



We Can Help

"Allow us to elevate your venture within the liquor and hospitality realms. Through superior spirits education, adept consulting, and immersive sensorial journeys, we guarantee improved customer delight and robust industry expansion."

CONSULTANCY

Contact

Somerset West, Western Cape, 7130

South Africa

info@brighthousebrands.com

www.brighthousebrands.com

A small version of the Bright House Brands Company logo is placed on a glass, which is part of a background image of a bar with bottles and a globe.

**BRIGHTHOUSE
BRANDSCO**

SPIRITS EDUCATION WORLDWIDE



Training

Our core expertise lies in providing comprehensive spirits education programs. We offer both standard and customized curricula tailored to meet the unique requirements of your business. By enhancing the knowledge base of your waitstaff and sales team, we aim to elevate their understanding of the liquor industry, ensuring they're better equipped to serve customers and drive sales.

- Through our educational initiatives, we empower your workforce to excel, fostering growth and ensuring they're at the forefront of industry trends and best practices.
- We empower them to engage with authoritative expertise in the beverage industry and about the products they sell.

Our Team

Boasting a collective team experience spanning over 30 years, our expertise lies in delivering top-notch spirits education, insightful consulting, and unforgettable sensorial experiences to the liquor and hospitality industries, reaching both domestic and global markets.



LIQUOR & HOSPITALITY



Story telling

"For each brand, we deliver a 3-minute tailored pitch for bartenders, a streamlined message for liquor store leaders, and a captivating 45-minute sensory odyssey for consumers. Our expertise transforms your brand narrative into a mesmerizing dreamscape, ensuring resonance and unforgettable engagement with every audience."

"We craft tailored presentations to eloquently convey your brand's story, ensuring it resonates from bartenders to bar owners, liquor store proprietors to purchasers, and ultimately to the end consumer."

"Brands blend emotion and logic. We seamlessly intertwine these elements into compelling, consistent narratives."

Hosting

"We provide comprehensive online training tailored for both your staff and customers, ensuring they resonate with your brand's essence. Further enriching our services, we administer feedback surveys, collating invaluable insights which we then relay to your marketing team. This integrated approach ensures your brand's consistent growth and understanding across all stakeholders."



LIQUOR & HOSPITALITY