

capital
grind.

# Hello &
# Welcome.

**Thank you for the opportunity to present our Capital Grind family and lifestyle concepts to you.**

We are a team of entrepreneurs that believe deeply in the value that the lifestyle category presents in South Africa. We are passionate about the impact that this industry can have on our country's economy; from the opportunity to bring formal employment and active economic participation to communities, combining our unparalleled natural environment with healthy and active hospitality experiences for the whole family and the sheer excitement to keep building new ideas into living, breathing, profitable concepts!

We believe we are perfectly positioned to tick all the boxes and we look forward to the potential of this collaboration and partnership.

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# 01

## Background.

**“Lifestyle concepts created by passionate people.”**

# About us.

Capital Grind is a hospitality holding and management company that creates, owns and operates a series of timeless, thoughtful concepts, each with a unique story and a distinct perspective on the cultural-culinary landscape of the time. While each has a language of its own, the properties are united by a carefully considered sense of place, purpose, pioneering design and above all, a commitment to the most awesome experiences for all who walk through our doors employees, partners and customers alike.

# 02

## The Team.

# The Team.



**Mike Eksteen**
Co-Founder



**Daniel v.d Heever**
Co-Founder



**Philip v.d Heever**
Co-Founder



**Callie Engelbrecht**
Co-Founder



**Louise Van Wyk**
Operations Manager



**Iluska Greeff**
Marketing Manager



**Marelke Botes**
Inventory Manager



**Aisling Erasmus**
Web Designer

# 03

## Management Structure.

# Management structure.



# 04

## The Concepts.

# PLTFRM.

We create environments that offer the perfect combination of festivity and tranquility. With conservation as a key part of our DNA, PLTFRM invests in preserving its natural surroundings, by keeping it clean and protected.
Come and enjoy our unique destination and an indescribable food sensation with your family, friends and pets!



**FOOD**

We love to eat as much as you do and we are constantly improving your culinary experience. We travel the world to bring exquisite food straight to your table.



**FAMILY**

Family-time is priceless! Bring your family along for an experience like no other: entertainment, fun and something on the menu for everyone!



**PETS**

Want to bring your pet? Enjoy a delicious Sunday lunch or a quick breakfast run with your furry friend. We even have a menu with some tasty pet snacks!



**NATURE**

We are giddy for all things eco-friendly and sustainable. Come and embrace the breath-taking surrounding hiking/mountain biking trails

**WWW.PLTFRMWOLWESPRUIT.CO.ZA**


Hoegaarden




Corona





# WIJNTUIN

Wijntuin is an open bar experience in the heart of nature. When you're feeling down or have cabin fever, Wijntuin offers the perfect mix of fresh air, cocktails, wine & beer, live music, and good vibes. The best part? Your kids and pets are allowed to join too! Our favourite past-time is watching the sunset while sipping on something refreshing.



**SOCIAL**

Wijntuin is all about live music, flowing drinks, comfy bean bags, and the best company! Our favourite past-time at WIJNTUIN is watching the sunset while sipping on something refreshing!



**FAMILY FRIENDLY**

Family-time is priceless! Bring your family along for an experience like no other: entertainment, fun and something on the menu for everyone!



**PET FRIENDLY**

Want to bring your pet? Enjoy a delicious Sunday lunch or a quick breakfast run with your furry friend. We even have a menu with some tasty pet snacks!



**NATURE**

We are giddy for all things eco-friendly and sustainable. Come and embrace the breath-taking surrounding hiking/mountain biking trails.

**WWW.WIJNTUIN.CO.ZA**


Opening Hours:
Mon-Tues: Closed
Wed-Fri: 10:00-20:00
Sat.-Sun: 08:00-20:00
Sitting Hours:
Fri-Sun: 08:00-17:00
Menu
Breakfast (served until 11:00)
Breakfast Platter: R150
Smashed Avo: R100
The Morning Bagel: R85






Corona
Extra



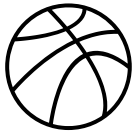
# Slurrp

With the Slurrp club wristband your child gets access to a set menu with various food options; mini bottomless snacks & desserts, 4 fun activity stations, sunscreen station and a dedicated Slurrp team to make sure your kids stay safe and have fun! Let the Slurrp club take care of everything, while you relax! Our 4 Slurrp club stations include:



**CRAFTY SANDBOX**

Playing in the sandbox, exploring the jungle gym, face painting, and creating fun arts and crafts.



