

# BIERE DESAMIS®



LIQUID  
FRIENDSHIP.  
**HANDLE  
WITH GREAT  
CARE.**



QUALITY  
NEEDS TIME,  
**SO DOES**  
**FRIENDSHIP**



Our intention is to **BRING TOGETHER**.  
Our philosophy is based on timeless values:  
community and friendship!

Our goal is and will always be to gather people  
around a good beer and invite them to reminisce about memories  
or create new ones. Taking the time to be together.

To enjoy such moments as often as possible,  
we strive to offer beers of quality and 100% natural ingredients,  
crafted authentically and made with passion.



*«We've inherited our ancestors' taste for good food,  
the demand for quality and the pleasure of sharing,  
with family or friends.»*

*With Bière des Amis, we offer more than just a range of beers:  
we try to bring people together, to unite them and to create  
brief moments of happiness around a quality product,  
made by using traditional know-how.»*

**Anne STASSEN**  
COO NEOBULLES



# 2025

Now run by the **5<sup>th</sup> generation** of the Stassen family, **Bière des Amis®** has made its mark on the Belgian and international brewing scene.

Distributed in Europe, Asia and the Middle East, the brand continues to grow and innovate, becoming one of the first to offer a real range of 0.0% alc. beers as of 2024.



# 2023



**Neobulles launches 3 new beers on the market, at the same time: Cr(h)azy IPA, Redden and Triple.**

3 beers that meet market expectations and demonstrate the spirit of innovation that daily drives the company.

# 2019

The Stassen family creates **Bière des Amis®**, its own brand of beer.

A brand brewed at the emblematic **Brasserie des Légendes** (Brewery of Legends), and based on sharing and conviviality.

These values are shared by all Neobulles employees.



# 2014



Philippe Stassen founds **Neobulles** with his 2 children.

The company specialises in the innovation, creation and international distribution of high added-value drinks.

The company also imports and sells drinks on the Belgian market.

# 1990

At the end of the 1980s, the Stassen family begins to deal with the dealcoholisation of its products.

A pioneer in Europe, they equip themselves with state-of-the-art facilities and developed an innovative process, which is now used for the dealcoholisation of the BDA range.



# 1895



The passion for producing beverages begins in the **Stassen** family.

The know-how and generosity can be felt in every sip of the bubbles, made from the finest fruit according to traditional methods in the heart of the Aube valley.

Stassen family also keeps a long history in the brewing industry, with which it has close links.



BLONDE

BECAUSE  
THE ONLY THING  
THAT MATTERS  
**IS TO BREW A GOOD BEER  
OF THIRST TO DRINK  
WITH FRIENDS.**

# BLONDE

5.8%  
ALC.

*Far from being brewed only for experienced zythologists, the Bière des Amis® has been created according to a traditional recipe of a beer with character.*

*Here, no IPA, no fancy tastes, no Guatemalan hops or cask-aged beers...*

*Only the quality of its **100% Belgian ingredients** makes it a beer of tradition, in complete simplicity.*



#### APPEARANCE:

**Golden blonde, re-fermented in bottle**, this clear, slightly **opalescent** beer has a slight **natural haze** that may appear depending on the serving mode.

#### COMPOSITION:

BIÈRE DES AMIS® is brewed exclusively from very high quality raw materials and a water which is especially low in nitrate, drawn directly from the groundwater table in Ath. Our beer is totally natural and contains no additives. Its re-fermentation in bottles gives it its **100% natural sparkling** quality.

#### NOSE:

The dominant aromas are **malted** and **cereal** flavours evolving towards secondary **citrus** flavours (orange and tangerine).

#### FOAM:

Rich and generous, characterized by a fine white sparkle.

#### TASTE:

Soft and mellow with a **slight and pleasant bitter aftertaste**, the BIÈRE DES AMIS® offers a nice length on the palate, with a **nuanced aftertaste**, and a certain **roundness**.

