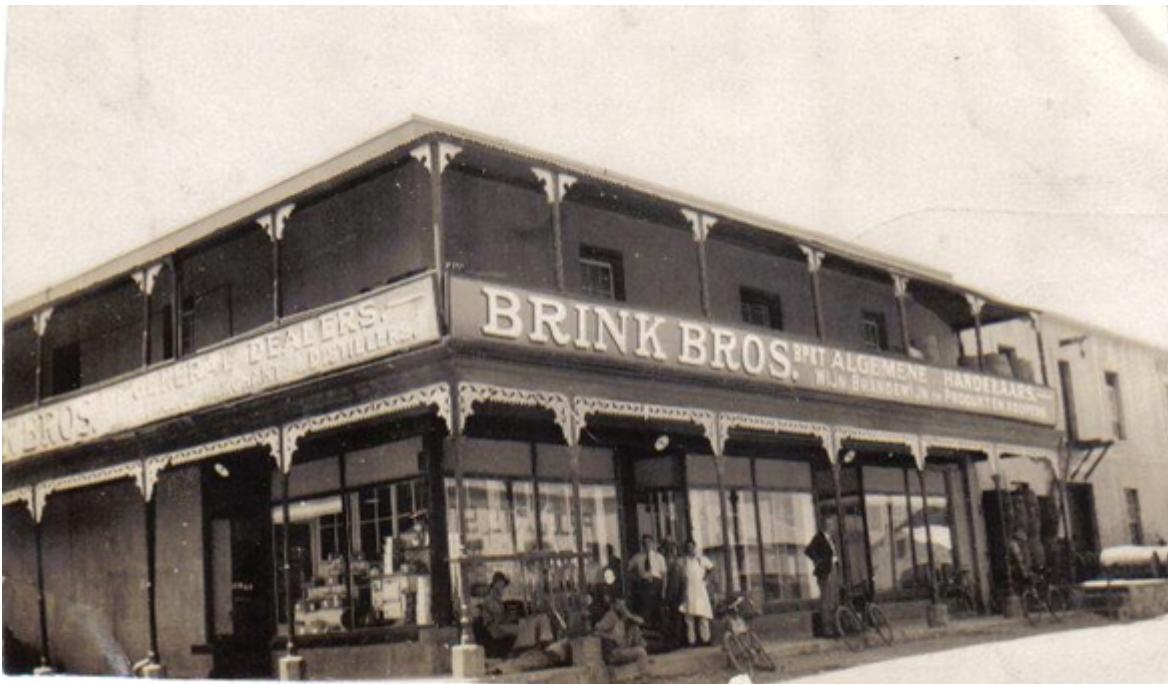


5a.Brink Brothers – Part 1

Updated 19/05/2026

Brink Brothers of Montagu is visited by Montagu Stories.....

This document attempts to remember a MONTAGU BUSINESS GIANT from the peak of the business to its gradual disappearance from the town of Montagu.



6.

Brink Bros.

Brink Brothers Montagu Head Office (Corner Du Toit and Bath Street) and retail outlet at the beginning

Picture: Jaco de Kock Collection

This document attempts to remember a MONTAGU BUSINESS GIANT from the peak of the business to its gradual disappearance from the town of Montagu. The story starts with pictures of the properties owned by Brink Brothers during its existence as taken in 2019 which shows the size of the business empire in a bygone time. The story continues with the growth and achievement of Brink Brothers which is best viewed in their 50 year Golden jubilee publication. The story then ends with some possible reasons for the disappearance of Brink Brothers

Advertensie van Brink Broers in die eerste uitgawe van Die Burger

Hieronder volg 'n fotografiese afdruk van die boonste gedeelte van die eerste uitgawe van *De Burger* in die jaar 26 Julie 1915. Die advertensie van GEBROEDERS BRINK kan net onder „*De Burger*” opgemerk word. Hierdie advertensie het heelwat briefwisseling uitgelok omdat bo-aan 'n Afrikaanse blad 'n advertensie van 'n dranksaak verskyn het.

Mede-Afrikaners!
LEES EN STREEFT
UW EIGEN DAGBLAD.
27 1/2 1/2 per jaar, postvrij.

De Burger

Beroemde Montagu WIJN en BRANDEWIJN,
GEDROEGDE VRUCHTEN en REISIJNEN VERKRIJGBAAR

GEBROEDERS BRINK,
MONTAGU.

27 1/2 1/2 per jaar, postvrij.

Mede-Afrikaners!
LEES EN STREEFT
UW EIGEN DAGBLAD.
27 1/2 1/2 per jaar, postvrij.

DIENST 1. No. 1. 1915. 26 JULIE 1915. 26 JULIE 1915. 26 JULIE 1915.

FLETCHER & CO.
111, DARTMOUTH STREET.
Koper, Goud en Juweliers van het Zuid-Afrikaansche Kaapland.