**FUNFIT STATION**

Physical activities & sports that are fun, and helpful in developing concentration & self confidence.



**ANTHILL PLAYGROUND**

Where your children can play, crawl & glide all day long.



**PUMP TRACK**

Our Pumptrack Station is the perfect place for kids to bring their bikes and have some fun!

**WWW.WIJNTUIN.CO.ZA**











# BOMA.



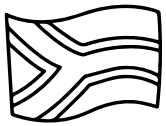
### THE BOMA CONCEPT

Inspired by the powerful element of fire, rhythmic and ever-changing, a mirrored image of the dynamic and vibrant nature of South Africa. At Boma you can savour the flavours, embrace the diversity, and revel in the extraordinary spirit that is proudly South African



### FOOD

At Boma, we are reconnecting with the roots of African cuisine by cooking our food over an open-coal fire; or Braai as we call it. Our menu will constantly evolve, curated by diverse collaborations offering you an exciting culinary experience.



### PROUDLY SOUTH AFRICAN

Our ultimate passion is to create the most extraordinary experience in South Africa by highlighting the richness and talent of our local community. Our building is more than just a structure; it is a living, breathing artwork.

**WWW.BO-MA.CO**




BO
MA.

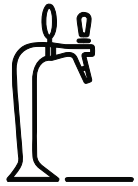






# WIJNFONTEIN

Wijnfontein embodies togetherness, celebrates life, and is proudly South African. Our philosophy is to celebrate the best things in life with the people we love. For us, sharing a carafe of Wijnfontein is exactly that: delectable, affordable, and easy on the palate! With the KeyKeg system that is used, quality and safety go hand in hand throughout the entire supply chain, from the winemaking process, the filling of the kegs at the wine cellar to transporting, storing, dispensing and serving Wijnfontein to our customers.



**WINE ON TAP**

Our wine is stored in KeyKegs, rather than bottles and is served via a tap - much like a draught. The trolley offers a unique take on how wine is served, as it enhances the social experience.



**CARAFE**

By initially pouring it into the carafe, we expose the wine to a little bit of extra oxygen which allows the wine to ''breathe''. In turn, this helps to amplify the unique character and flavour of our wine.



**ECO FRIENDLY**

Our cans and The KeyKeg system is environmentally friendly and are recyclable. With the Keykeg system, all the raw materials can be separated in just a few steps to make new KeyKegs or be recycled.

**WWW.WIJNFONTEIN.CO.ZA**

PLTFRM. BO MA. WIJNTUIN WOODHILL RESIDENTIAL ESTATE & COUNTRY CLUB











# The Shuttle

Your premium choice for safe, convenient, and reliable transfers! Experience seamless urban exploration with our shuttle services that redefine convenience and comfort. Whether you're navigating the bustling inner city, effortlessly transitioning to and from airport terminals, indulging in luxurious transfers or embarking on unforgettable tours, our shuttle services ensure every journey is marked by efficiency and satisfaction.



**INNER CITY**
**HOP-ON HOP-OFF**



**AIRPORT**
**TRANSFERS**



**HOTEL & GAME LODGE**
**TRANSFERS**



**GROUP**
**TOURS**

**WWW.THESHUTTLE.INFO**


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Inner city hop-on hop-off
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PLTFRM