#### FOOD PAIRINGS:

With its pleasant bitterness and long aftertaste, BIÈRE DES AMIS® Blonde is the perfect accompaniment to generous, stewed and typically Belgian dishes such as Flemish-style carbonnades, rabbit with prunes or Liège-style meatballs served with a brown grape sauce and crispy potato fries.

A perfect balance between the sweetness of the grapes and the bitterness of the BDA. Generous dishes appreciated for their conviviality... Exactly like the BIÈRE DES AMIS®!

**Bitterness: 6 | Roundness: 5**  
(From 1 to 10)



BLONDE

**0.0%ALC.**

SOFT & MELLOW  
**REFRESHING**  
**BITTER AFTERTASTE**

# BLONDE

0.0%ALC.

0.0%  
ALC.

*A genuine variation of the 5.8% Blonde, Bière des Amis® 0.0% preserves all the organoleptic qualities of its «big sister» thanks to a unique low-temperature vacuum dealcoholisation process.*

***The real taste of a beer, without the alcohol!***

#### A UNIQUE PROCESS OF DE-ALCOHOLIZATION:

What is unique about our de-alcoholization method?

A low pressure under vacuum exerted on our beer allows the alcohol to evaporate at a very low temperature (30°C max). This prevents the loss of volatile aromas and **ensures that the organoleptic qualities** of our original Bière des Amis are maintained. Most of its gustatory and aromatic characteristics are thus preserved.

**The assembly ensures a good structure, harmony and balance of the Bière des Amis® 0.0% alc.**

#### APPEARANCE:

A golden blonde ale refermented in the bottle, this clear, slightly opalescent beer has a slight natural cloudiness, that may appear or not depending on how it is served.

#### NOSE:

The dominant aromas are malted and cereal flavours evolving towards secondary citrus flavours (orange and tangerine).

#### FOAM:

Smooth, characterized by a fine white sparkle.

#### TASTE:

Soft and mellow on the palate, with a pleasant aftertaste that gives it its full character.

#### NOTE:

Our BIÈRE DES AMIS® 0.0% was awarded a silver medal in the «alcohol-free beer» category in 2022.

#### FOOD PAIRINGS:

With its pleasant bitter aftertaste, BIÈRE DES AMIS® Blonde 0.0% is the perfect accompaniment to a traditional meat dish, but will also prove to be the ideal accompaniment to vegetarian dishes, or even a delicious cheese platter!



**Bitterness: 5 | Roundness: 4**  
(From 1 to 10)



BIÈRE  
DES AMIS

# CR(H)AZY IPA

A MODERN,  
**BRIGHT HAZY IPA**

# CR(H)AZY IPA

5.5%  
ALC.

*This Hazy and deliciously aromatic beer is inspired by the tradition of modern IPAs; the **4 selected hops** combine perfectly with the exotic flavours and refreshing citrus hints emerging from this pleasantly hopped beer.*



#### APPEARANCE:

Once served, CR(H)AZY IPA puts on its light coat and displays a particularly vivid colour with a nice sparkle. A perfectly opaque yellow colour, typical of **modern Hazy IPAs with a cloudy colour**, of which CR(H)AZY IPA is a worthy representative.

#### COMPOSITION:

CR(H)AZY IPA is a beer made from a careful selection of **4 deliciously aromatic hops: Citra, Ekuanot, Ariana and Callista**. Hops known for their aromatic, almost floral freshness. With an IBU of 30, CR(H)AZY IPA® is a relatively bitter beer, but it is first and foremost a fresh beer, in a quest for permanent balance. A perfectly carried out performance that will delight fans of modern IPAs.

#### NOSE:

On the nose, CR(H)AZY IPA stands out with primary hoppy and grassy aromas that evolve into pleasantly sweet and floral secondary aromas of citrus and tropical fruits.

#### FOAM:

Creamy, lightly coloured foam.

#### TASTE:

On the palate, CR(H)AZY IPA reveals itself at its best thanks to a real aromatic bouquet, resulting from the combination of the bitterness of the hops and refreshing touches of citrus fruit which give it a particularly pleasant salty taste. This balance is due to the fact that it is brewed using the Dry Hopping method, a technique that allows the aromas to be revealed by incorporating the hops at the end of the brewing process, thanks to a "cold" extraction.

