

À BLOC OFFICIALLY LAUNCHES CRAFT BEER FOR CYCLISTS IN AUSTRALIA AT THE TOUR DOWN UNDER

A SPECIAL EVENT WILL BE HELD AT THE CAR PARK KOM PARTY IN ADELAIDE CBD

ADELAIDE - January 3, 2017 - Dutch cycling beer brand à BLOC is launching its à BLOC Superprestige beer in Australia during the Tour Down Under in Adelaide. The launch includes a number of events, led by the Car Park KOM Party in Adelaide CBD on the 21st of January where an expected 5,000 guests will celebrate at the finish line on the top floor.

After a successful launch in the Netherlands, they're now taking à BLOC craft beer to Australia. The country has a large and fast-growing cycling community and is seen as being amongst the most influential in the cycling world. It has a well-developed craft beer culture with excellent craft brewers that know the local market. This makes Australia an ideal place to launch à BLOC craft beer.

Also, à BLOC was part of the Dutch trade mission accompanying the official state visit of the king and queen of the Netherlands to Australia in October 2016. It enabled them to leverage the strong trading relationship between the two countries to meet and develop relationships with well-suited partners in the Australian market.

à BLOC Australia has teamed up with local craft beer experts Cavalier Brewing to produce the beer domestically. The craft beer will be distributed through a number of partners and will be available in bars and stores in Adelaide, Melbourne, Sydney, and Brisbane, as well as online. Other cities will follow soon with plans to have 150 points of sale in Australia by the end of 2017.

Local partner Ashley Bleeker will lead à BLOC's Australian business. Ash has a background in business development and is an entrepreneur at heart. He jumped on board with à BLOC because he saw the opportunity to build a strong, genuine brand around a great product that combines two of his passions – cycling and beer.

Overview of the Car Park KOM Party:

- Rundle Place Car Park, Adelaide CBD
- Date January 21st, 2017
- Registration open: 5.30 PM
- Race start: 6.30 PM
- Expected race finish: 10 PM
- Entrants: capped @120 pax
- à BLOC bars at start and finish of the course
- DJ setup on premises, up to 5,000 guests expected
- Organised by VTWO (www.vtwo.com.au) for Cycling Tips (www.cyclingtips.com)
- Naming rights sponsor TBC

About à BLOC

à BLOC wants to be where cycling achievements are celebrated and stories are told.

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

à BLOC has developed craft beer brewed for cyclists. It is a fresh, full-flavoured, and yet easy to drink unfiltered blonde beer (4.9% alc/vol), naturally rich in proteins and vitamin B. They've added Alpine Minerals to make it the perfectly refreshing beer to savour with friends after a ride, and so everyone can ride full gas again tomorrow.

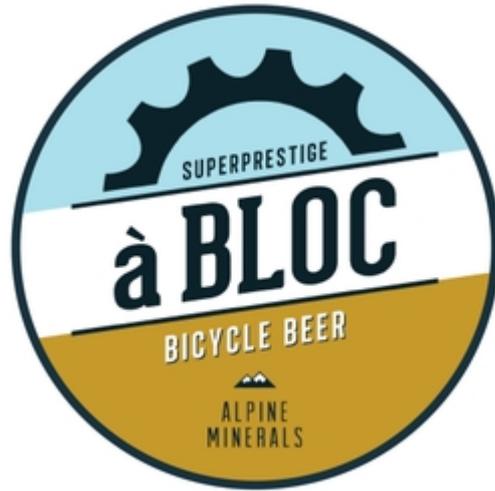
à BLOC is currently raising funds through a crowdfunding campaign on Symbid. See press release [here](#).

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.



à BLOCnewsroom