

Press Release January 2020

A MAJOR INNOVATION IN THE BEER SECTOR, IS THIS STILL POSSIBLE NOWADAYS?

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SUMMARY

HOUBLONDE, a beer of excellence:

For the first time in the world, a traditionally brewed beer, HOUBLONDE, is being brewed using **pure and dynamized water!** The Organic Blond and the Organic Triple are composed of **organic grains**, spices and elixirs of **wild mountain flowers...** The end result is a unique taste, surprising flavours and sensations that make HOUBLONDE truly exceptional!

THE WATER

HOUBLONDE, is brewed with very pure natural water which was drawn from a depth of 70 meters and then **dynamized** by a powerful vortex (spiral movements and magnetic fields) and a secret protocol bringing it back to its original structure that is equivalent to mountain spring water.

As beer is made up of 90% water, you will feel the difference immediately..

THE GRAINS: the hops, barley and wheat used are of organic origin. HOUBLONDE is certified **Organic by Certisys**

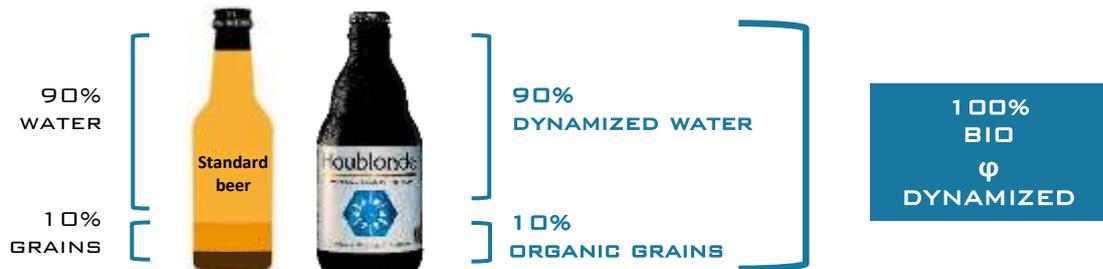
THE ELIXIRS: HOUBLONDE is a beer that harmoniously blends all the taste and biodynamic dimensions of the world of flowers: for the first time in the world, floral elixirs were integrated into a beer (**fresh organic vanilla and an elixir of wild flowers**).

Two innovative, organic and dynamic beers to discover: the Houblonde Organic Blond (5.6% alc.) and the Houblonde Organic Triple (8% alc.).



BEER IS 90% WATER...!

Water is the main ingredient of a beer, being 90% of the ingredients. Its purity, the minerals it contains, its pH AND its **dynamization** play an essential role in the **taste** of the beer! Other ingredients are then added like barley malt, oat, wheat, hops and finally yeasts.



Based on these principles, the Houblonde team strove to collect nature's best ingredients and to add them to the Houblonde beer, without any compromise.

HOUBLONDE, ALL THE POWER OF NATURE!

DISCOVER ITS SECRET...

1) DEVELOPED IN COLLABORATION WITH THE UNIVERSITY FACULTY OF BREWING TECHNOLOGIES OF LOUVAIN-LA-NEUVE IN BELGIUM.



The first recipe of Houblonde was developed with the support of Professors and Master Brewers, including Sonia Collin and Marc Maudoux from **the Laboratory of Brewing Science and**

Technology at UCL (Catholic University of Louvain-La-Neuve, Belgium). It is the oldest university brewery institute in the world, a guarantee of centuries of expertise! Their interest in participating in the development of a dynamized beer was such that they placed their expertise and experience at the service of this **world innovation** in the brewing world.



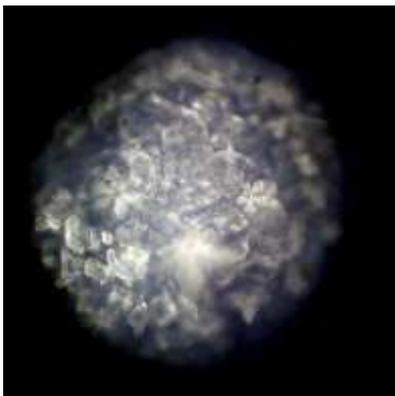
2) WATER

The HOUBLONDE has the singularity of being a beer brewed with a **very pure groundwater** that has been **dynamized**. This means that it flows, according to a protocol that remains our secret, through a specific dynamizer, designed by our team for the brewing sector, that reproduces the natural cycle of water in an accelerated manner, taking the form of a very powerful mechanical and magnetic vortex. **The water used for brewing Houblonde thus regains a quality comparable to spring water, a structured water filled with photonic energy!**



Let's discover a part of the secret...

