. It does not stand out if you do not know it.

What is your personal relation to craft beers?

I consume it frequently, I would say. If I drink out, I would go for beer if it is available in the bar. I would go for it mainly in bars but that is because I do not drink very often at home, yeah. But if I have like, let us say I am going for a casual dinner, then I would drink craft beer. But if I go for a party, then I would drink more of a commercialized beer.

Do you think you will buy a bottle of Leopold7 in the next three months?

Yes.

In terms of motivation, why would you buy a bottle of Leopold7 and what would refrain you from doing it?

Well, the price is an issue. So, I usually do not buy lots of Leopold7 but I would have one or two when I'm out. And what drives me to it is the taste that triggers memories that I have had when drinking it.

Do you associate it more with a Belgian or South African craft beer?

That one is tricky. I would categorize it as a Belgian beer, because of its name. And that is kind of a pity. I do not know if it is only me but Leopold, just the name Leopold was not good for me in the beginning because it made me think of Leopold in Congo. And I thought that was a bit unfortunate considering this. Because of the history, it is a very negative association. So, because of its name, I would not considerate to be South African even though I have only consumed it in South Africa. And it also says on the bottle that it is Belgian but the name Leopold also, I had forgotten that because I do not think of the Congo thing now anymore but I used to when I first saw the bottle because I could not remember which Leopold was in Congo and so, if it was number 2 or else. Actually, I remember seeing for the first time a poster in a Cubana café or something and when I saw it, I immediately thought of the Congo story. And I thought, Leopold, why would anyone call a beer Leopold? It is funny that after starting drinking it, my connotation completely changed... The Congo story would not come up anymore after drinking it.

You mean that it was a first unconscious impression?

Yeah. It pops out because of its name and even though the connotation is bad, you can change the connotation like I said. Now that I drink Leopold7 I do not think of that story but I used to. And at least, even though not especially for the good reasons, now in the end I remember the name. Which would have maybe not happened with another random South African craft beer with a simple and common name.

Do you remember if you got any information about the real meaning of the name Leopold7?

Yes, I have read the story. Now I am trying to recall it. There is someone travelling... a brewer... I do not remember. I have read the story but I cannot recall the story.

Elin Janson – 34 years old, Swedish expatriate in Cape Town for two years

Do you remember how does the Leopold7 logo look like?

The Leopold7 logo. What I see in front of me is something yellow and then a kind of “softish” feeling of the logo and then the number 7, it is in the logo. That is what I can remember.

When you think of Leopold7, what comes to your mind?

Quality crafted beer. Belgian beer.

What does the bottle evoke to you? If you can try to picture it now.

Yes, well the bottle I remember was a dark brown colored bottle.

Any feeling related to it?

It is beautiful. Beautiful design, like a design looking like well thought of when they obviously created it and thought of the idea of creating the beer and its personality.

For you, who would be the typical demographics and lifestyle of consumers of Leopold7?

I would say someone that is interested in different beers, crafted beers, small enterprises, special flavors, well-made beer, not just like the other random beer. Someone that would go for something special actually, like a special experience, a special occasion, you know, to find something different.

Would it be a woman or a man? Or both?

I think this would be both, women or men, between the age of 25 and 35.

What would his/her lifestyle look like?

I think it would be someone who is well familiar with you know restaurants and this person goes out a lot. This person can also be someone young and energetic and sportive.

If you can relate it to The “Cape Town” population?

Yes, I would say like the hipsters, like the modern areas of Cape Town, maybe lot of foreigners could relate to the brand. And people that obviously want to spend a little bit extra on their beers. Not to pay like a random 15R for their beer. That is the biggest difference, that people actually appreciate good beer.

When would you consume Leopold7?

I would enjoy it while out and eating, at the restaurant. Or I would buy it if I would be home having a few drinks with my friends. Or for a sundowner or I would have it at a bar, maybe one or two.

A bit more imagination. If Leopold7 was a character, what would its personality look like?

Someone like someone from Belgium. Or someone European specific flavored charactered. I don't know, it is really hard to tell.

Could you imagine personality traits? Funny, sad, serious?

Someone sophisticated and someone funny.

If I say Leopold7, what kind of feelings does it evoke to you? Feelings, experiences that you had with the beer...

Very good feelings, like only good feelings. It's a crafted beers, it has special flavors and you know it is memorable in that sense that when I tried it, it was memorable and unique in a way. Like crafted beers. Not that I can remember all of the flavors but... I would definitely have it again.

Could you compare Leopold7 in any way with a bottle of wine? Why/Why not?

(Hesitates) No, I would not compare it to a bottle of wine. Because wine is wine and beer is beer (laughs).

And related to the design? Or occasions?

Yes, then certainly if I want to have something special then I would certainly compare it to a nice bottle of wine, yes.

When you see a bottle of Leopold7 in a liquor shop compared to other bottles of the shelves, what do you think?

Barely visible. I have not seen it in a long time now.

Ok, but if you think of the design of the bottle compared to the design of the other popular craft beers in Cape Town... Does it stand out?

You definitely notice it, yeah. I think you should. Because of the fact that there is a number in the name.

About your personal relations with craft beers, can you describe this? Frequency, drinking places, context.

If I'm at the restaurant, maybe once a month and I would see that they have Leopold7 in the menu, then I would take that beer. I would not doubt a second, I would take that beer. Even if I am eating you know meat, chicken or sushi I would have the Leopold7 because it is in the menu and because I like it and I remember it. Other than that, I have tried it at different wine or beer tastings that is when it would occur to me. I would not say on a weekly basis.

And craft beer in general, is that on a weekly basis?

No, it is not.

And when you go to the restaurant, would you look at the menu and think "Do they have Leopold7 as a beer?"?

I would search for it, yes I would. Because it also reminds me of a lot of my friends that also know this brand so we would look for it together.

What is your relationship with Leopold7? How did you get in touch with it?

The first time I got in touch with Leopold7 was at a tasting and a Leopold7 drinking at the Biscuit Mill. And the owner told me a little bit about the beer and then I had one glass.

More of a personal and direct experience with the product then?

Exactly.

Do you think you will buy a bottle of Leopold7 in the next three months?

Yes, definitely.

What motivates you to buy Leopold7?

It is a unique crafted beer and I think it is worth spending a little bit more money on the small brands and the beers that are a little bit more unique than lager beers for example. I think it is worth it to have a good experience if I buy a beer.

And what could refrain you from buying Leopold7?

(Hesitates) Well if I find out about another crafted beers that are similar.

Do you think it is available enough?

It could definitely be distributed a lot more I think but that is what I also like about it because it is so far small and you feel like it is local in Cape Town but also you know, this feels like it is a quality product and that they should make too many of it neither. It is a tricky balance.

If I can ask you a comparison with the other South African craft beers? What is specific to Leopold7 compared to the other craft beers?

Oh God, I cannot even remember the other ones to be honest, it has been a while since I have not drank, like tried out different ones. But it is not too heavy.

But it can also a comparison of the images you have.

Then I would say that because I have been in touch with it more personally on a personal direct contact then I would say in a smaller way, it is all about the quality not the quantity. Personal and well-made.

Does it look different to you compared to the other ones? About the design?

Yeah.

And for you, Leopold7 for you, Belgian or South African beer?

Belgian but South African made (Laughs).

What makes you feel about the Belgian side?

Because of the team, the taste, the owner. That is what I think. That is what my thoughts are, I don't even know if that is correct (laughs). Europe in South Africa.

About the meaning of the name? Do you have any clue? Do you remember anything?

I don't remember the meaning of it but if I would guess something by now, I would say the Leopold is the name and then the 7 could stand for "it is drinkable 7 days a week".

Does it feel like a positive feeling for you? Or does it sound too Belgian?

No absolutely positive feelings, yes. My answers are very limited.

Anything else you want to add?

I think that for those craft beers the most important is that they are reachable at different festivals so that people can get to know them from who they are. I think that is the core. And that is probably the meaning of all the different craft beers and that the consumers can meet the owners on a "one-to-one" personal basis. And I think that it is the beauty of it.

Do you think anything is missing in Leopold7 way of acting? Something they could do better?

No. Well, if it is possible to have the beer reachable in more restaurants.

So sometimes what refrains you from buying it is the fact that available a lot?

Yes, exactly. Otherwise, I would consume it more frequently.

