



HOUBLONDE

1ST DYNAMIZED BEER IN THE WORLD

HOUBLONDE White IPA

For the first time in the world, a craft beer, HOUBLONDE, is brewed with dynamized water! Houblonde Organic White IPA is a mix between the tradition of Belgian white beers and the trend of IPA beers. A light, refreshing beer with a gentle bitterness that takes you on a multi-sensory journey. The blend of 4 cereals (barley malt, millet, wheat, buckwheat) and 3 aromatic hops gives it a balanced taste and a controlled bitterness. The whole is enhanced by finely bitter orange peels, a note of coriander and, to complete the experience, orange blossoms. HOUBLONDE is a dynamized organic beer ϕ brewed in Belgium, top fermentation with refermentation in the bottle.



HOUBLONDE, ALL THE POWER OF NATURE!

GET INTO IT'S SECRET!



The brewing water

HOUBLONDE is a beer brewed with ground water that has been **dynamized** by very powerful mechanical vortices (spiral movements) and magnetic fields to give back its essential properties of invigorating water as it can be found in nature. As beer is composed of 90% water, you will immediately appreciate its **taste difference, i.e. a much smoother, silky and velvety beer whose foam is formed of much finer bubbles!** ...



Grains and hops



4 cereals (barley, wheat, millet and buckwheat) and 3 aromatic hops, all from organic origin, produced in a short supply chain and purchased at their Fair Price (label). Certified organic beer by Certisys.



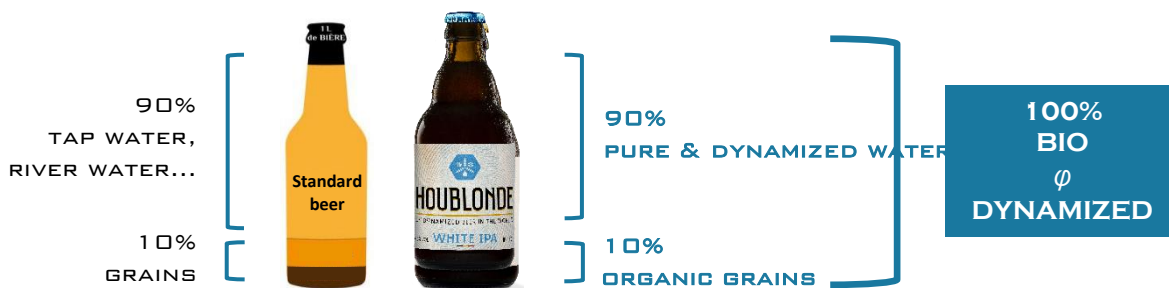
Floral universe

The highly fragrant white flowers of the orange blossoms are picked from the Bigaradier tree, a small shrub native of India. A true invitation to travel, its delicate fragrances immediately transport us to the scents of the Orient and the sunny flavours of the Mediterranean. The orange blossoms are obtained by steam distillation of the flower buds and perfectly complements the bitterness of the orange peels, resulting in a very refreshing beer with citrus aromas.



1ST DYNAMIZED BEER IN THE WORLD

Why is Houblonde so different?



1st Beer in the world with

- dynamized water,
- a flower elixir,
- a proved photonic energy,
- a silky and refreshing taste,
- and 100% organic & dynamized



Houblonde Organic White IPA was awarded the **Best Organic Product 2022** in Paris, evaluated by 100 consumers who are experts in organic products.



Houblonde Organic White IPA obtained the **Bronze medal at the Brussels Beer Challenge 2021** among 1,800 international beers tested by 100 international experts

TECHNICAL SHEET: HOUBLONDE WHITE IPA

TYPE : White Indian Pale Ale

CATEGORY : Belgian Style Ale – special tasting beer

COLOUR : White, slightly cloudy, unfiltered

TASTE : Light, refreshing, containing citrus flavours with a floral touch, a slight bitterness and a good length in the mouth.

AROMAS : The smell is delicate and fresh, with scents of citrus, bread, honey and flowers.