The Shuttle

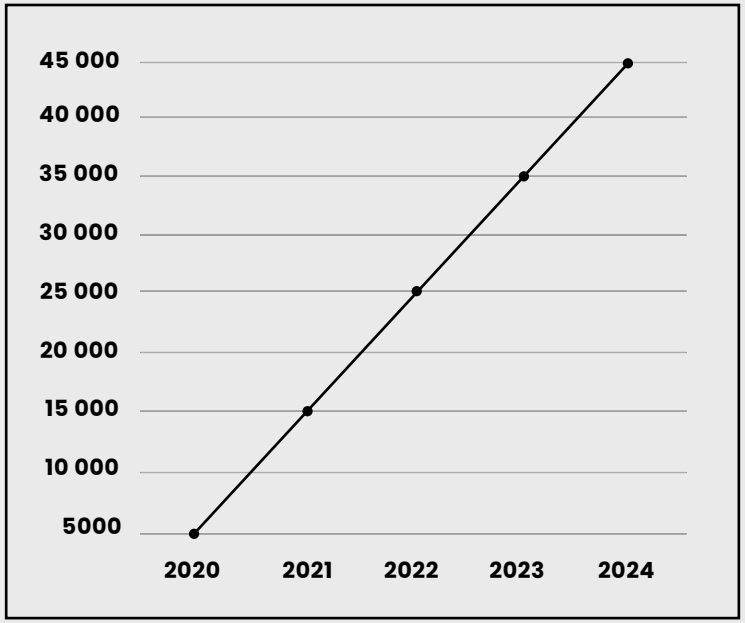
# 05

## Wolwespruit Statistics.

# Wolwespruit Statistics.

Wolwespruit MTB & Trail Park, located in Erasmuskloof, Pretoria, offers a thrilling experience for all skill levels, with hand-crafted single-track trails that cater to beginner and advanced riders, runners, and hikers alike. Named after the spruit running through the park, this adrenaline-filled adventure hub not only attracts outdoor enthusiasts but also brings a steady flow of visitors to our on-site restaurants, creating a vibrant synergy between the trails and dining experiences. The connection between the park and the restaurants enhances both, making it a destination for adventure and relaxation.

**Clients we welcome every month:**




| | |
|---|---|
| **2020:** | **5000 people visiting Wolwespruit per month** |
| **2023:** | **+35 000 people visiting Wolwespruit per month** |
| **2024:** | **+45 000 people visiting Wolwespruit per month** |

# 06

## In-house Marketing Capabilities.

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**GRAPHIC DESIGN.**



**WEBSITE DEVELOPMENT.**



**CONTENT CREATION.**



**SOCIAL MEDIA MANAGEMENT.**

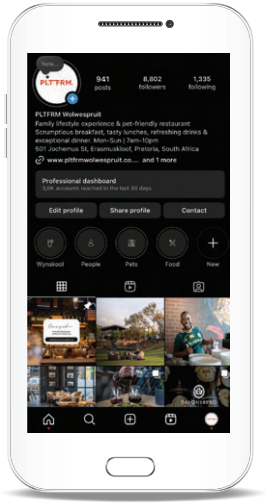


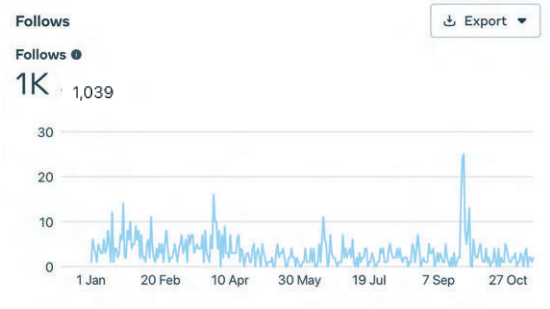
**ONLINE CUSTOMER SERVICE.**

# Design and Marketing team:

With an in-house design and marketing team, we possess the capabilities to curate captivating visual content and establish a strong online presence. Our comprehensive range of services includes content creation, social media management, campaign execution, and fostering collaborations with esteemed brands seeking to align with any of our establishments. Furthermore, we place utmost importance on providing exceptional customer care and services, ensuring that our customers can connect with us on a personal level. We have established a strong online presence through our Facebook and Instagram pages for all our accounts.

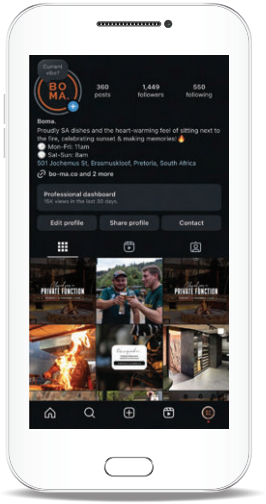
# Social media statistics.