Mike Mudzudzu – 29 years old, Zimbabwean expatriate in South Africa for 11 years

Do you remember anything about the Leopold7 logo that you could tell me about?

Yes, I think I can remember. There is a bottle top, it is green. (Hesitates) Leopold7...Is there a crown?

Yes, there is one. When you think of Leopold7, what comes to your mind?

I just think about craft beer from Belgium, good taste. Yes, that is what I think it is a good tasting craft beer from Belgium. And of course I think about my friends, because I share it with my friends a lot. I always associate it with having a good time with my friends.

What does the Leopold7 evoke to you?

I think it is unique. It is really unique for a craft beer in the Cape Town market because it is sort of understated. So if you think about the craft beer market in Cape Town or in South Africa in general, the other craft beers will be sort of trying to differentiate themselves a lot from the local beers and I just think that Leopold7 maybe kind of went with the simplicity.

But there is kind of beauty in their simplicity in that it is understated. So it is not trying to do too much.

Who is the typical consumer of Leopold7 if you had to describe him/her in terms of demographics and lifestyle?

Ok. I think it should be about middle to upper class. I would say from the ages of about 25 going all the way up to as old as people drink beer I don't know, 50 (laughs). But I think it is someone who understands craft beer and people who are kind of on that wave. The younger guys, they do not really understand it, they do not know why they should pay an extra premium, as they can buy the local beer for cheaper. I feel like it is people from a bit more matured crowd.

Would it be a woman or a man or both?

I'll say both.

And about their lifestyle?

I would say it is people who like to enjoy themselves but they do not like following the crowd. So, people who like to party but in a different way, who more like to gather socially but not always necessarily going to the club and those kinds of things.

When would you consume Leopold7? In what kinds of occasions?

Maybe on a Friday after-work with friends. At a braai. It is not always available at all the places where I go drinking but when it is available, I sort of drink it as a specialty drink so I would not necessarily drink Leopold7 the whole night if I were to drink it. But I would buy one or two just for the enjoyment of the taste.

If Leopold7 was a person, how would you describe its personality?

I would say someone who is serious on the exterior but when you sort of peel the layers you find out that this person is very charming and sweet. So, I would say someone who is real and down-to-earth but who is also capable of surprises as well.

Would it be a shy person?

No, I would not say a shy person. But I would say someone for who you will not know who they are just by looking at them, you have to really get to meet them to get to know them.

If I say Leopold7, what kind of feelings does it evoke?

I would say just enjoying a good time with friends, having fun, the feeling of relaxations because it is refreshing and just the fact that it is from Belgium as well, just the feeling of Europe in Africa as well. Bringing Belgium into Africa.

Could you compare Leopold7 in any way with a bottle of wine?

No, I would not compare Leopold7 to a bottle of wine. The reason for me why I would not do that is because if I am drinking wine, I am more analytical with wine. First of all, it is red or white and then what kind of red or white wine is it, where is it from and all of that. But Leopold7 it is more “I tasted the beer and I liked the taste and I would like to experience the taste again”. But I do not analyze it sort of with my tongue every time I drink it, I am not as analytical, I would not describe it the same as drinking a bottle of wine.

And broadly seen, would you see any comparison in the type of consumption occasions or in the design?

Yes there could be some similarities in terms of when I am drinking wine and when I am drinking Leopold7 because of just the type of environment I am probably in when drinking Leopold7. It would be similar, it would be like dinner party, having conversations whereas when I am drinking just a beer, it is more likely that I am somewhere where there is music and maybe a clubbing situation and with Leopold7 and wine, I’m more in a conversational environment.

What do you think when you see a bottle of Leopold7 in a liquor shop compared to the other bottles on the shelves?

I kind of feel like it is interesting in a way because it has got a brown bottle but it is not a local beer. So immediately when your eyes look at it, you want to find out what it is because maybe when you are comparing with other craft beers which have clear bottles or different kinds of bottles and more colorful labelling you become to expect when you are going to a bottle store or somewhere to buy alcohol, you kind of come to expect all different kinds of labels and stuff. But with Leopold7 because it has got green, brown and white as the monotones, it is very simplistic, I think it makes me say “What’s that?”.

Do you think it stands out?

If I happen to see it, I would have the kind of reasoning I just told you but I don't think it would stand out in the way you're asking. Like I said it is not as flashy in the labeling and there are a lot of products out there that are more grabbing for the eyes. But if I happen to see it then I would get interested yes.

Mike, what is your personal relation with craft beers in general? In terms of consumption frequency, drinking places, context.

Frequency, like how much I drink craft beers compared to local beer?

No, craft beers in general, local/non local, I'm asking broadly.

I would say in terms of consumption maybe twice a month, I would not say every time I go out I have a craft beer. Like generally speaking I would not choose beer in general when I am going out at the moment, I am just trying to stick to other forms of alcohol. But in terms of percentage of beer, just in terms of how much of the beers are craft beers, I would say 20 to 30% of the beers drank would be craft beers.

And is craft beer a product you would consume more while being out than at home?

Yes, definitely and with friends.

Would it be possible for you to drink craft beers when being out clubbing?

I would say no. Simply because in the clubbing situation, I am not sort of concerned anymore with the taste of alcohol I am just sort of trying to maintain a certain level of drinking so I am not really concerned at that point with how the beer tastes so much with clubbing. But if I am around with friends and it is early evening like around 6 o'clock and I go out to have a beer with friends, I like to have a beer that tastes good. But when I'm clubbing, it is 11 o'clock I am fine with having a Castle.

What is your relation with Leopold7?

I guess I got introduced to it by a friend of mine who told me about it at tasting. The first time I had Leopold7 was at the Biscuit Mill so I just tried it and I really liked it when I tasted it.

Do you think you will buy a Leopold7 in the next three months?

Yes, I think so.

What motivates you to buy Leopold7?

I really like the taste. Yes, I was at the beer fest two weeks ago and I got to sample a lot of craft beers including Leopold7 and I guess from that experience, I realized I actually generally like the taste of Leopold7.

What could refrain you from buying it?

Just the price, it would be a price issue. It is a small bottle at a big price. I mean I can afford it but I feel like I can look at other options. For instance, if I am in the mood for craft beer and there is a Leopold7 for “fifty-something” Rand and there is a Jack Black Pale Ale lager, which is also a craft beer but it is 500ml for 35 Rand, I would rather go for a Jack Black and it is not because I cannot afford the Leopold7, it is just better value for money.

In comparison for other South African craft beer, what is specific to Leopold7?

I would say the taste first of all and just I guess the feeling of exclusivity that it would make you feel. If you are drinking a South African craft beer, it is not something you would feel very exclusive doing but with Leopold7, sometimes as guys maybe for their ego, maybe you want just to stand out a little bit and it would definitely stand out compared to other craft beers because not too many people would be drinking it at that time.

So the fact that it is a bit exclusive makes it more appealing?

Yes, true.

Leopold7, is that a Belgian or South African craft beer to you?

It is definitely South African (laughs). No, I’m joking. It is definitely a Belgian craft beer. The fact that it is not locally produced and I guess as well the name. Just from knowing the history of the beer and everything like that. If it was called “Table Mountain” and it was from Belgium, then I would be confused but if it is Leopold, I happen to know the history so yes, I associate it with Belgium.

So, no South African characteristic for you?

No.

Do you remember anything about the name?

Yes, I remember in the beginning, thinking that it was about King Leopold of Belgium and then I found out that it was a guy called Leopold who was a brewer who started this beer from a very small brewing company and had a dream of spreading his recipe for brewing around the world. I happen to ask somebody who sold Leopold7 and the lady told me about the history.

The fact that you thought of the King Leopold, was it a negative association?

No, not at all. I don't have a negative feeling towards the story of King Leopold. For me it is just historical, any royal family story and anything like that so I do not have any negative feeling about it. In fact, the fact that it is royal makes it feel even more exclusive so I don't associate it.

So you were more like interrogative, more than judging?

Yes.

Adam Mausenbaum – 28 years old, South African, resident of Cape Town

Adam, do you remember anything about the Leopold7 logo?

Yeah, it is like a turquoise blue, what else? That is the color. That is all I know, yes. The color.

When you think of Leopold7, what comes to your mind, what does Leopold7 mean to you?

To me, it means imported Belgian craft beer that is new on the market, a bit hard to find, not very common.

If you remember about the bottle, what does it evoke to you?