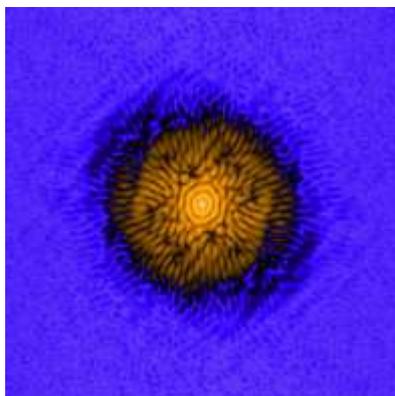
The dynamizer generates a vortex in the water to provide **kinetic energy**. In addition, several magnets develop a **magnetic field** that restructures the water. This **regeneration process** makes it possible to observe certain beneficial structural changes to the water.



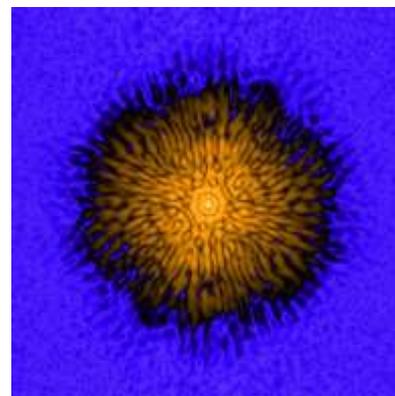
Water Crystal from non-dynamized Water:
Complete heterogeneous structure
©: Houblonde.com



Water Crystal from *dynamized* Water:
Regular and symmetrical hexagonal structure
©: Houblonde.com



Non-dynamized Water (FFT):
Restricted and heterogeneous structure
©: Houblonde.com



Dynamized Water (FFT):
Coherent & symmetrical structure
©: Houblonde.com



A 100% natural process

Our Water Dynamizer reproduces the **natural cycle of water**, a spiral movement, in an accelerated manner. The water receives an 'imprint' like what happens in nature, giving it the photonic energy that it would have stored during its natural journey. The water is thus restructured and regains its original structure as equivalent to mountain stream water.

By comparing 2 identical beers, one with dynamized water and the other with "standard" water, both realized with the same recipe of the Houblonde Organic Blond, the UCL laboratory has, in blind tasting, proved that it seems that there is a difference in taste with Houblonde's dynamized beer. 5 professional tasters (brewing professors from UCL and master brewers) came to the same conclusion: *"Houblonde's dynamized beer seems objectively finer, gentler, lighter, more refreshing, more sparkling and has less of a bitter aftertaste than the non-dynamized beer"*.

3) CEREALS AND YEASTS.

HOUBLONDE is composed only of the best natural ingredients: grains of **organic origin**. The hops, barley, wheat and oats used are grown without fertilizers, pesticides or chemical herbicides and without the use of genetically modified organisms.

In addition, most of the cereals used in the recipe are from Belgian origin.

HOUBLONDE is **certified BIO by Certisys**, the international organisation of control and certification specialized in organic products.



The yeasts! They are responsible for the further fermentation in the bottle and give a natural froth to the Houblonde beer. This process allows the yeast to release even more aromas and to ensure better preservation.

We are very proud that the Houblonde is brewed in a **craft way** at the **Brunehaut brewery**. This Belgian brewery was founded in 1890 **and combines tradition and modernity**. We share the same values and ethics.



4) FLORAL ELIXIRS

Elixirs

The HOUBLONDE beer contains **floral elixirs** of wildflowers growing in isolated places (mountains, valleys...). They are obtained by solar maceration of the flower. The elixir concentrates the energy signature of the flower and transmits it to the beer.

