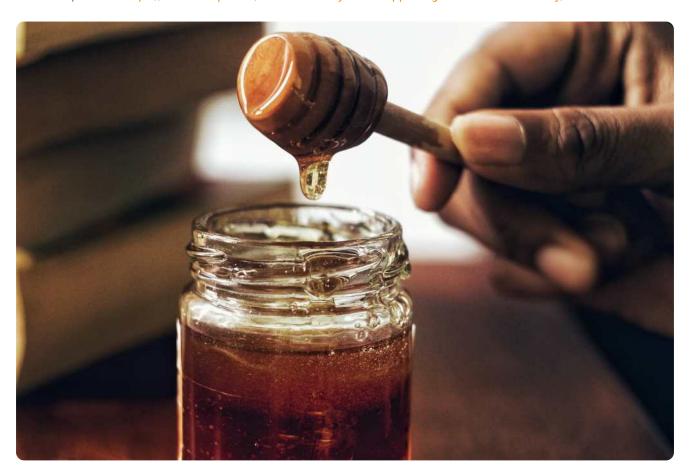


Delicious honey cider supporting bees and biodiversity

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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 scaleup. 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:

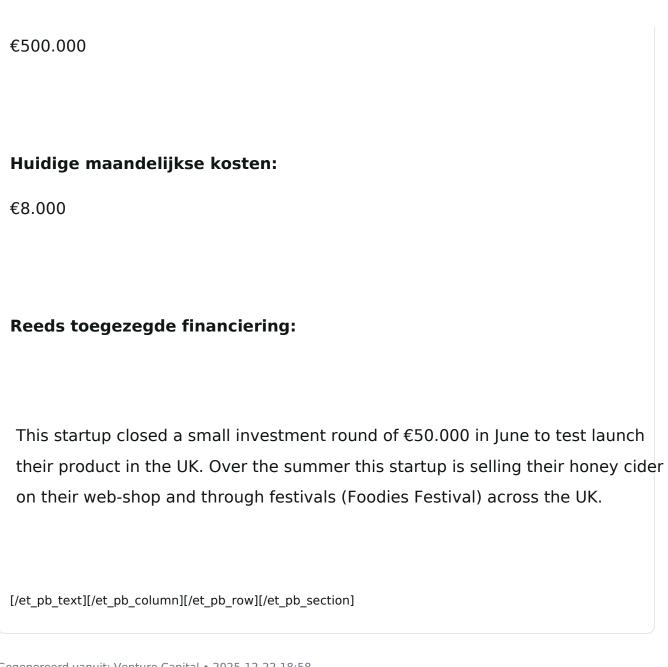
Direct e-commerce sales; Festivals; B2B (Premium retailer and hospitality).

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
Apotal buidiga warkoamara
Aantal huidige werknemers:
1-5
Maandelijkse omzet (huidig):
€8.000
Omzet (Prognose) komende 12 maanden:
omzet (i rognose, komenae 12 maanaem
€150.000
Omzet (Prognose) maand 13 - 24:



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