

Sour beer has to keep the Brussels bar culture alive

The Belgian way to save their bars... by bottling the sour feeling of closed bars

Brussels, 8 february 2021 - Sour. There is no better way to describe the feeling of closed bars in Brussels due to the COVID-19 crisis. The conviviality that we so sorely miss, the bars that are left abandoned. Difficult moments: for the bar-goers, but especially for the bar owners. It is literally five minutes before closing time. That's why Growfunding.be launched ZUUR, a sour beer to help their bar culture stay alive.

Would Belgium be Belgium, if the country didn't fight back with their most beloved product: beer? That's why Growfunding, a Belgian non-profit crowdfunding platform, joined efforts with the Brussels government to brew ZUUR (Flemish for Sour), **the sourest beer you could ever imagine**. A perfect symbolism of the sour taste of closed bars bottled in a pint.

ZUUR is a unique blend of lambic, originating from **Cantillon**, the last Gueuze brewery in Brussels, and a blond beer from the young Brussels brewers '**En Stoemelings**'. The beer has a high acidity level and symbolises this sour period for the bars. And must therefore guide them through this crisis.

With this initiative, the non-profit organization Growfunding hopes to save as many Brussels bars in trouble from permanent closure as possible. *"Growfunding wants to bring people together and is fully committed to projects that make our society stronger and more sustainable,"* says Frederik Lamote, director of Growfunding. *"A bar is more than just a place where you have a drink, it's a place where people come together, share experiences and emotions, make memories. They are essential to the social synergy of Brussels. They are meeting places where people from different backgrounds, old and young, come together. bars play the role of catalyst for new ideas in the city! That's why they fit perfectly within Growfunding's target group."*

The campaign got the support of many Belgian music artists and beer lovers like **Arno**, **Jan Paternoster (Black Box Revelation)** and **Zwangere Guy**.

Anyone who wants to can give their favorite Brussels café a financial boost via growfunding.be/zuur. More than sixty Brussels cafés, including icons such as Au Daringman, Het Goudblommeke in Papier, Monk, Roskam and Les Brasseurs, are participating. Those who support their favorite pub will receive a voucher for the beer as a gift.

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