STUTTAFORD'S
KAPSTADT.

Koop Uw Huisraad van "Diandco."
Diandco's is de beste kwaliteit voor het huisgebruik.
Diandco's is de beste kwaliteit voor het huisgebruik.
Diandco's is de beste kwaliteit voor het huisgebruik.

Pictures: Montagu Museum



Brink Family

L/R back: Abram, Maria(later Mrs. Castles and Mrs. Andrew Hofmeyr), **John** and Louis

Front: Ernst and **Peter**

(John and Peter were the original Brink brothers)

The company owned the following properties in Montagu at their peak:

Head office complex. Corner Du Toit and Bath Streets. This building had two stories. The upper level housed management with all the traditional support staff for a big organization. The ground floor was a traditional large retailer catering for all the goods one would expect to find in a large city.



The new and improved BB head office

The head office building burns down



6.a.

1952. Brinks on fire.

Picture: Jaco de Kock collection



The rebuilt Brink Brothers reopens

The new head office and store





BB staff hard at work

A look inside the BB flagship store in Montagu

3 Coloured pictures: Gerald Batt







Pictures: Montagu Museum



The head office building corner Bath and Du Toit Streets 2019

Cash Store

Across Bath Street was their cash store. The original building

was enlarged a number of times. After it was sold the building burnt down was rebuilt and then demolished to make way for the building occupied by Agrimark today (2020).



Brink brothers Cash Store corner Bath and Du Toit Streets

Picture: Brink Brothers Golden Jubilee publication



The Cash Store building fire

Picture: Montagu Museum



New building new era

Store

The Hardware

Brink Brothers had a separate hardware store on the corner of Du Toit Street and Bath Streets.



Picture: 2019

Probably the heart of the BB operation was the canning factory which was just past the police station on the same side of Bath Street. The complex had an area where the farmers could offload their produce, the canning factory proper (Montagu pips 2020) and the company workshop building (Spilhaus 2020).

The Canning Factory in the old days



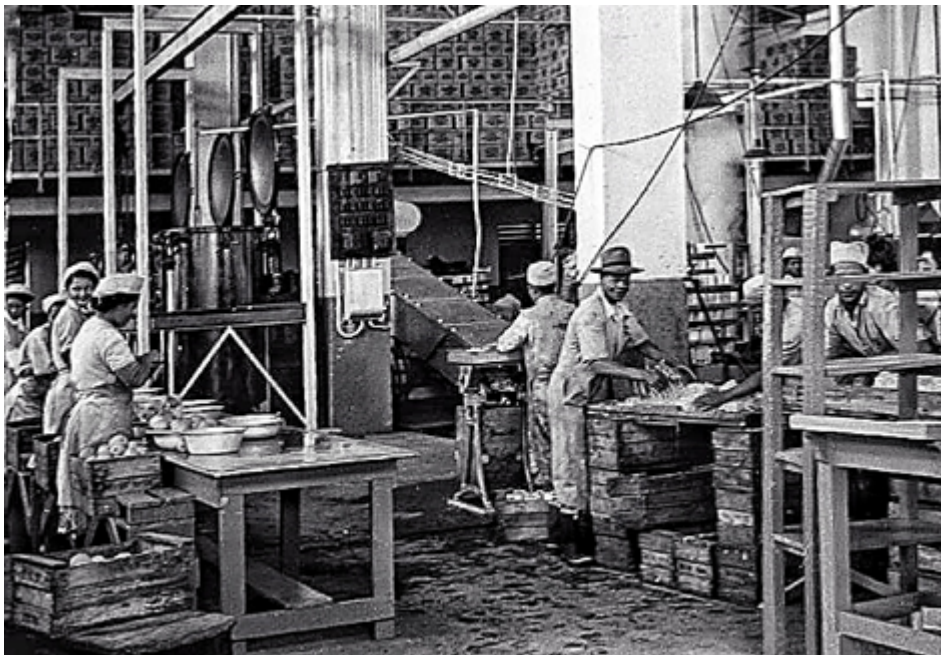
The factory in full swing

Pictures: Montagu Museum

A visit to the canning factory

A memory of a visit to the Canning factory in 1954 is shared by Gertrude Panzenberger-Smith: I was 5 at the time. My parents might have known the owners from their business, my mom being a photographer, and my dad an office machine

mechanic. Also, they were Viennese charmers who got themselves invited everywhere (I was also born there). I only know the date because they dated their negatives.



Pictures: Gertrude Panzenberger-Smith



The building 2019



The group workshop building (2019)

The Cold Rooms

The cold rooms were situated at Die Fort on the corner of Bath and Barry Streets.



The old company cold rooms converted into living accommodation. (2019)

The Grain Mill

BB also bought the Marais Grain Mill on the corner of Piet Retief and Mark Streets.