FROTH : natural, firm, generous, smooth and creamy with fine bubbles

SHELF LIFE : 24 months

SERVING TEMPERATURE : 5 to 6° C

ALCOHOL CONTENT (Vol.) : 4,8 %

CALORIES : 37 KCAL/100 ml

IBU (International Bitterness Unit) : 30°

PLATO DEGREES: 12°

FERMENTATION : high fermentation, refermentation in bottle

BOTTLE : 33 cl, returnable : € 0,10 (BE-NL)

EAN CODE : 5411065161806



SOFTNESS ●●●●○ FLORALITY ●●●●● BITTERNESS ●●●○○ BODY ●●●○○

Info : **SRL Houblonde** – TVA BE 0683446162– Sentier Muraes 10 - 1440 Braine-le-Château – Belgium –

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HOUBLONDE

1ST DYNAMIZED BEER IN THE WORLD

HOUBLONDE Blonde

A BEER OF EXCELLENCE :

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

You will also fall under the spell of its organic grains, fresh spices, elderberries, Damask roses 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.



HOUBLONDE, ALL THE POWER OF NATURE!

GET INTO IT'S SECRET!



The brewing Water

HOUBLONDE is a beer brewed with ground water that has been **dynamized** by very powerful mechanical vortices (spiral movements) and magnetic fields to give back its essential properties of invigorating water as it can be found in nature. As beer is composed of 90% water, you will immediately appreciate its **taste difference, i.e. a much smoother, silky and velvety beer whose foam is formed of much finer bubbles!** ...



The Grains



The hops, barley and wheat used are naturally of organic origin, which means they are grown without chemical fertiliser, pesticides, herbicides or GMO (Genetically Modified Organisms). HOUBLONDE is certified ORGANIC by Certisys.



The Elixirs

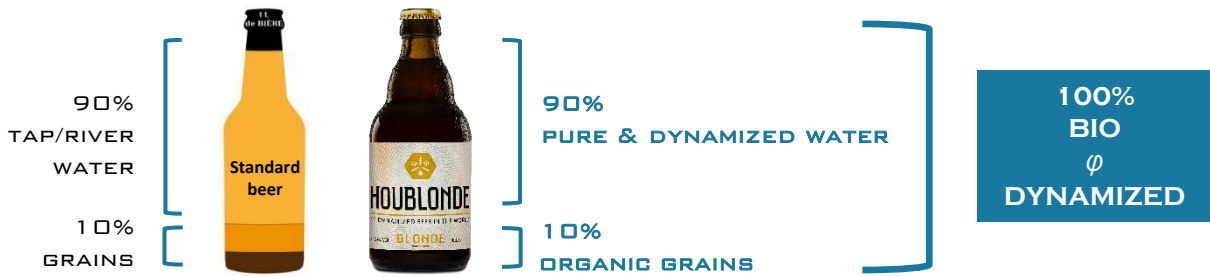
HOUBLONDE is a beer that harmoniously blends all of the taste and biodynamic dimensions of the world of flowers. It features a subtle bouquet made up of fresh organic vanilla from Madagascar, elderberries, Damask roses and an elixir of a wild flower from the French Pyreneen mountains.



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- dynamized water,
- a flower elixir,
- a proved photonic energy,
- a silky and refreshing taste,
- and 100% organic φ dynamized



Houblonde was awarded “Belgium Winner” in the special beers category at the “World Beer Awards” in London in 2017.



Houblonde Organic Blonde, won in 2021 the gold medal at the "Asia Beer Challenge", awarded by the top 100 sommeliers and Asian buyers specialized in beers.



Houblonde Organic Blonde won in 2018, 2019 & 2020, 3 golden stars at the « Superior Taste Award », awarded by 200 stars chefs and sommeliers in Europe. This earned the prestigious Crystal Award.