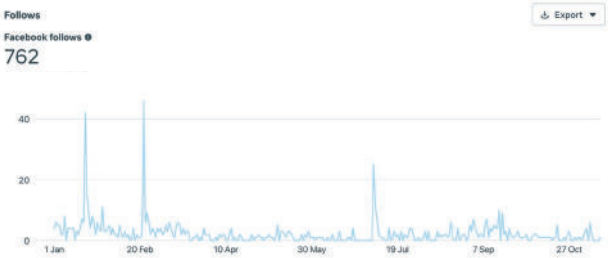





## Pltfrm Wolwespruit.

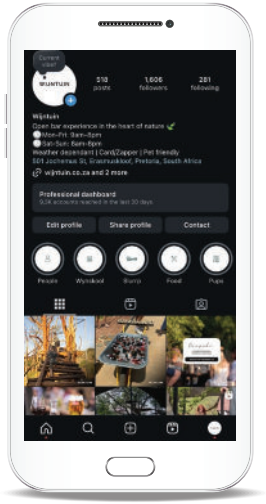
From January to November, Pltfrm Wolwespruit gained **1039 new followers on Facebook** and **1,541 on Instagram.** This growth reflects increasing engagement and strengthens our brand presence, helping us connect with a broader community.






## Boma Restaurant.

From January to November, Boma Restaurant gained **762 new followers on Facebook** and **510 on Instagram**. This growth highlights the increasing engagement with our brand, helping us connect with more of our community and expand our presence online.






## Wijntuin.

From January to November, Wijntuin, our open bar in nature, gained **415 new followers on Facebook** and **571 on Instagram**. This growth shows the increasing love for our unique outdoor setting, helping us reach more people and enhance our brand presence.






## Wijnfontein.

From January to November, Wijnfontein gained **741 new followers on Facebook** and **338 on Instagram**. This growth reflects the growing appreciation for our wine-on-tap concept, helping us expand our reach and connect with more wine enthusiasts.

# 07

## Upcoming Projects.

## Upcoming projects.

# Boma Bar.

We are working hard to bring the Boma Bar, located above Boma Restaurant, to life! This exciting new space will offer a more premium and exclusive experience for guests 23 years and older, featuring a bar and comfortable seating area. Whether you're booking the bar for private functions or simply enjoying a drink with stunning views of Wolwespruit, this space promises a unique, elevated atmosphere. Stay tuned for our grand opening, launching this December 2024!



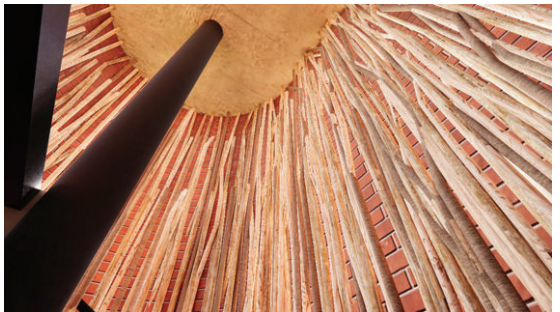














## Upcoming projects.

# Pltfrm Hazeldean.

Igniting our passion for transforming underutilised properties and green belt areas into vibrant lifestyle destinations, PLTFRM is excited to announce its upcoming expansion to another part of Pretoria. Our newest location will be in Hazeldean valley, nestled in the historic old calf barn—a former dairy farm, rich with rustic charm and heritage. This new space promises to deliver the same unique experiences you've come to love, set against the backdrop of Hazeldean's scenic surroundings. Stay tuned for our grand opening, launching in December 2025!











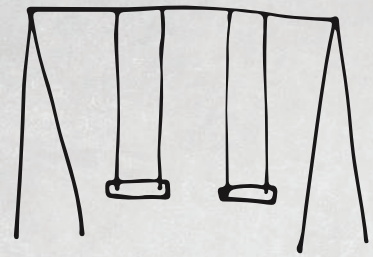







PLTFRM.


PLTFRM.



don't forget to play

# Thank you!

We believe that a partnership between our restaurants and your brand would create a powerful synergy. We are excited to discuss the potential collaboration in more detail and explore how we can work together to create remarkable experiences for our customers and amplify brand awareness.

**Thank you for considering this proposal. We look forward to the possibility of partnering with you!**