

20th APRIL 2023



THE BELGIAN BRAND **BIÈRE DES AMIS®**, AVAILABLE ON THE MARKET SINCE 2018 AND FAMOUS AS MUCH FOR ITS UNIQUE BOTTLE AS FOR THE CONVIVIALITY IT INSPIRES, IS EXPANDING ITS RANGE WITH THE ARRIVAL OF 3 NEW 33CL NOVELTIES, NO LESS...  
NEW FLAVOURS, BUT A DNA THAT DOES NOT CHANGE!

## CONVIVIALITY AT THE HEART OF TASTING

Created in 2019 and distributed by the Neobulles company (Herve), owned by the Stassen family, **Bière des Amis®** has quickly made a name for itself on the beer market thanks to a ground-breaking concept and unique packaging (recently awarded with a **World Best Bottle Design Awards**, silver medal)

The bottle, identifiable among 1,000 others and available in 2 formats (33cl "Not to be shared" and 66cl "To be shared"), serves to promote the conviviality of this special blond beer, which is both mellow and pleasantly bitter. A positioning that has quickly earned the beer -also known as "**BDA**"- the reputation of being a real beer to be shared, more than a simple lager.

Today, a bit more than 4 years after its official launching during the "Francofolies de Spa" festival, more than 2,500,000 bottles of **Bière des Amis®** have been sold in Belgium alone, all channels combined. A positive first result which should enable it to go one step further, and thus open up its circle of friends even more!

### How ?

Thanks to innovation, and the simultaneous launch of 3 new references: **TRIPLE** (8.5% alc.), **CR(H)AZY IPA** (5.5% alc.) and **REDDEN** (5% alc.).

3 new products, 3 identities and 3 distinct tastes, but which never deny their DNA: that "easy-drinking" quality so typical of Belgian conviviality!

## « SAME...BUT DIFFERENT »

**Anne STASSEN**, the group's director, confides: "At the outset, there was a desire to listen to consumers, their desires, their tastes and their expectations. To put ourselves in their shoes and listen to them as we would do to a good friend. During a study, we realised that the consumers of **Bière des Amis®** were also open to and expecting new beers, mainly in the Triple, Fruity and Hopped (IPA or Seasonal type) categories. Therefore, and in order to have a real range effect, we embarked a little less than a year ago on the simultaneous development of 3 new **Bière des Amis®**. A rather crazy gamble, we must admit, but one that we do not regret at all! Besides, as Seneca wrote so well: "It is sometimes good to have a touch of madness"..."

« **Same...** », as the identity and DNA of the brand are still at the heart of these 3 new products. This easy-to-drink and unifying aspect that has been driving **Bière des Amis®** since its inception.

« **...But Different** », because beyond their own design and packaging, these three new beers assert themselves by their strong character and by their fundamentally different target group.

## EXPORT, A SOURCE OF GROWTH AND DRIVER OF INNOVATION

Already established in the main export market for several years, **Bière des Amis®** can count on a development strategy based on customisation and a thorough knowledge of local specificities, thanks to a rigorous selection of distributors in these territories.

Indeed, depending on the market concerned, the bottles are not only printed in serigraphy in the country's language, but are also integrated into a commercial strategy that is specific to the local culture.

For example, the brand will focus on its 0.0% alcohol version in Arabic countries, while it will invest more in communication and visibility tools in Japan, a country where form is just as important as substance.

This strategy, defended since the beginning by **Carol BRUGMANS**, Export Director, allows **Bière des Amis®**, and more widely Neobulles, to show good performances in export today:

*"Since its introduction on the export market in 2020, **Bière des Amis®** has grown significantly the last year to achieve a broaden distribution in Europe, Middle East and Asian Markets. This also driven by a tremendous attractivity for our non-alcoholic version.*

*With the arrival of those 3 new references, we position ourselves as a strong player to further strenghten our international penetration, in particular through the entry into new markets such as Northern America. An ambitious challenge, but one in which we believe, as the brand is the associated with a symbol of quality !*

With the expansion of its range, **Bière des Amis®** intends not only to strengthen its existing ties but also to attract new friends.

Last but not least: very **first export container of the 3 novelties is leaving Belgium on 2 May 2023**. Heading to Japan for an implementation both in Retail and Out-of-Home!

*"The more the merrier".*



## IT WOULD BE FOLLY NOT TO THINK ABOUT THE FUTURE!

With its three new products barely out of the vats, the company based in Herve is already looking ahead to the future and its challenges.

With this in mind, **Bière des Amis®** will see a "little" new product launched by the end of the year: the BDA 132cl, also known as the "Tournée Générale". As a real object of decoration, even of collection, this imposing bottle will be marketed in the next few months, mainly for special occasions or moments... More than a bottle of beer, it will be a real object to offer to other people (or to oneself), in both cases for pleasure !

In the longer term, **Bière des Amis®** also continues to invest in alcohol-free products. Already present in the range and unanimously acclaimed by the sector, the BDA blonde 0.0% alc. should soon be joined by its little siblings **REDDEN 0.0%** alc. and **CR(H)AZY IPA 0.0%** alc. With the aim of overcoming the already very positive trend of the Non-alcoholic beer category?

Craziness is never far away...

RED  
DEN

CR(H)AZY  
IPA

TRIPLE

# ABOUT THE 3 NEW BIÈRE DES AMIS®



## CR(H)AZY IPA 5,5% ALC.



This deliciously **aromatic hazy beer** is inspired by the tradition of modern IPAs, and more specifically New England IPAs.

The **four selected hops** - Citra, Ekuanot, Ariana and Callista - combine perfectly with the exotic flavours and refreshing citrus hints that emanate from this pleasantly hopped beer. A **modern Hazy IPA** with a bright colour and a urban look. And for the gimmick, a little play on words (CRAZY / HAZY) also inspired by the little ambient craziness which drove the creation of this beer!

To be savoured chilled in a conical glass whether on a terrace on a hot summer evening or at a restaurant with friends.

## REDDEN 5% ALC.

**REDDEN**, as the name suggests, is a scarlet **coloured beer with a subtle mentholated blackcurrant aroma**. This fruity red beer, low in alcohol and **very low in sugar**, will appeal to fruit lovers looking for aromatic freshness and a touch of sweetness.

A beer which, served well chilled, will express all its character and will literally **make you blush with pleasure**, and take you somewhere between a walk at the edge of the woods and the picking of black fruits.



## TRIPLE 8,5% ALC.

A change of register, atmosphere and even ritual with the **Triple**, a strong double-fermented lager, fruit of tradition, patience and brewing know-how. This **real tasting beer**, generous and pleasantly bitter, will surprise you with its hoppy aromas and a nice roundness at the end.

A **beautifully golden beer with a generous foam**, which will reveal its best features once poured into "its" stemmed glass. To be enjoyed on its own or in good company.

More information ? Please contact  
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**BIÈRE  
DES AMIS**