#### NOTE:

**To fully enjoy its hoppy aromas, CR(H)AZY IPA** should be savoured well chilled in its conical glass on a warm summer evening or during a dinner at a restaurant.

#### FOOD PAIRINGS:

Lovers of Asian and/or Latin food will appreciate the CR(H)AZY IPA as a perfect tasting partner. With its freshness, saltiness and floral bouquet, it is the perfect counterpoint to these naturally spicy cuisines.



**Bitterness: 5 | Roundness: 6**  
(From 1 to 10)



CRASHY  
IPA 0.0%

FOR ALL LOVERS  
**OF BITTERNESS  
AND HOPPY FLAVORS.**

# CR(H)AZY IPA 0.0%

0.0%  
ALC.

Our interpretation of the alcohol-free IPA offers a **rich and refreshing aromatic experience**, staying true to the spirit of modern IPAs... without a single drop of alcohol.

#### APPEARANCE:

A luminous golden blonde with delicate amber reflections. Its clarity enhances the finesse of its bubbles, while the lively pour brings out a generous and lasting foam.

#### COMPOSITION:

Brewed with a blend of carefully selected malts and aromatic hops, then gently dealcoholized under vacuum at 30°C to preserve all the flavor.

**Guaranteed 0.0% alcohol**, no fermentation blocking, no flavour loss but still 100% hoppy !

#### NOSE:

A fresh and expressive aromatic bouquet: **floral hops, citrus zest, and a touch of spice**. The nose is intense yet elegant, with a natural balance between bitter and floral profiles.

#### FOAM:

Dense, smooth and persistent. The conic tasting glass reveals a **creamy head** that holds its structure, showcasing the beer's character and freshness.

#### TASTE:

Lively and crisp from the first sip. A **well-balanced bitterness**, rounded by **floral and resinous notes**, gives this IPA its bold identity.

Despite being alcohol-free, it delivers the full complexity of a craft IPA, with a **clean, dry finish** that calls for another sip.

#### NOTE:

CR(H)AZY IPA 0.0% is a bold hoppy profile with elevated bitterness for real IPA fans.

#### FOOD PAIRINGS:

Paired with a **Thai or Indian curry**, it brings out the dish's aromatic depth and delivers a beautifully balanced experience — every bite and sip in harmony.



**Bitterness: 7 | Roundness: 5**  
(From 1 to 10)



BIERE  
DES AMIS.

BIERE  
DES AMIS

RED



A LIGHT, FRESH  
AND GÉNÉROUS  
FRUIT BEER  
**FOR A TOUCH OF  
DELICIOUSNESS.**

# RED

5.0%  
ALC.

*This fruity beer will appeal to fruit lovers in search of freshness and a touch of greed.*

*RED is a white-based beer with a red colour and subtle minty blackcurrant aromas.*



**Bitterness: 2 | Roundness: 8**  
(From 1 to 10)

#### APPEARANCE:

RED is a bright scarlet coloured beer. A colour with red reflections, topped with a generous head and characterised by a fine and elegant sparkle.

#### COMPOSITION:

RED is a beer distinguished by a white beer base typical of the best fruity beers, combining a delicious blend of green apple, cherry and blackcurrant concentrates.

A great combination of the acidity of the Granny Smith and the sweetness of the black fruit!

#### NOSE:

On the nose, RED stands out for its immediate and overwhelming freshness. Aromas of hibiscus, crushed strawberries and blackcurrant, enhanced by a pleasant hint of mint.

#### FOAM:

Generous and homogeneous, slightly pink.

#### TASTE:

When tasted, RED acts like a Madeleine de Proust thanks to this tasty touch of blackcurrant which gives it a nice fruity note as well as freshness, reminding us the fruit juices from our childhood!

A nice long finish that leaves a pleasant candy taste and awakens delicious memories...

#### NOTE:

REDDEN is best described as a hybrid beer, halfway between low-alcohol (but high-sugar) fruit beers and strong, much higher-alcohol red beers.