I like it because of the colors. It is nice with this brown and turquoise, it is quite of a fun and modern sort of feel to it. That is what I get from the bottle.

Now if you had to describe the typical consumers of Leopold7 in terms of demographics and lifestyle characteristics, what would it be?

Someone who likes craft beers so someone who is aged from twenty-two, twenty-three to I don't know, to forty. Someone that has some money to spend on beers that are more expensive than usual. Sort of the hipster crowd I guess. It would be a man, I don't think

women in South Africa drink beer much. Most of them don't, they somehow think it's not very feminine to drink beers.

Even with craft beers you think?

Yeah, I think they drink a little bit but it is not big for girls. They drink more like gin & tonic, cocktails and wine but not really beer.

If you had to describe their lifestyle?

They do not drink a lot of beers but when they do drink beers they want a nice beer, they like to try many different kinds of beers they are not really loyal to any one particular beer. Yes, that's all.

About their free time?

I don't know, go to markets, to the Biscuit Mill.

So they like to be surrounded by friends?

Yes, they like to do stupid things.

When would you consume Leopold7?

If I'm out for dinner or at a bar and if they have it. You know I normally choose randomly. I am not really particular about which beer, I normally just try something I have not tried before.

Is there any brand that comes to your mind when you think about craft beers?

No, not particularly. Maybe the ones that are more common here, like Darling or Slow Brew or I mean that is because they are exposed in most bars but no, nothing really particular.

If you had to picture Leopold7 as a person, how would he/she look like and what how its personality look like?

(Laughs) Young, stylish, fun. I don't know I'm just guessing, I have no idea. It is very hard to picture beers as people.

I understand.

I think it is like 50/50. The branding is not like fun but not too serious. Sort of in the middle. I would not say intimate either.

Neutral?

Yeah, no. It is quite stylish and trendy I think.

If I say Leopold7, what kind of feelings and experiences does it evoke to you?

What feelings, I don't know. I don't really have feelings on beers.

Did you get a chance to experience it in different environments?

Yes, I mean the only times I had Leopold7 was when we bought a case at home. And I had a bit at the Biscuit Mill and in a bar. I have not had Leopold7 in a while, you cannot get it anywhere or I don't know where you can get it.

Could you compare Leopold7 in any way with a bottle of wine? Why/why not?

I don't drink wine. I'm not sure I understand the question.

Imagine a good bottle of wine, could you compare it to Leopold7?

I have no idea. Is Leopold7 like a good wine? (laughs)

More broadly seen?

I don't know, I don't know nothing about wine. I mean Leopold7 is I supposed a premium beer here in South Africa. Maybe with a premium wine there might be some parallel out there but that is about all I know.

What do you think when you see a bottle of Leopold7 in a liquor shop?

I have never seen Leopold7 on the shelves at the bottle store so I cannot say. But if I imagine the day it would have it, it really would stand out with the labelling and the packaging because it is very distinctive and very different from the rest of the beers here. So I would say it would definitely stand out. Here, a lot of them, the labelling is not colorful, it is just white. Maybe they have some colors in it but the background is white. If I recall, Leopold, the background is blue, right?

The label is blue and then you have the brown bottle.

Yes, yes. That is quite unique here.

There is actually no sticker on the bottle.

Yes, so that is pretty unique because here there is kind of a paper label on it. Nearly on every single beer I think so the packaging is very different and I like it because it is very modern and clean and nice.

So, you would definitely notice it if it was to be on the shelf?

Yeah.

What is your relations to craft beers?

(Laughs) I drink them when I go out for dinner. I am not the biggest die-hard fan you know, I drink it when I feel like a beer. And if there is a craft beer, I would rather have one of those because they generally taste nicer. What else is my relationship with craft beers? I don't like the name craft beer because it reminds me of hipsters and stuff and I don't like hipsters.

So, you don't like to be associated with hipsters?

Exactly.

So you would not like to be associated with those kinds of events just to consume craft beers?

No, I think that is pretentious.

It would then be more of an intimate atmosphere with friends?

Yeah, for me, ideally I would say "Can you bring me a beer?" and they bring me a random craft beer and that is all I ask for in life. I am simple guy.

What is your relation with Leopold7?

I got to know it through my homies. And it brings back great memories. We do not have that much of a relationship. A friend has offered it to me once or twice but I have never really purchased it myself. And when I go to bars, I don't really think about it myself to be honest. Because I know it is not really available.

And if it happens to be on your menu?

Yeah, I would order it I guess.

Do you think you will buy a bottle of Leopold7 in the next three months?

If I see one, I will buy one.

So it is more a question of visibility to you?

Yeah, because I cannot really think of it without seeing it.

What motivates you to buy Leopold7?

(Hesitates) I like the fruity kind of beer. Like something light, fruity, not too (hesitates) bitter I guess. I don't know what the words are for beer. But I like something light and fruity and easy to drink. And it should have the same price as the other craft beers in the bar. It should not be more than them.

So, the price could refrain you from buying it?

Yes, if it is much more than the others. I mean I consider all craft beers they should be you know, I don't have distinctions between which one is premium and which one is not. They are all of them like 40R each.

So taste-wise you don't consider Leopold7 as superior?

No, not really.

So, in comparison to other South African craft beers, is there anything specific to Leopold7 according to you?

Yeah, I mean I don't have a very discerning pallet for beer to be honest.

And more broadly seen?

I like the design. The design for me is really cool. I like that, the taste I cannot really speak to that, I don't really know what it tastes. I think I forgot. It's a bit fruity from what I remember.

So, you would more go for a comparison based on the design?

Yes, I guess so. Yes I think if I drank it a lot and I liked it, I would order it more frequently. I mean, I have not drank it enough to form any attachment to it I guess.

Leopold7, Belgian or South African to you?

It is Belgian. Because of the name and I suppose it is imported from Belgium or at least it was. It was made in Belgium, I remember someone telling me something like that. But yeah, for me it is Belgian. Even though it was made here, I would still consider it as a Belgian beer.

Do you anything about the meaning of the name?

He was a king of Belgium?

Were you told that?

Well, I know that from Belgium. The King Leopold⁷ who invaded the Congo, or something like that.

Do you think the beer is directly related to that King?

Oh, I don't know. It is quite a nice name. I don't really think too deeply about the name.

You don't really associate it with negative feelings?

No, no.

What does the 7 mean to you?

Never thought about that. Maybe it is "you can drink it seven days a week"? I don't know. What else could it be? Leopold is the brewery and makes different beers and this one is the seventh? What does 7 mean, please tell me?

It means the seven ingredients of the beer (laughs).

Rudy Bridgens - 26 years old, South African, resident of Cape Town

Do you remember anything about the Leopold⁷ logo?

Well, it is a crown.

Anything about the colors?

I think it is kind of a light blue.

When you think of Leopold⁷ broadly seen, what does Leopold⁷ mean to you?

Then I think of a good beer.

What does the Leopold7 bottle evoke to you if you can remember the bottle?

I can remember the bottle. When I look at the bottle, I think of cleanliness for some reasons, I don't know why. That is what I think of, a clean design.

Who would be the typical consumer of Leopold7? In terms of demographics and lifestyle.

I would then definitely say you are high in the market. I could see tourists drinking it in Cape Town. You are upper-class you know, Constantia maybe hipsters in town would also drink it. Those would be the kind of people that would consume Leopold7. But then only because of the price. I think if everybody was tasting it, everybody would drink it because it is a very very good beer.

Would it be women, men or both?

I think both. Between men and women, they would both enjoy it.

What kind of lifestyle do they have?

I think it would be more relaxed kind of people, those guys that go to art galleries and you know, relaxed, doing cultural activities.

When would you consumer Leopold7?

Well, anytime, really. (Laughs) As long as I would see it, I would definitely buy a Leopold7 over most other beers. Anytime, yes. On the weekend or in the week when I am out. If I saw it, I would definitely buy it and drink it.

If Leopold7 was a person, how would you describe it in terms of personality traits?

(Laughs) I only think of Leopold7 being Alex. There is a lot like hidden, if you see what I'm trying to say. It would definitely be a smart person who is funny.

What kind of experiences do you think of when related to Leopold7?

Well, there is joy, definitely joy. Yes, joy and happiness, I did not have any bad experience. Only good feelings, good vibes.

Could you compare Leopold7 in any way with a bottle of wine?

