

## Delicious honey cider supporting bees and biodiversity

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### Samenvatting

**Datum:** 16 July 2021

**URL:** <https://venturecapital.nl/delicious-honey-cider-supporting-bees-and-biodiversity/>

### Contact & Site

## Extra beschrijving

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### **Beschrijving onderneming:**

This startup creates delicious honey ciders while supporting bees & biodiversity. Their mission: “Honey for the People, Flowers for the Bees”.

Honey for the People is all about creating exciting honey drinks. This cider is their first product. Their honey cider is light & easy to drink, with 4% alcohol. The cider is made using only natural ingredients and uses honey as the only sweetener. Supporting bees is at the very heart of what they do. Next to using responsible sourced ingredients, this startup helps bees and biodiversity thrive by teaming up with bee initiatives like Zonnebloemelint and Bumble Bee Conservation Trust.

After test launching in the Netherlands in 2019 and 2020, they recently launched in the biggest cider market in the world, the UK. UK has a 3.6 billion cider market with a rapidly growing demand for premium and flavored ciders.

They are currently looking for funding to speed up their growth in the UK.

### **The Team:**

The founders of this startup are Fabian and Elias. The company is inspired by family heritage in agriculture, their mission is to highlight biodiversity & the endangerment of the bees and their passion for entrepreneurship.

Elias has a background in business development and is passionate about marketing and branding. Before joining this startup he worked for the scale-up. Elias is responsible for the Marketing & Finance.

Fabian brings in 5 years of experience in direct sales. Growing up on an apple & wine farm, he got fascinated by agriculture and beverage fermentation early on. Fabian is responsible for the Sales & Partner relations.

### **Business Model:**

Direct e-commerce sales; Festivals; B2B (Premium retailer and hospitality).

### **Type Klant:**

B2B & B2C

**Benodigd Kapitaal:**

€150.000

**Investeringsbehoefte:**

20% Online Marketing, influencer & PR

30% Festivals, POS acquisition & in store/bar promotion

10% launch in can

25% Team

15% Saftey

**Sector:**

Groothandel, E-Commerce, Food

**Bedrijfsfase:**

Early Growth

**Aantal founders:**

2

**Aantal huidige werknemers:**

1-5

**Maandelijkse omzet (huidig):**

€8.000

**Omzet (Prognose) komende 12 maanden:**

€150.000

**Omzet (Prognose) maand 13 - 24:**

€500.000

**Huidige maandelijkse kosten:**

€8.000

**Reeds toegezegde financiering:**

This startup closed a small investment round of €50.000 in June to test launch their product in the UK. Over the summer this startup is selling their honey cider on their web-shop and through festivals (Foodies Festival) across the UK.

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