An elixir is obtained from flowers picked at maturity in an environment free from all pollution. The flowers are immersed in spring water near their place of preparation. The water is then dynamized (by an ovoid-shaped vortex) and poured into a glass basin that is placed in the sun for more than three hours. The flowers are then carefully removed. The liquid is then filtered and poured into a dark bottle, and then dynamized again. This gives us the 'mother' elixir. It is then diluted to 50% in a base of organic cognac (40% of the volume for the purpose of conservation) and dynamized pure water. This results in the 'daughter' elixir which will be added to Houblonde beer. Our elixirs are certified organic by **the Ecocert certification**

Astrantia Major

The Houblonde Organic Blond contains a floral elixir of Astrantia Major. Astrantia Major is an umbellifer plant that grows in moist, sunlit soil. It draws the excess water from the soil and evaporates it in the sunlight, oxygenizing an overly wet earth. This metamorphosis reveals all the Astrantia's energetic alchemy as well as explaining its psycho-existential characteristics.



Agrimony, Water violet, Wild rose

The Houblonde Organic Triple contains a subtle bouquet of 3 Elixirs.

Agrimony: the flowers are yellow, assembled in a central ear that rises towards the light. It blooms at the beginning of summer. The elixir is made in June, in Taillet in a clearing in the Aspres forest, in Vallespir (Eastern Pyrenees).

Water Violet: It is a plant that lives entirely in water, it is submerged for a good part of the year. From May and June, straight and elegant stems begin to emerge from the water and throw their pale purple flowers into the sunlight. It is rare, delicate, and does not tolerate any form of pollution. The elixir was made at the end of May in a river in the Forstfeld forest in Alsace (northeastern France)), an invigorating harvest immersed in water up to the chest!

Wild Rose: also called the wild rosehip or wild rose bush. A thorny shrub with beautiful, delicate and blooming flowers that range from white to pink. The elixir was made at the end of June in Camurac in the Aude, on a plateau covered with rosehips, close to the then green ski slopes of the Pyrenean mountains.



Agrimony

Violet

Wild Rose

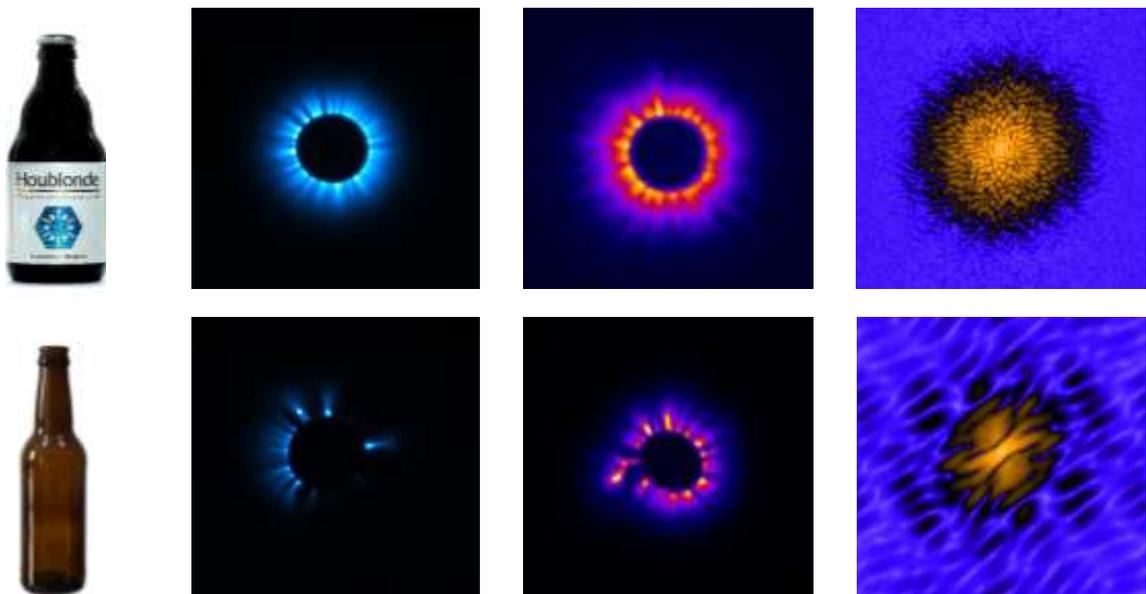
5) ELECTROPHOTONIC TESTS

The analyses of the electro-photonic laboratory for research and development have been certified by the Regional Delegation for Research and Technology Midi-Pyrénées in France after validation by academic experts. This method is based on the principle, well-known to scientists, of the **Kirlian photography** or the **Corona effect**.