Yes, I could. I suppose weddings. You could have both on the table, wine or Leopold7 but I would obviously go for the Leopold7 rather. It does kind of give that wine vibe as well.

If you think of Leopold7 in a liquor shop, do you think it stands out? Can you compare it with the other bottles on the shelves?

Yes, the blue makes it stand out. But I don't think it stands out enough because there are a lot of other bottles that are more obvious. But I mean if that is the kind of style you chose to go for, then it is fine. I think it does its job.

But you would not necessarily notice it in your liquor shop?

Well, I have not seen in the liquor stores and I am in a lot of liquor stores.

What is your personal relation with craft beers?

I drink a lot of craft beers because of my job, you know. I would say probably six times more than anyone else I would say. Because the other people drink also drink SAB beers and stuff. But because of my customers are all from the craft beer sector.

Is there any special drinking place where you drink more craft beers?

I would say at Banana Jam and also at Fat Harry's because it is also close from where I live and the only places that do craft beers you know.

Do you think you will buy a bottle of Leopold7 in the next three months?

Yes, definitely.

What motivates you to buy Leopold7 and what could refrain you from buying it?

Well, if I don't find it on the shelf, I think that would be the main reason for me for not buying. What I like is the taste and the quality of the beer, it is definitely one of the best we have got here in South Africa.

If you had to compare it with other South African local craft beers, what is specific to Leopold7?

I think the fine bubbles. I know it does not sound like much but Leopold7 has got its really fine bubbles that most of the craft beers don't have. The other craft beers are more like fat bubbles you know and when you pour them, there is a mess of bubbles. Almost like SAB

beers. But Leopold7 it does not. And then I think the grains are different. Don't you get your malt and stuff from oversea?

The main difference is actually that everything that comes into the bottle is natural.

Then I guess it is probably what I am tasting then. Whereas the others not?

You could have some additives of preservatives in others.

Oh ok, and you don't have such a massive hangover as well (laughs).

Leopold7, is that Belgian or South African to you?

To me, it would be defined as South African. I know it is Belgian but it is South African.

Do you have any clue about the name?

No, I don't have any clue. Whenever I think of Leopold7 for some reasons, I think of Napoleon, I don't know why (laughs).

Appendix 14: Interview transcripts WLIT Brewery Management

Alexandre Tilmans and Marquis Brown – Director and Associate partner of WLIT Brewery

Can you briefly describe the production process of Leopold7?

M: That is more for Alex.

A: So you take malt, which is barley, you put it in the water. You heat it up, malt is going to transform itself into sugar, it is a natural process. And then when you have sugary water, you filter all the leftover, you put some yeast, you put some hops. The hops get some flavor and it preserves the beer. And the yeast is going to eat the sugar and the yeast is going to transform the sugar into alcohol and CO₂.

And what is specific to Leopold7 in that process?

A: Different things. First, we don't add anything, everything is natural so we don't "booze" the process. We don't add any extra preservative, the hops is a natural preservative. We don't add any foaming agent or coloring agent or flavoring agent to the beer. The way we do the process is very clean in the way that we pay attention that it is made in the way that no other bacteria gets involved. Because if you get other bacteria involved you have a very unstable beer. That is why we can preserve the beer and we have a shelf life of two years for the beer. And why most beers do not have that shelf life is because they get other bacteria in the process. The way the whole process has been built apart from being natural, it is the ecological, sustainable aspect with heat recovery. Because when we boil, we recover the heat to reuse it at some other places in the process so we don't lose heat so that we don't need more electricity, we don't need more fuel, we don't need more energy. Same with the water because to make one liter of beer initially, you need 6 liters of water, big breweries can go down to 4 liters and main craft breweries use 10 liters. We try to be as efficient as possible so that we don't lose water for nothing or we reuse the water used. So those are the quality and the sustainability aspects.

Why a limited product offering?

A: Why only one? To be different, first of all. Not to do like everybody else. And because when you make only one balanced product, it is very hard to make a second perfectly balanced product.

Are you going to be able to keep the sustainable aspects of Leopold7 when starting the South African production?

A: Of course we will. We are going to use, Table Mountain water, spring of Table Mountain. The wind of the peninsula, the sun of Africa (laughs) and we are going to give all the leftovers to the pigs of South Africa.

Excuse me?

A: Yes to the pigs. To the farmers, the malt that is left, that you filter away is going to be given to pigs.

Is the South African production still starting in 2016?

A: Yes, in June 2016.

How would you describe the competitive advantage of Leopold7?

A: First of all, it is the quality aspect. Second of all, it is the market positioning which is not among the hipster people but more among the premium crowd, the people that can discern what is a tasty beer versus something that has been compound just for the sake of it. I think also only having one product versus having fifteen products.

About the distribution, do you have an approximate idea about the amount of actual versus potential customers (being bars, restaurant and liquor shops)?

A: 180 clients, split half-half between liquor shops and bars and restaurants and there is another thousand potential customers.

You quickly spoke about the segmentation of the consumers. Now that you have started selling in South Africa and have gotten to know people who drink Leopold7, how would you describe them in terms of demographics?

A: People that have a job, so active population that can afford something that is a little bit more expensive than a classic pils or a classic SAB beer. People that have an interest in getting to know something that is outside of the hipster world or outside of the trend.

So, you would not link it at all to the hipster population?

M: Not as a part of our main demographics, no. Do hipsters drink it? Yes. And so will make ugly people for example. But our main demographic goal is what Alex said.

Ok, and in terms of lifestyle then? Would you relate it in any way to the hipster crowd?

A&M: No, not at all.

A: It is not in the field we play neither. So, some hipsters drink it but the main people that drink it is your lawyer, your general practitioner, it is your marketing manager. Those are people from the upper class.

So, is there only one targeted class?

A: I guess at the beginning the hipsters drank it because that is the first one that has been targeted by the craft beer market but that was at the beginning, that was last year. I think now it is a much refined group of people. We are out that basic trend of craft beer.

What about women?

A: Women love it and that is another part of the segment targeted. Women generally love it and are happy to consume it. If we look at Facebook, the people who like our page are mainly women.

If you had to describe Leopold7 with three words, what would you choose and why?

M: I would say... From a taste perspective, brand perspective or?

If you had to pick up three words, broadly speaking. It can be related to the taste if you think it is a major characteristic.

M: I think it is quality, accessibility and refine.

When you say quality, would it be for the reasons described earlier by Alex?

M: Yes, generally and specifically related to most of the beers in this market.

When you say accessibility?

M: I would relate it to the fact that women can access the beer whereas most of the women are most like: "No, I generally don't drink beers". The hipsters love it, you have got the beer snout that also thinks it is a great beer. So, basically, among the spectrum of possible drinkers,

most people enjoy drinking our beer while when you look at other beers, they sometimes are more dedicated to a small and more niche of drinkers.

Alex, do you have anything to add?

A: Yes I agree.

Would you have picked up the same three words?

A: I would also say it is not ahead of its time, it is a timeless beer. It is not part of a trend.

If you had to describe it with a character, what would his or her personality look like?

M: I would say urbane, sort of sophisticated but not inaccessible. Easy-going, cool personality.

A: I would say confident, with an intelligent smile.

If you had to associate it with a place, where or what would this be?

A: The top of Table Mountain (laughs).

M: I would say the village of Marsinne (laughs again). I don't know, it is hard. What I would say it is not, is like it would not be Camps Bay, it would not be Blouberg. I guess it does not have to be in South Africa?

No, not at all. It could be anywhere.

M: I don't why but I think Paris, or maybe the East Village of New York, you know. It has got a little bit of greenness but it is kind of expensive, the places are nice, people are doing great stuff. There is a lot going on. I feel like Paris has that but it also has more.

In what kind of occasions is Leopold7 meant to be consumed?

A: At any moment when a great moment deserves a great beer.

Can you explain that?

A: An art exhibition, a contemporary dance show, a funeral, concert, wedding. Maybe not for watching rugby.

M: Maybe for the final game of the World Cup (laughs).

I know you have already partly answered to that question but how would you describe the style and design of your product? What is it supposed to reflect?

M: Natural

A: Accessible

M: Premium, Standalone.

A: Contemporary, Belgian heritage. That's it.

Last question, about the brand identity. How would you like Leopold7 to be thought of in terms of Belgian and South African characteristics?

A: A local premium Belgian beer.

