

*UNDER EMBARGO TILL JANUARY 3 2017 - PLEASE DON'T PUBLISH BEFORE*

# À BLOC LAUNCHES CRAFT BEER CROWDFUNDING CAMPAIGN

## THIS CAMPAIGN IS NOW LIVE AND GAINING SPEED

Amsterdam - January 3 2017 - Dutch cycling beer brand à BLOC is launching a crowdfunding campaign on Symbid, an online funding platform providing access to traditional and alternative finance for small and medium-sized enterprises. Their goal is to raise at least €250.000 by the end of January to expand their efforts around the world.

à BLOC has developed an outstanding beer - à BLOC Superprestige Bicycle Beer - with added Alpine Minerals, aimed at cyclists worldwide. It is an unfiltered, unpasteurized natural blond craft beer at 4,9% vol. Cycling is growing exponentially around the world, and the craft beer market continues to expand alongside it. With the à BLOC beer, they combine these two trends to create a new niche fusing the cycling and craft beer markets. The potential is enormous and by doing so they want to create a worldwide cycling community of craft beer and cycling enthusiasts. Co-founders Daan van Well and Martijn Snelder say: “Many people have already tried à BLOC, and the positive response confirms that we are on the right path, so we now want to take the next step and expand globally”.

### *Crowdfunding*

After a successful inception in the Netherlands, they are taking à BLOC to Australia, Spain and the UK. By starting a crowdfunding campaign they hope to reach their goal. They chose the Symbid platform because of its professionalism and outstanding track record. Furthermore, this platform offers a convertible loan. In the early phases of a new venture, this is a common approach for investors because it is simpler, cheaper and less time-consuming than an equity investment. Also, you can already participate with a relatively low amount. By doing so they created an appealing offer with a solid return on investment

### *Achievements to date*

à BLOC Beer is in production since September 2016. Initial sales exceed expectations. They had a soft-launch in Girona, Spain in October 2016 and successfully launched in the UK in November 2016 at Rouleur Classic, generating lots of demand and many more leads. They are currently brewing the first batch in Australia preparing the launch around the Tour Down Under January 2017. Points of sale are increased on a daily basis.

### *Lifestyle brand*

Performance and challenging each other are some of life's great experiences. Through them, friendships are forged, especially in cycling. Wherever we ride, we always carry with us a portion of our sports rich legacy. We wait at the top of the climb, and return together, because our performances are of little value if we cannot share our accomplishments with friends. By sharing our stories, our lives are enriched, and bonds strengthened.

à BLOC wants to be where cycling achievements are celebrated and stories are told. It's made with the finest ingredients, so we can ride again tomorrow, making friendships along the way.



Symbid Crowdfunding: à BLOC | Bicycle Beer



Website: à Bloc | Bicycle Beer



Presskit: à BLOC | Bicycle Beer



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#### ABOUT à BLOC

We have developed an outstanding craft beer, à BLOC Superprestige Bicycle Beer with added alpine minerals, aimed at cyclists worldwide. Cycling is growing exponentially around the world, and the craft beer market continues to expand. With à BLOC, we combine these two trends to create a new niche fusing the cycling and craft beer markets. The potential is enormous. We create a cycling community helping us to share the à BLOC

story. We share the ride.

The à BLOC crowdfunding campaign on Symbid goes public on January 3rd 2017.

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à BLOCnewsroom