We captured the electrophonic pulsations **bioluminescences (photons)** in the Houblonde Organic Blonde beer using an electro-photonic camera and compared them to those in a well-known standard Belgian beer...

The results are amazing, just look at the pictures! You can see how Houblonde beer contains **more light energy, in the form of photons**, compared to common beer, as well as the difference in radiance and the harmony of its structure! This is further evidence of the innovative approach of Houblonde.

Innovation is imbedded in our DNA!



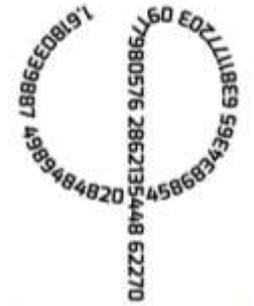
Electrophotonic comparison between the Houblonde dynamized beer and a standard non-dynamized beer (in bioluminescence and Fast Fourier Transform FFT = visualize the structure of the beer)

6) DISCOVER ITS SECRET!

The secrets of Houblonde are also hidden in its **label!**

Look at it carefully and you'll be transported to the **3rd dimension of Houblonde beer!**

- The 2D hexagon of our logo represents the ideal molecular structure of natural spring water,
- The colour and brilliance of the hexagon represent pure and living water
- The proportions of the hexagon of our logo are those of the golden ratio Phi: 1.6180339...,
- The bar code has taken over the Fibonacci series, itself related to the golden ratio,
- The symbol φ (Phi) is hidden in the Y of "dynamized",
- Further secrets are there for you to discover



7) A GLASS LIKE NO OTHER!

The tasting of the Houblonde will never be as satisfying as when it takes place in the specially designed glass that **reveals all the expression of its aromas.**

Standing tall and slender with a tightened collar, the glass "Amber Pokal" reflects **all the elegance of the Houblonde beer.**

But that's not all because the **Houblonde glass also hides its secret.** By pouring the beer according to the rules of the art, you can admire the vortex of bubbles in its centre. A unique process that translates the concept of dynamized water into the glass. Cheers!





B) AWARDS FOR THE HOUBLONDE ORGANIC BLONDE

WORLD BEER AWARDS Houblonde Organic Blonde is an exceptional premium beer, awarded at the World Beer Awards in London in 2017 as "Belgium Winner", special beer category, the most innovative in Belgium and this before being officially launched !



INTERNATIONAL TASTE INSTITUTE

Being recognized as an innovative beer is one thing, but we also wanted to confirm **the excellence of its taste** by registering it at the **Superior taste Award** of the *International Taste Institute (iTQi)*.

The "**Superior Taste Award**" is a unique international recognition, based on blind tests by 200 starred chefs and sommeliers renowned worldwide in taste. The products judged "notable tasting" get one star, the "remarkable" receive two and the "exceptional" are awarded three stars. The Houblonde Organic Blond **obtained 3 golden stars at the "Superior Taste Award" in 2018 & 19**, which is the highest distinction! *.



Houblonde is all the power of nature at the service of taste.

* Awarded by European starred chefs and sommeliers, the "Superior Taste Award" is a unique international recognition. Products are tested on a **strictly blind basis by 200 European starred Chefs and Sommeliers** who classify **the intensity of their gustative pleasure** taking into account the general taste qualities of the product, its aromas, texture, flavor, mouthfeel and other relevant organoleptic criteria. iTQi's evaluation procedures are supervised by the **Belgian Ministry of Economic Affairs**.

9) THE TEAM

Started in 2015, the history of Houblonde is the culmination of a **personal evolution** of each of its founders. They left their respective careers and managerial responsibilities to launch themselves fully, and consciously, into a project that corresponded to their convictions. The highest quality product obtained by fetching the very best from nature!