M: Basically, the best of both worlds. The beer is viewed as a hometown beer from South Africa but with all the trimmings that may come with Belgium, quality and style and the traditions of brewing.

So, you would like people to have those two aspects in mind?

M: Both.

And you want to make that clear in the branding of Leopold7?

M: Yes, basically, we would like for South Africans to know and be proud of the fact that it is brewed here but the quality comes from the quality and tradition and standards of Belgian brewing.

A: I think you have everything.

Yes, thank you very much

Appendix 15: Atlas.ti quotations

Code	Quotations
Depth of brand awareness (Brand identity)	<i>-Je sais qu'il y a une couronne dessus qui pend un peu vers la droite. C'est vert évidemment.</i> <i>-Yes, it's a very simple, there are like straight letters. I think the logo has some yellow on it or maybe black, I don't know yellow and black maybe. To me, it's very simple logo, very clear and also I think there is this little thing to the right. But I can't remember what I was.</i> <i>-There is a bottle top, it is green.</i> <i>-Leopold7...Is there a crown?</i> <i>-Yeah, it is like a turquoise blue, what else? That is the color. That is all I know, yes. The color.</i> <i>-I am not really particular about which beer, I normally just try something I have not tried before.</i> <i>-Well, it is a crown.</i> <i>-I know there is a leaning crown to the right.</i> <i>-I have not drank it enough to form any attachment to it I guess.</i> <i>-The Leopold7 logo. What I see in front of me is something yellow and then a kind of "softish" feeling of the logo and then the number 7, it is in the logo. That is what I can remember.</i> <i>-Quality crafted beer</i> <i>-I think of a good beer</i> <i>-Imported Belgian craft beer that is new on the market</i> <i>-I just think craft beer from Belgium that is new on the market. Good taste.</i>
Breadth of brand awareness (Brand identity)	<i>-Quand je la vois, je me dis: « Waouw, they have the Leopold7 here, that's amazing, I didn't know! »</i> <i>-So, because I know it, so it probably would stand out for me because I am exposed to it but I do not think it is a bottle from the many bottles in the store that I would have picked on the basis of how it looks.</i>

	<i>-If I'm at the restaurant, maybe once a month and I would see that they have Leopold7 in the menu, then I would take that beer.</i> <i>-I would not doubt a second, I would take that beer. Even if I am eating you know meat, chicken or sushi I would have the Leopold7 because it is in the menu and because I like it and I remember it.</i> <i>-I would search for it, yes I would. Because it also reminds me of a lot of my friends that also know this brand so we would look for it together.</i> <i>- As long as I would see it, I would definitely buy a Leopold7 over most other beers.</i> <i>-Well, if it is possible to have the beer reachable in more restaurants.</i> <i>-I would rather go for a Jack Black and it is not because I cannot afford the Leopold7, it is just better value for money.</i> <i>-Ideally I would say "Can you bring me a beer?" and they bring me a random craft beer and that is all I ask for in life. I am simple guy.</i> <i>-If I see one, I will buy one.</i> <i>-Yeah, because I cannot really think of it without seeing it.</i> <i>-If I'm at the restaurant, maybe once a month and I would see that they have Leopold7 in the menu, then I would take that beer. I would not doubt a second, I would take that beer.</i> <i>-Well if I find out about another crafted beers that are similar.</i>
Primary characteristics (Brand performance, Brand meaning)	<i>-C'est clairement car moi je trouve que c'est une des meilleures « craft beer » en Afrique du Sud. Leopold7 avec la CBC Amber Weiss et Devil's Peak et puis encore une autre.</i> <i>-C'est agréable à boire mais il n'y pas cette complexité que tu as comme dans un vin et là la comparaison fait du sens car tu as une expérience en bouche et ça change</i> <i>-Je reconnais au goût la qualité des bières belges et si j'ai envie d'avoir une bière de qualité belge, je prendrai celle-là. D'ailleurs, elle se savoure beaucoup mieux dans un verre.</i> <i>-The recipe is Belgian but they want to make it local. That it does not travel very long and that's good for the environment and so</i>

	<i>on. And also to create local business in Cape Town, I think it is a nice thing.</i> <i>-With Leopold7 I feel like I have discovered something that no one knows yet, and the exclusivity of it is nice</i> <i>-Quality crafted beer. Belgian beer.</i> <i>-It is a unique crafted beer and I think it is worth spending a little bit more money on the small brands and the beers that are a little bit more unique than lager beers for example. I think it is worth it to have a good experience if I buy a beer.</i> <i>-It could definitely be distributed a lot more I think but that is what I also like about it because it is so far small and you feel like it is local in Cape Town but also you know, this feels like it is a quality product and that they should not make too many of it neither. It is a tricky balance.</i> <i>-High market.</i> <i>-A premium beer here in South Africa.</i> <i>-What I like is the taste and the quality of the beer, it is definitely one of the best we have got here in South Africa.</i> <i>-And then I think the grains are different, don't they get their grains from overseas?</i> <i>-I guess the feeling of exclusivity that it would make you feel.</i> <i>- I think Leopold7 is a lot more complex.</i> <i>-The others are nice to drink but you don't have that complexity.</i> <i>-That is what I think it is a good tasting craft beer from Belgium.</i> <i>-I would say the taste first of all</i> <i>-I don't have a very discerning pallet for beers.</i>
Style and design (Brand performance, Brand meaning)	<i>-C'est vrai qu'elle est assez unique, genre je ne connais pas d'autre bière qui ait la même forme.</i> <i>-C'est assez unique et on voit qu'il y a de la qualité derrière, si tu comprends ce que je veux dire.</i> <i>-Oui, tout à fait et assez unique, assez caractéristique.</i> <i>-A côté de ça, une bouteille verte avec un logo vert et blanc, je</i>

	<i>pense que tu la remarques moins mais je pense que si tu la remarques, elle est quand même clairement différente des autres, visuellement pas très attirante, mais une fois que tu la vois, je pense que tu l'analyses un peu plus.</i> <i>-Peu de bières qui ne soient pas de bêtes « pils » et qui soient des 33cl. Donc rien qu'à cause de sa taille, tu la remarques moins.</i> <i>-It's a slim bottle. I don't know it does not strike me as a masculine bottle but it's also neutral, I wouldn't say it's feminine either. I think it's a classy bottle.</i> <i>-To me, it's a very simple logo, very clear.</i> <i>-But with Leopold7 because it has got green, brown and white as the monotones, it is very simplistic, I think it makes me say "What's that?"</i> <i>-I think it is unique. It is really unique in the Cape Town market because it is sort of understated. So if you think about the craft beer market in Cape Town or in South Africa in general, the other craft beers will be sort of trying to differentiate themselves a lot from the local beers and I just think that Leopold7 maybe went with the simplicity. But there is a kind of beauty in their simplicity in that it is understated.</i> <i>-So it is not trying to do too much.</i> <i>-That is pretty unique because there is a kind of a paper label on it. Nearly on every single beer I think.</i> <i>-The packaging of Leopold7 is very different and I like it because it is very modern and clean and nice.</i> <i>-Because there is also something kind of sophisticated with Leopold7 in how it looks like and the simple style of it. So it looks classy just like a bottle of wine. So you have that same classy image.</i> <i>-So, because I know it, so it probably would stand out for me because I am exposed to it but I do not think it is a bottle from the many bottles in the store that I would have picked on the basis of how it looks. So, it is more after you have gotten to know it that you see it. It does not stand out if you do not know it.</i> <i>-Yes, the blue makes it stand out. But I don't think it stands out enough because there are a lot of other bottles that are more</i>
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	<i>obvious.</i> <i>-It is beautiful. Beautiful design, like a design looking like well thought of when they obviously created it and thought of the idea of creating the beer and its personality.</i> <i>-I don't think it stands out in the way you're asking. Like I said it is not as flashy in the labeling and there are a lot of products out there that are more grabbing for the eyes. But if I happen to see it then I would get interested, yes.</i> <i>-I think if cleanliness for some reasons, I don't know why. That is what I think of, clean design.</i>
Price (Brand performance, Brand meaning)	<i>-Le prix. 50R pour une 33cl, olala...</i> <i>-Well, the price is an issue. So I usually do not buy lots of Leopold7 but I would have one or two when I'm out.</i> <i>-As long as I would see it, I would definitely buy a Leopold7 over most other beers.</i> <i>-It is just better value for money.</i> <i>-Just the price, it would be a price issue. It is a small bottle at a big price. I mean I can afford it but I feel like I can look at other options.</i>
User profiles (Brand imagery, Brand meaning)	<i>-Je pense que ce doit être un vrai amateur de bières, tu vois. Ce n'est pas quelqu'un qui s'en fout, entre une Castle et une Windhoek. Je pense qu'il faut être assez porté sur la bière.</i> <i>-Plutôt comme un homme, maintenant la question c'est l'âge. Peut-être qu'il y a deux groupes d'âge qui aime bien la boire. Le vieux qui aime bien être classy mais je pense que ça pourrait être le jeune hipster je le vois là-dedans aussi hein.</i> <i>-Oui, un type serait plutôt le consommateur jeune « hipster », définitivement homme et l'autre aussi un homme, très « opinionated » sur la bière aussi mis un peu plus vieux et genre un peu plus classy qui peut-être aime bien le vin aussi et boit ça aux bonnes occasions.</i> <i>-Ils ne font rien de leur vie et veulent être différents à tous les coups. Ils sont jeunes, vont aux soirées, s'habillent un peu différemment et voilà.</i> <i>-For Cape Town, all the hipsters on Bree Street would love it!</i>

