

À BLOC OFFICIALLY LAUNCHES CRAFT BEER FOR CYCLISTS IN THE UK

THE LAUNCH WILL TAKE PLACE AT THE LONDON BIKE SHOW WITH SPECIAL EVENTS

LONDON - January 17, 2017 - Dutch cycling beer brand à BLOC is officially launching their à BLOC Superprestige Beer in the UK during the London Bike Show. The launch includes several events around the ever growing London Bike Show including an à BLOC Cycle Bar and a bike giveaway.

After launching their craft beer in the Netherlands and Australia, they're now targeting the UK market. Fueled by a warm reception and glowing feedback as a partner of the [Rouleur Classic](#) late last year, they have begun importing beer through brand partner [Boutique Bar Brands](#). à BLOC is actively looking to team up with a local brewer. This is key to their strategy to brew the beer close to the local cycling communities around the world. From the launch onwards the à BLOC Superprestige will also be available online through [Ales by Mail](#).

The bike will be given away to a lucky crowdfunding investor that will win an exclusive carbon fibre [FARA bike from Norway](#). So [support the campaign](#) and join the ride! To celebrate the launch of à BLOC in the UK the FARA bike will be given away and exposed at the [à BLOC Bicycle Bar](#) at the [London Bike Show](#) an event at with Rouleur at [Look Mum No Hands!](#) on Friday February 17.

About à BLOC

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

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 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. We ride together because it's simply better to share our experiences. The language of cycling is universal. Cycling binds us together, making friendships which can last for years or just till the finish line.

à BLOC is building a community of cycling enthusiasts. A place for all of us who share the same passion. It's a club where membership is automatic, because we speak the same language. When you know how it feels to ride cobblestones, to arrive on top of a col, or to sprint to the finish line, that's when you're a member for life. And let's drink to that.

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 expand to the UK".

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

About Boutique Bar Brands

Boutique Bar Brands is London's forward-thinking premium drinks' management agency founded by Don Parkin and Phil Harding, with over 30 years combined experience in the industry. Boutique Bar Brands manages brands which are being introduced to the competitive UK drinks market, advises on the best distribution network and develops sales and marketing strategy. With experience working with high quality imported beers from the USA, France and Italy, Boutique Bar Brands counts Fuller's Frontier, SAB Miller's St Stefanus and more recently Island Record's Session IPA amongst their clients. They are also the team who created Harry Brompton's, the UK's first alcoholic iced tea, now available internationally.

www.boutiquebarbrands.com

About FARA Cycling F|ROAD DISC bike

This FARA Cycling F|ROAD DISC bike is assembled with a complete Shimano Ultegra 6800 / RS685 groupo for hydraulic disc brakes. 3T Cycling DISCUS C35 PRO wheelset wearing Michelin Pro Endurance 25mm tires. The bike is finished with 3T's ARX II TEAM stem and AERONOVA TEAM STEALTH carbon bars as well as FARA's own saddle handmade by Selle Bassano in Italy.

The F|ROAD DISC is a brand new disc design that builds on the same lines as our F|ROAD1 aerodynamic frame with Kamm Foil shapes, zero-profile seat clamp and proprietary Kamm Foil aerodynamic seat post. The bike features a semi-race geometry combining precise steering and responsive bottom bracket stiffness with a slightly more upright riding position offering plenty of options for bike-fitting. To withstand the increased braking forces of the hydraulic disc brakes we stiffened up the fork construction in addition to lengthening the chainstays slightly, offering more clearance for wider tires. We have also fitted 12mm through-axles front and rear to increase stiffness and safety with regards to braking forces.

The F|ROAD DISC has slippery straight-line speed and fires forward with immediate response to each pedal stroke. The extremely precise front end offers laser-like precision on technical descents which is balanced perfectly by the stable rear triangle built around the new flat-mount brake format.

The FARA F|ROAD DISC model is the one chosen by former Yellow and Green Jersey holder and World Champion Thor Hushovd for 2017.

You can read more about the F|ROAD DISC in this test by Norway's Landevei Magazine by following [this link](#).

About FARA Cycling

FARA Cycling is a forward thinking bicycle brand offering an innovative way to purchase your next bike. The brand is founded on the simplistic design philosophies and high-quality standards of its home country of Norway. Every FARA Cycling bicycle is hand built to your personal needs by professional mechanics at their workshop in Norway. FARA Cycling products are only available for purchase through their website, using an online configurator for complete bike builds. Once you have configured your dream bike, it is assembled and shipped to you in a "Ready to Ride" state.

You can also see, test-ride and select your FARA Cycling bike at one of their Ride Partners, which are situated in Oslo, Girona, Barcelona, Copenhagen, and Seoul.

The word FARA is Old Norse and means 'to journey' or 'to travel'. Our name stems from our love of adventure and passion for cycling as a means to explore.

www.faracycling.com

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