



# Bluegrass wins pitch for Coca-Cola bottler PenBev

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Bluegrass Digital was selected as the digital partner for Peninsula Beverages Co, the official bottler for The Coca-Cola Company in the Western and Northern Cape.

This initial phase of the project is focused on relaunching the online presence of Peninsula Beverages with a website which will cater for both B2B and B2C audiences, handling trade enquiries and brand information.

Bluegrass Digital has extensive international experience delivering brand and corporate websites powered by leading content management platforms.

*"Our team has already been hard at work on the new 'PenBev' UX prototyping and design concepts. We look forward to unveiling the fresh new site in the next few months, with its cleaner look and exciting new features,"* says Bluegrass MD, Nick Durrant.

## About Bluegrass Digital

Bluegrass Digital is a leading provider of creative technological solutions and digital production services for mobile, web and social platforms. With offices in London, Cape Town, Johannesburg and Lagos, our highly skilled team offers a diverse pool of knowledge and expertise, bringing together creativity and innovative technology that delivers top-notch results for our clients.

Our expert knowledge in creative technology and development means that we are able to deliver a unique offering, centred on service delivery excellence. Bluegrass has a proven track record of delivering high-quality projects on time and within budget.

[www.bluegrassdigital.com](http://www.bluegrassdigital.com)

### Editorial contact

Caitlin Dawes

Bluegrass Digital

[caitlin@bluegrassdigital.com](mailto:caitlin@bluegrassdigital.com)

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