	<i>And the hipsters they are more likely to be part of the middle class demographics.</i> <i>-They do not drink a lot of beers but when, they do drink beers, they want a nice beer, they like to try many different kinds of beers.</i> <i>-I would say like the hipsters, like the modern areas of Cape Town.</i> <i>-More relaxed kind of people, those guys that go to art galleries and you know, relaxed, doing cultural activities.</i> <i>-I would say someone that is interested in different beers, crafted beers, small enterprises, special flavors, well-made beer, not just like the other random beer.</i> <i>-Someone that would go for something special actually, like a special experience, a special occasion, you know, to find something different.</i> <i>-People who like to enjoy themselves but they do not like following the crowd. So, people who like to party but in a different way, who more like to gather socially but not always necessarily going to the club and those kind of things.</i> <i>-I would think of both. That's also because of the logo and the bottle shape, the fact that it's a very neutral, it's not a masculine beer, but it's not feminine either, so it's sort of more part of the hipster culture. Maybe it seeks out more young people than older people, maybe. And I think that younger people are more into this minimalistic style, straight style.</i> <i>-I've pictured the consumers as interested in art, who spend their free time socializing.</i> <i>-I think this would be both, women or men, between the age of 25 and 35.</i> <i>-I think it would be someone who is well familiar with you know restaurants and this person goes out a lot. This person can also be someone young and energetic and sportive.</i> <i>-I would say like the hipsters, like the modern areas of Cape Town, maybe lot of foreigners could relate to the brand. And people that obviously want to spend a little bit extra on their beers. Not to pay like a random 15R for their beer. That is the</i>
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	<i>biggest difference, that people actually appreciate good beer.</i>
Purchase and usage situations (Brand imagery, Brand meaning)	<i>-Pour généraliser, je dirais un peu les activités culturelles ou autres en journée ou les soirs de semaines. Je ne la boirais pas en soirée quand tu sors où l'alcool prend une grande partie de ton activité. Non, c'est surtout auxiliaire et tu en bois une quoi.</i> <i>-Quand je vais au resto, je bois parfois de la bière. Parfois je bois à l'apéro une bière spéciale, oui. Donc occasionnellement en apéro, ou si j'ai l'argent à la maison pour les partager avec des amis. Et aussi aux évènements comme le Biscuit Mill, c'est-à-dire le weekend en journée.</i> <i>-It could be in a pub, or you know in bars during the day or at night. Well, it's a difficult question. -Obviously, First Thursday would be an occasion but I can't really picture, I think Leopold7 works in a lot of occasions. So you could have it for lunch, when you have a work meeting, you know sometimes they do that in Cape Town. And you could also have it at night with friends, at parties.</i> <i>-I think it would more common to have it at a casual get-together but purely out of economic reasons basics. If you are drinking to "get drunk", you will drink a lot more and then the taste is not as important anymore. But if people can afford it and I know people that can, they would not mind drinking it also at parties.</i> <i>-When I am drinking wine and when I am drinking Leopold7 because of just the type of situations.</i> <i>-It would be similar, it would be like dinner party, having conversations.</i> <i>-I sort of drink it as a specialty drink so I would not necessarily drink Leopold7 the whole night if I were to drink it. But I would buy one or two just for the enjoyment of the taste.</i> <i>-Occasion pendant lesquelles je bois une voire maximum deux bières, c'est par exemple au Biscuit Mill, ou pour aller boire un verre en semaine.</i> <i>-Quand j'ai l'occasion, mais je n'ai pas vraiment souvent l'occasion de la boire, donc je dirais une fois par mois</i> <i>-Je pense, que c'est à cause de la disponibilité oui.</i> <i>-I suppose weddings. You could have both on the table, wine or</i>

	<i>Leopold7.</i> <i>-It does kind of give that wine vibe as well.</i> <i>-I feel like it's a nice beer to drink when you are out with friends</i> <i>-Well, I have not seen in the liquor stores.</i> <i>-Going for beer tasting is now common and not just wine tasting anymore.</i> <i>-I usually do not buy lots of Leopold7 but I would have one or two when I'm out.</i> <i>-I would enjoy it while out and eating, at the restaurant. Or I would buy it if I would be home having a few drinks with my friends. Or for a sundowner or I would have it at a bar, maybe one or two.</i> <i>-But I don't have the opportunity to drink it very often</i> <i>-I think, it is because of its availability.</i> <i>-Very good feelings, like only good feelings. It's a crafted beers, it has special flavors and you know it is memorable in that sense that when I tried it, it was memorable and unique in a way.</i> <i>-Yes, then certainly if I want to have something special then I would certainly compare it to a nice bottle of wine, yes.</i> <i>-It is not always available at all the places where I go drinking.</i> <i>-If I'm at the restaurant, maybe once a month and I would see that they have Leopold7 in the menu, then I would take that beer. I would not doubt a second, I would take that beer. Even if I am eating you know meat, chicken or sushi I would have the Leopold7 because it is in the menu and because I like it and I remember it. Other than that, I have tried it at different wine or beer tastings, that is when it would occur to me. I would not say on a weekly basis.</i> <i>-It could definitely be distributed a lot more I think but that is what I also like about it because it is so far small and you feel like it is local in Cape Town but also you know, this feels like it is a quality product and that they should make too many of it neither. It is a tricky balance.</i> <i>-It is all about the quality, not the quantity.</i>
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	- <i>"it is drinkable 7 days a week"</i> - <i>I have not had Leopold7 in a while, you cannot get it anywhere or I don't know where you can get it.</i>
Personality and values (Brand imagery, Brand meaning)	- <i>Une personne ? (Soupir) On y revient, classy je trouve.</i> - <i>Non mais pas timide non plus, en bon accompagnant, ami.</i> - <i>Non, très bête mais avec beaucoup de caractère. Pas très bruyante mais pas timide non plus.</i> - <i>Il y a cet élément « classy », à savourer, sophistiqué dedans</i> - <i>Well, it's very fresh (laughs), fresh and easy-going. It's definitely not sad, sort of like happy and easy-going. It can get along with most people but it's still has its touch. When I say easy-going it is not like a person who is boring, who does not stand out from the crowd. But still, he or she is still able to sort of get along with everyone.</i> - <i>It is definitely a Belgian craft beer. The fact that it is not locally produced and I guess as well the name.</i> - <i>Not a very noisy person, but not shy either.</i> - <i>A good friend.</i> - <i>It is Belgian. Because of the name and I suppose it is imported from Belgium or at least it was. It was made in Belgium, I remember someone telling me something like that. But yeah, for me it is Belgian. Even though it was made here, I would still consider it as a Belgian beer.</i> - <i>Someone European specific flavored charactered.</i> - <i>Someone sophisticated and someone funny.</i> - <i>A smart person.</i> - <i>Calling a beer Leopold in Africa, with a crown, might remind people about Leopold2. And in Africa it does not have a good connotation.</i> - <i>So I don't think it is a propaganda.</i> - <i>But I think some people could believe that.</i> - <i>Belgian but South African made.</i>