Houblonde is the result of good vibrations between a lawyer, and a marketing man. Together, they combined their strengths to develop the Houblonde beer.

Convinced that it was possible to optimize each ingredient of the beer without any compromise, they achieved the best on every level: pure and dynamized water, organic hop and grains, a flower elixir and especially a good dose of passion.

The result? An organic craft beer, dynamized and innovative for the most demanding consumers.

CHRISTOPHE CARRETTE

A lawyer by trade, spent 25 years in finance and bank insurance. For several years he has been considered as *the* Belgian specialist in dynamized water, for which he has had several scientific analysis carried out. A passion for nature, philosophy and ... dynamized beer!

TANGUY DE PREST

Graduate in Marketing and Communication, he put his expertise at the service of the biggest national and international brands, including some beer brands. Born into a brewing family, he is passionate about nature and is convinced that it gives us everything we need. Combining beer, nature and marketing,... what else?





10) TECHNICAL SHEET OF HOUBLONDE ORGANIC BLONDE

For the first time in the world, a traditionally brewed beer, HOUBLONDE, is being brewed using pure and dynamized water!

You will also fall under the spell of its organic grains, fresh spices and an elixir of a wild mountain flower... The end result is a unique taste, surprising flavours and sensations that make HOUBLONDE truly exceptional!

HOUBLONDE is a bio ϕ dynamized beer, top-fermented with re-fermentation in the bottle and brewed in Belgium.

TYPE:	Belgian Organic Blonde
CATEGORY:	Belgian Style Ale – Specialty beer
COLOUR:	Amber Blond (14.5 °EBC), filtered
TASTE:	Flavours of roasted grains (biscuit and caramel) with a dash of vanilla and slight bitterness. Very smooth and refreshing, with a long-lasting after-taste and its own taste identity
AROMAS:	Floral nose, harmonious and subtle scents
FROTH:	Firm, unctuous and creamy, with fine bubbles Extraordinary long-lasting head
SHELF LIFE:	24 months
SERVING TEMPERATURE:	5°to 6°C
ALCOHOL CONTENT (Vol.):	5.6 %
CALORIES:	55 KCAL/100 ml
EBU (European Bitterness Unit):	13.7°
PLATO DEGREES:	14°
FERMENTATION:	Top fermentation (3 weeks), re-fermentation in the bottle (3 weeks)
BOTTLE:	33 cl, recyclable, no deposit





1 1) TECHNICAL SHEET OF HOUBLONDE ORGANIC TRIPLE

Houblonde Organic Triple (8%) is brewed for the first time in the world with pure and dynamized water. Its amber and clear color will surprise you at first with its floral bouquet of **hibiscus and saffron**.

The triple concept has been pushed to the limit. We brewed with 3 hops, 3 cereals and revisited the floral world in 3 different ways: as elixir, pistils (saffron) and petals (hibiscus). This generous and powerful beer with floral aromas offers finesse and elegance, a sweet and round flavor, with hints of delicate bitterness.

HOUBLONDE is a bio & dynamized beer, top-fermented with re-fermentation in the bottle and brewed in Belgium.

Type:	Belgian Organic Triple
CATEGORY:	Belgian Triple Ale - Special tasting beer
COLOUR:	The colour is golden with deep copper reflections.
TASTE:	The palate is voluptuous and powerful. The first notes are malty, slightly bitter, revealing aromas of honey and ripe fruit. Saffron and hibiscus express themselves at the end of the palate with their delicate aromas in harmony with the flavours of roasted malt and hops.
AROMAS:	The nose is floral (saffron, hibiscus, flower elixirs) , gourmet and saffron
FROTH:	Natural, firm, smooth and creamy with fine bubbles
SHELF LIFE:	33 months
SERVING TEMPERATURE:	From 6 to 7°
ALCOHOL CONTENT (Vol.):	8%.
CALORIES:	68 KCAL/100 ml
EBU (European Bitterness Unit):	28
PLATO DEGREES:	19,6°
FERMENTATION:	High fermentation, re-fermentation in bottle
BOTTLE:	33 cl, recyclable, non-returnable
EAN CODE:	54110653333333



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