The old grain mill building (2019)

Distillery and Wine store

The company also had a Brandy and Wine distillery and store.

This building stood next to the Brink Brothers head office which can be seen on the left of the picture below.



The original Brink Brothers distillery and wine store in Bath Street. On the left is the original Brink Brothers head office.

Picture: Montagu Museum

The Hotel

Brink Brothers then took a major decision and built a luxury hotel in Mark Street which for its time could match the best accommodation available in South Africa.



The Hotel stands proudly waiting for guests



Guests enjoying one of the amenities offered by the new hotel



The garden takes shape



Guests relax in the garden



Hotel Avalon Market Street during its heyday another proud part of Montagu's history

Pictures: Transnet Heritage Library Photo Collection



Picture Lizette and Danie Retief (2025)

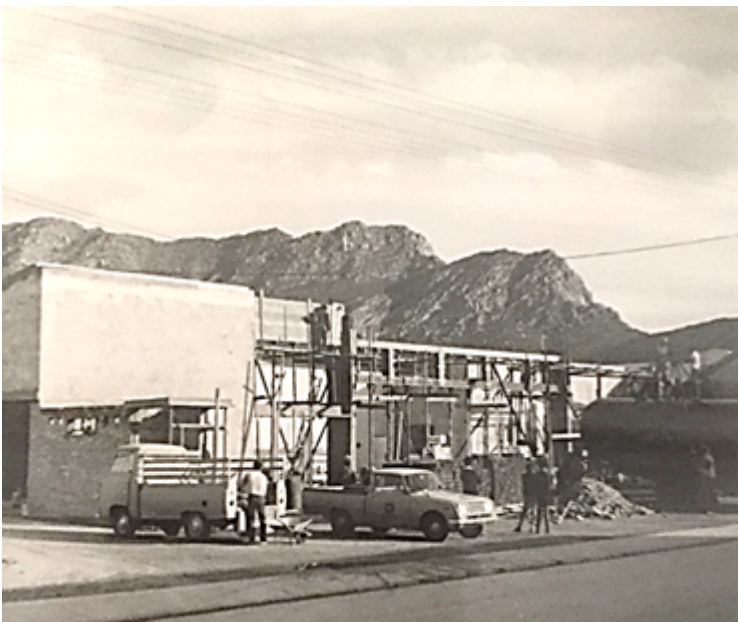
The Hotel building is today (2023) a residential apartment complex





The Garage

Brink Brothers garage in Bath Street under construction



The garage in another era



Pictures: Montagu Museum

GSi

die nuwe Opel Ascona 1,8 GSi Sportback, is manjifiek. Met 'n nuwe aërodinamiese vorm, aan die rugkant afgerond met 'n handige nuwe vyfde deur. Die mooiste van alles is die kragtige nuwe ingevoerde 1,8ℓ brandstofinspuiting-enjin. Met krag wat deurgevoer word deur 'n vurige nouverhouding 5-spoed-ratkas om jou voort te laat skiet tot by Autobahn-snelhede.

Ascona 1,8ℓ

BRINKS GARAGE

Badstraat Montagu

nou by

Die nuwe Opel Ascona 1,8ℓ GLS handrat of outomaties, is net so 'n lieflike weelderigheid om jouself aan oor te gee. Soos die GSi, het die GLS die volgende kenmerke: Kwarts-halogeenkopligte, rukstopgordels, kopstutte voor, getinte voorruit, verhitte agterruit en 'n afstandbeheerde buitetruspieël.

GLS

DIE WÊRELD SE VOORSTE VOETUIGVERVAARDIGER

Advert: Dorp Dingé July 1984



Garage in Bath Street (2023)



Anelma Oosthuizen: *The Venus cinema Mark Street (Shoprite 2025) was built and owned by the Brink family.*

Picture: "Transnet Heritage Library Photo Collection"

The Home in upper Kohler Street once owned by The MD of Brink Brothers George Brink





Flip Kriel(2024): Hierdie huis staan waar George Brink se huis gestaan het. George Brink se huis het 'n grasdak gehad en die naam was "Amper bo" of "Hooggenoeg" – ek kan nie meer onthou nie. In 1966 of 1967 was ek 'n paar dae met verlof op Montagu. Ek stap huistoe en net toe ek om die hoek van Bad-en Kerkstraat gaan, sê iets vir my ek moet omkyk en sien toe net vlamme en rook teen die bult. Ek het dadelik geweet dis George Brink se huis wat aan die brand is. Reg voor my in Kerkstraat staan mev. Kellerman met iemand en gesêls. Sy groet my glimlaggend maar ek sê net "George Brink se huis is aan die brand" en wys in daardie rigting. Mev. K. kyk soontoe en word spierwit. Ek was bevrees sy gaan daar in die straat flou val.