	<i>-I would not say a shy person. But I would say someone for who you will not know who they are just by looking at him, you have to really get to meet him to get to know him.</i>
History, feelings and experiences (Brand imagery, Brand meaning)	<i>-Moi, encore maintenant je lie Leopold7 à des bons potes, Bernard, Victor... C'est un produit que je consomme entouré d'amis.</i> <i>-Endroits publics. Oui ou quand tu bois une Leopold7, ce n'est pas comme quand tu bois une bête Windhoek, c'est vraiment « Ah, on va se boire une Leopold7 !).</i> <i>-Maintenant, appeler une bière Leopold, mettre une couronne dessus, ça rappelle un peu Leopold2. Et en Afrique, ça n'a pas une bonne connotation. Maintenant moi je sais bien qu'elle s'appelle Leopold parce que le gars qui l'a inventée s'appelle Leopold. Le gars qui l'a inventée s'appelle Leopold. 7 c'est à cause des ingrédients. Donc moi je ne pense pas que c'est une vieille propagande pour rapatrier le Congo à la Belgique mais je pense qu'il y a des gens qui pourraient croire ça.</i> <i>Il y a une couronne dessus donc ça doit être un roi belge,</i> <i>-Like I know nothing about the Castle brewery for example even though it's a very popular beer. I'm having a kind of exclusivity towards it.</i> <i>-The taste that triggers memories that I have had when drinking it.</i> <i>-Belgian beer, because of its name. And that is kind of a pity. I do not know if it is only me but Leopold, just the name Leopold was not good for me in the beginning because it made me think of Leopold in Congo. And I thought that was a bit unfortunate considering this. Because of the history, it is a very negative association. So, because of its name, I would not considerate to be South African even though I have only consumed it in South Africa. And it also says on the bottle that it is Belgian but the name Leopold also, I had forgotten that because I do not think of the Congo thing now anymore but I used to when I first saw the bottle because I could not remember which Leopold was in Congo and so, if it was number 2 or else. Actually, I remember seeing for the first time a poster in a Cubana café or something and when I saw it, I immediately thought of the Congo story. And I thought, Leopold, why would anyone call a beer Leopold? It is funny that after starting drinking it, my connotation completely</i>

	<i>changed... The Congo story would not come up anymore after drinking it.</i> <i>-Now that I drink Leopold7 I do not think of that story but I used to. And at least, even though not especially for the good reasons, now in the end I remember the name. Which would have maybe not happened with another random South African craft beer with a simple and common name.</i> <i>-Bringing back together Europe and South Africa.</i> <i>-A special experience, a special occasion, you know, to find something different.</i> <i>-Europe in South Africa.</i> <i>-It brings back great memories.</i> <i>-I would say just enjoying a good time with friends, having fun, the feeling of relaxation.</i> <i>-The first time I got in touch with Leopold7 was at a tasting and a Leopold7 drinking at the Biscuit Mill. And the owner told me a little bit about the beer and then I had one glass.</i> <i>-Very good feelings, like only good feelings.</i> <i>-Then I would say that because I have been in touch with it more personally on a personal direct contact then I would say in a smaller way, it is all about the quality not the quantity. Personal and well-made.</i> <i>-Only good vibes.</i> <i>-I still relate Leopold7 to good friends.</i>
Brand feelings (Brand responses)	<i>-Joy, definitely joy. Yes, joy and happiness.</i> <i>-Only good vibes.</i> <i>-It brings back great memories.</i> <i>-Very good feelings, like only good feelings.</i> <i>-Exclusive.</i> <i>-Special experience.</i> <i>-It makes you stand out a little bit.</i>

	<i>-Ego-boost.</i>
Attitudinal attachment (Brand relationships)	<i>-I have not drank it enough to form any attachment to it I guess.</i> <i>- I think if everybody was tasting it, everybody would drink it because it is a very very good beer</i> <i>-Well, Anytime, really. As long as I would see it, I would definitely buy a Leopold7 over most other beers. Anytime, yes. On the weekend or in the week when I am out. If I saw it, I would definitely buy it and drink it.</i>
Active engagement, Sense of Community (Brand relationships)	<i>-For those craft beers the most important is that they are reachable at different festivals so that people can get to know them from who they are. I think that is the core. And that is probably the meaning of all the different craft beers and that the consumers can meet the owners on a “one-to-one” personal basis. And I think that it is the beauty of it.</i>

Appendix 16: SPSS files

1. Alcohol Frequency * Gender Crosstabulation

Statistics

Alcohol Frequency

N	Valid	70
	Missing	0
Mean		2,19
Median		2,00
Mode		2
Std. Deviation		,786
Variance		,617
Minimum		1
Maximum		5
Sum		153
Percentiles	25	2,00
	50	2,00
	75	3,00

Alcohol Frequency * Gender Crosstabulation

			Gender		Total
			Male	Female	
Alcohol Frequency	Every day	Count	10	0	10
		Expected Count	6,1	3,9	10,0
		% within Alcohol Frequency	100,0%	0,0%	100,0%
		% within Gender	23,3%	0,0%	14,3%
		% of Total	14,3%	0,0%	14,3%
	A few times a week	Count	25	17	42
		Expected Count	25,8	16,2	42,0
		% within Alcohol Frequency	59,5%	40,5%	100,0%
		% within Gender	58,1%	63,0%	60,0%
		% of Total	35,7%	24,3%	60,0%
	A few times a month	Count	5	9	14
		Expected Count	8,6	5,4	14,0
		% within Alcohol Frequency	35,7%	64,3%	100,0%
		% within Gender	11,6%	33,3%	20,0%
		% of Total	7,1%	12,9%	20,0%
	A few times a year	Count	2	1	3

	Expected Count	1,8	1,2	3,0
	% within Alcohol Frequency	66,7%	33,3%	100,0%
	% within Gender	4,7%	3,7%	4,3%
	% of Total	2,9%	1,4%	4,3%
Other	Count	1	0	1
	Expected Count	,6	,4	1,0
	% within Alcohol Frequency	100,0%	0,0%	100,0%
	% within Gender	2,3%	0,0%	1,4%
	% of Total	1,4%	0,0%	1,4%
Total	Count	43	27	70
	Expected Count	43,0	27,0	70,0
	% within Alcohol Frequency	61,4%	38,6%	100,0%
	% within Gender	100,0%	100,0%	100,0%
	% of Total	61,4%	38,6%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	10,913 ^a	4	,028
Likelihood Ratio	14,591	4	,006
Linear-by-Linear Association	3,500	1	,061
N of Valid Cases	70		

a. 5 cells (50,0%) have expected count less than 5. The minimum expected count is ,39.

2. Drinker Type * Gender Crosstabulation

			Gender		Total
			Male	Female	
Drinker Type	Beer / Craft beer drinker	Count	29	5	34
		Expected Count	20,9	13,1	34,0
		% within Drinker Type	85,3%	14,7%	100,0%
		% within Gender	67,4%	18,5%	48,6%
		% of Total	41,4%	7,1%	48,6%
	Wine drinker	Count	10	19	29
		Expected Count	17,8	11,2	29,0
		% within Drinker Type	34,5%	65,5%	100,0%
		% within Gender	23,3%	70,4%	41,4%
		% of Total	14,3%	27,1%	41,4%
	Spirits Drinker	Count	3	2	5
		Expected Count	3,1	1,9	5,0
		% within Drinker Type	60,0%	40,0%	100,0%
		% within Gender	7,0%	7,4%	7,1%
		% of Total	4,3%	2,9%	7,1%
	Other	Count	1	1	2
		Expected Count	1,2	,8	2,0
		% within Drinker Type	50,0%	50,0%	100,0%
		% within Gender	2,3%	3,7%	2,9%
		% of Total	1,4%	1,4%	2,9%
Total		Count	43	27	70
		Expected Count	43,0	27,0	70,0
		% within Drinker Type	61,4%	38,6%	100,0%
		% within Gender	100,0%	100,0%	100,0%
		% of Total	61,4%	38,6%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	17,174 ^a	3	,001
Likelihood Ratio	18,090	3	,000
Linear-by-Linear Association	8,163	1	,004
N of Valid Cases	70		

a. 4 cells (50,0%) have expected count less than 5. The minimum expected count is ,77.