SPECIFICATIONS OF HOUBLONDE BLONDE

TYPE: Belgian Blonde

CATEGORY: Belgian Style Ale – Specialty beer

COLOUR: Amber Blond, 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 mouthfeel and a taste identity on its own

AROMAS: floral nose, harmonious and subtle scents

FROTH: natural, firm, unctuous and creamy, with fine bubbles

SHELF LIFE: 24 months

SERVING TEMPERATURE: 5° to 6° C

ALCOHOL CONTENT (Vol.): 5.4 %

CALORIES: 55 KCAL/100 ml

IBU (International Bitterness Unit): 22°

DEGREES PLATO: 14°

FERMENTATION: top fermentation, re-fermentation in the bottle

BOTTLE: 33 cl, recyclable, returnable: € 0,10 (BE-NL)

EAN CODE: 5411065358138



SOFTNESS ●●●●● FLORALITY ●●○○○ BITTERNESS ●●○○○ BODY ●●○○○

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HOUBLONDE

1ST DYNAMIZED BEER IN THE WORLD

HOUBLONDE Organic Triple

A BEER OF EXCELLENCE:

Houblonde Organic Triple (8%) is brewed for the first time in the world with **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 ϕ dynamized** beer, top-fermented with re-fermentation in the bottle and brewed in Belgium.



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The brewing water

HOUBLONDE is a beer brewed with ground water that has been **dynamized** by very powerful mechanical vortices (spiral movements) and magnetic fields to give back its essential properties of invigorating water as it can be found in nature. As beer is composed of 90% water, you will immediately appreciate its **taste difference, i.e. a much smoother, silky and velvety beer whose foam is formed of much finer bubbles!** ...



Triple hop



For the Triple Trilogy, we have selected 3 varieties of organic hops.

Triple grains

The 3 cereals brewed are malt, wheat and oats, which are naturally of organic origin, i.e. grown without fertilizers, pesticides, chemical herbicides or GMOs (Genetically Modified Organisms). The Houblonde is certified ORGANIC by Certisys.

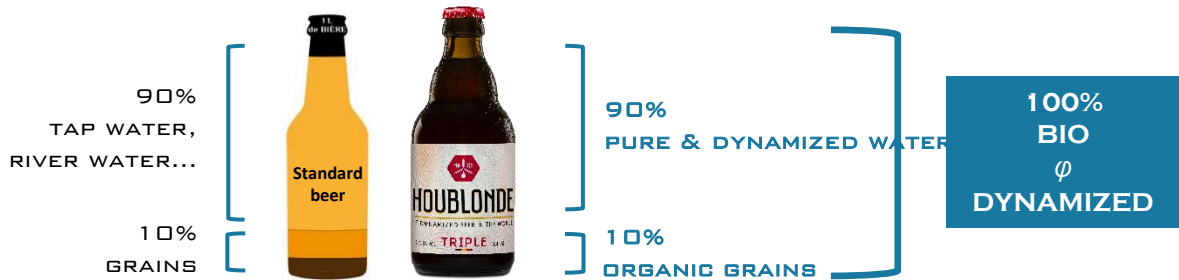


Triple dimensions of floral alchemy



HOUBLONDE is a beer that harmoniously combines all the taste and biodynamic dimensions of the floral universe. It contains the quintessence of nature represented by the 3 dimensions of the flower: wild elixirs (Agrimony, Water violet, Wild rose), pistils (saffron) and petals (hibiscus).

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- dynamized water,
- a flower elixir,
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In January 2020, Houblonde Organic Triple won a Gold Award at the International Taste Award in Italy granted by 160 Italian Judges



Houblonde Organic Triple, won in 2021 the gold medal at the "Asia Beer Challenge", awarded by the top 100 sommeliers and Asian buyers specialized in beers.

TECHNICAL SHEET : HOUBLONDE ORGANIC TRIPLE

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, 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

IBU (International Bitterness Unit): 28

PLATO DEGREES: 16,9°

FERMENTATION: high fermentation, re-fermentation in bottle

BOTTLE: 33 cl, returnable: € 0,10 (BE-NL)

EAN CODE: 54110653333333



SOFTNESS ●●●●○ FLORALITY ●●●●○ BITTERNESS ●●●○○ BODY●●●●●