3. Drinker Type * Craft Beer Frequency Crosstabulation

			Craft Beer Frequency				Total
			A few times a week	A few times a month	A few times a year	Other	
Drinker Type	Beer / Craft beer drinker	Count	16	12	3	1	32
		Expected Count	9,7	15,5	6,3	,5	32,0
		% within Drinker Type	50,0%	37,5%	9,4%	3,1%	100,0%
		% within Craft Beer Frequency	80,0%	37,5%	23,1%	100,0%	48,5%
		% of Total	24,2%	18,2%	4,5%	1,5%	48,5%
	Wine drinker	Count	3	17	7	0	27
		Expected Count	8,2	13,1	5,3	,4	27,0
		% within Drinker Type	11,1%	63,0%	25,9%	0,0%	100,0%
		% within Craft Beer Frequency	15,0%	53,1%	53,8%	0,0%	40,9%
		% of Total	4,5%	25,8%	10,6%	0,0%	40,9%
	Spirits Drinker	Count	0	2	3	0	5
		Expected Count	1,5	2,4	1,0	,1	5,0
		% within Drinker Type	0,0%	40,0%	60,0%	0,0%	100,0%
		% within Craft Beer Frequency	0,0%	6,3%	23,1%	0,0%	7,6%
		% of Total	0,0%	3,0%	4,5%	0,0%	7,6%
	Other	Count	1	1	0	0	2
		Expected Count	,6	1,0	,4	,0	2,0
		% within Drinker Type	50,0%	50,0%	0,0%	0,0%	100,0%
		% within Craft Beer Frequency	5,0%	3,1%	0,0%	0,0%	3,0%
		% of Total	1,5%	1,5%	0,0%	0,0%	3,0%
	Total	Count	20	32	13	1	66
		Expected Count	20,0	32,0	13,0	1,0	66,0
		% within Drinker Type	30,3%	48,5%	19,7%	1,5%	100,0%
		% within Craft Beer Frequency	100,0%	100,0%	100,0%	100,0%	100,0%
		% of Total	30,3%	48,5%	19,7%	1,5%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	19,031 ^a	9	,025
Likelihood Ratio	20,540	9	,015
Linear-by-Linear Association	5,049	1	,025
N of Valid Cases	66		

a. 10 cells (62,5%) have expected count less than 5. The minimum expected count is ,03.

Appendix 17: Illustrative Book about Leopold7





An adventure that would spawn a legacy.

Leopold's feet found the road, and the road found Leopold a job as galley chef on a merchant ship, the *Tafel 7*. Standing astern the vessel as it sailed out of harbour, Leopold scratched his stubbled lip and knew it was the high seas for him and the beginning of an adventure that would start a legacy.

Over the next 7 years Leopold would travel the world. Already an experienced brewer, each new location brought something new to his craft to share with those he met along the way. Leopold's travels eventually brought him to the Southern tip of Africa to what was the 7th and final continent for him to visit.

Brewed every day with extreme passion.

Africa inspired much in Leopold—the wildlife, the nature, the weather. No other location he visited captured his heart as that of Africa. Alas, poor Leopold felt the recipe for the perfect beer still eluded him.

Leopold was in love with Africa, but after so many years at sea the boy had become a man and from his lip now hung the most fantastic moustache the likes of which Belgium had never seen. Leopold yearned to return to his homeland and settle the feud that began with his father so long ago. So it was, Leopold planned to set sail from the Cape exactly 7 years from the beginning of his journey.



An epiphany of brewing prowess

The night before his departure, Leopold's anxious mind suddenly clicked into place as he was lying in bed. Everything he had learned about beer unexpectedly came together in an epiphany of brewing prowess. He launched out of bed and scrawled his now timeless recipe down onto a stick of parchment which can still be read in its original form even today.

So with the morning tide Leopold and the *Tafel 7* sailed out of the Cape harbour, away from the land which had inspired so much in him. He swore to one day return and share the fruits of his craft which had been perfected by the inspiration drawn from Mother Africa.

Leopold arrived back in Marsinne in the summer of 1866 into the welcoming arms of his parents, their past differences swept away by the tide of time and Leopold's superb moustache. Leopold was shocked to find that his father's old age had begun to wear on Marsinne's dairy economy as the family home and Marsinne at large had begun to fall apart.

Their past differences swept away

Leopold sought to revive Marsinne to its former glory and restore his family's name in the best way he knew — through the art of brewing. Armed with his recipe for the perfect brew, he knew he could not fail. His beer would be balanced around a number that had outlined so much of his life thus far—the number 7.



A great name for a great beer.



Locking himself away for several weeks in the cellars of the castle, Leopold finally emerged from the depths, a staunch mug of golden beer clasped within his manly calloused hands. Brewed with 7 ingredients -- 3 hops, 3 grains and Leopold's own little personal spice touch -- he named it Leopold7. "This will be the beer which inspires the world for generations!" he exclaimed just before taking a long sip of the amber nectar. His beer was set in stone and Leopold brewed it the same way until his death, sadly never achieving his dream of returning to Africa.

Heritage of brewing excellence

Leopold began a heritage of brewing excellence which has carried on for close to 150 years. A new brewery, the Brasserie de Marsinnes was established in 2011 to bring Leopold's craft into the modern era and serve as the beer's European headquarters. Leopold7 is prepared with a focus on quality and sustainability, a crisp amber ale made with perfect balance between all 7 ingredients.



Now with two of the founding partners living in Belgium and one in Cape Town, South Africa, Leopold's dream of bringing his beer to the country that inspired it can finally be fulfilled. A new local brewery is being established in Cape Town with two South African partners to be opened in 2015. Their goal, to conquer the hearts of every beer connoisseur in a country known for its love of beer.

Amidst the Mother City's craft-beer revolution, Leopold7 will apply the founder's age-old secret on new soil, a South-African brewed beer with Leopold's special Belgian touch.

The Taste

Balance is a quality of its own

Leopold7 is a naturally brewed, additive free beer, brewed on the principle of quality through balance. With a process based around the number 7, Leopold7 is crafted with the ingredients of 3 hops, 3 grains and 1 secret spice touch, giving the beer its floral quality.

The brewing makes use of a biscuit malt that brings a smoothness, richness and an impression of sweetness. This is countered with a clear malt that brings dryness and balances the sweetness of the palate.



Leopold may be gone but his legacy is still carried out today by Nicolas, Leopold7's professionally trained brew master. Trained in Belgian beer heritage and having travelled and worked in Madagascar, Australia and Spain, Nicolas brings a worldly level of experience to his craft just as Leopold did.

Leopold7 can best be described as the champagne of beer. A sophisticated and refined brew, best enjoyed in a gourmet setting, to be had with dinner, good conversation or even with art to compliment all five senses. An artisanal beer and a piece of art in itself.

6.2%

Alcohol

13 EBC

Color

7/10

Hoppiness

7/10

Smooth

Floral Citric

Aroma

A touch of Green

It's in our nature



Beer comes from nature and at Leopold7 we understand that without nature beer would not exist. Leopold7's state of the art brewery is designed to be energy efficient and to minimize wastewater from the brewing process. With no paper or glue our bottles are ecologically clean. Additionally the yeast used

in our beer is reused in order to reduce waste. Being 100 percent natural, nothing that is not directly from nature is ever added into our beer.

Leopold7 not only looks out for the environment but for the community as well. We are currently establishing initiatives to reuse bottle caps to produce arts and crafts for various community enterprises.



As the only fully BEE compliant craft beer in the country, Leopold7 is also focused on the training and transfer of Belgian beer brewing to a new generation of black South African brew masters.



Leopold7 is a brand that not only knows its past but appreciates its present and plans for a healthy and sustainable future with the environment, its staff, and its consumers.

About Craft Beer

Revolution and evolution

Craft beer is many things. Hand-crafted, brewed in small batches, brewed free of chemicals, brewed with love or perhaps even independently. For those at Leopold7, a true craft beer should bring a certain level of personal expertise and care to its brewing, just as Leopold did it.



There are few better places for Leopold7 to make its new home than in Cape Town, a city in the midst of a craft beer revolution that has swept across South Africa. The years following the start of this revolution have resulted in the establishment of dozens of micro and craft breweries across the nation. Some brew for fun. Some brew for business. Leopold7 brews for excellence and a love of good beer.



It is Leopold7's mission to introduce a South African brewed beer made with Leopold's special Belgian touch. A beer to win the hearts of South African beer drinkers just as Africa so captured Leopold's heart. A prime beer. A prime brewer. A prime location.