#### FOOD PAIRINGS:

Like most red fruit beers, RED is best enjoyed as an aperitif, with a few salty snacks. Its low sugar content, its greedy and deliciously fruity side will make it the perfect ally for your best aperitifs on the terrace! At the end of the meal, it is perfect with a chocolate dessert thanks to its light bitterness and its nice roundness.



RED

0.00%

THE PERFECT  
SMART-DRINKING  
ALTERNATIVE,  
**WITHOUT  
COMPROMISING  
TASTE.**

# RED 0.0%

0.0%  
ALC.

*RED 0.0% is a fruity red beer with aromas of red berries, enhanced by a refreshing touch of mint.*

*It will charm lovers of lightness seeking freshness and a touch of indulgence.*

#### APPEARANCE:

Bright ruby red with glints of garnet. Its vibrant color evokes the world of red fruits, while the pour reveals a subtle sparkle and a light, elegant body.

#### COMPOSITION:

Crafted from a blend of **red fruit aromas**, a touch of natural mint, and a delicate malt base. Brewed as a full-alcohol beer and then gently **dealcoholized under vacuum at 30°C** to preserve all its original taste and aromatic complexity. **0.0% guaranteed**, suitable for everyone – even during pregnancy.

#### NOSE:

A fresh and appetizing nose that combines the **roundness of red berries** (cherry, raspberry, blackcurrant) with the **invigorating lift of mint leaves**. A playful and delicate aroma, just sweet enough to awaken the senses.

#### FOAM:

Light, airy, and slightly tinted. The foam forms a **fine, lacy collar** that enhances the freshness and festive spirit of this unique beer.

#### TASTE:

Light and thirst-quenching, RED 0.0% brings together the **natural acidity of red fruits** with the **vitality of mint**. Very low in sugar, it delivers **flavor without heaviness**, in a composition that is as refreshing as it is gourmet. Perfectly balanced, without alcohol – but full of pleasure.

#### NOTE:

RED 0.0% is ideal for any occasion: aperitif, dinner, or chill-out moments. 100% pleasure, 0% alcohol, in the pure spirit of Bière des Amis

#### FOOD PAIRINGS:

Perfect for summery terrace apéros or the end of a good meal with a chocolate-based dessert, RED 0.0% is an elegant, original, and responsible alternative that doesn't compromise on taste.



**Bitterness: 2 | Roundness: 8**  
(From 1 to 10)



'TRIPLE

THIS REAL TASTING BEER,  
GENEROUS AND PLEASANTLY  
**BITTER, WILL SURPRISE YOU**  
**WITH ITS HOPPY AROMAS.**

# TRIPLE

**8.5%**  
**ALC.**

*Triple, a strong double-fermented lager,  
is the fruit of tradition, patience and brewing know-how.*

#### APPEARANCE:

The TRIPLE is a beer with a beautifully golden colour, topped with a generous, creamy foam. Its fine, light sparkle makes it a beer of character that is both elegant and refined.

#### COMPOSITION:

With an IBU of 30, TRIPLE is a beer with a nice hoppy touch and a certain structure that gives it that little bit of sweetness on the finish.

#### NOSE:

On the nose, dominant aromas of malt, hay and cloves make this beer pleasantly flavoured.

#### FOAM:

A thick and homogeneous foam with an immaculate colour.

#### TASTE:

On the palate, TRIPLE is a real strong tasting lager, the fruit of the long Belgian brewing tradition.

A lager with character, hopped without being drying, which will delight lovers thanks to its long finish, pleasant bitterness and a subtle gourmet touch at the end that makes them crave for another sip...

#### NOTE:

TRIPLE will reveal its best qualities when poured into "its" stemmed glass, for an optimal release of aromas. To be enjoyed alone, or in good company...

#### FOOD PAIRINGS:

Loyal to the brewing tradition of strong lager beers, TRIPLE will perfectly complement dishes of character, with strong and pronounced flavours. Red meat, dishes in sauce or mature cheeses will find in TRIPLE a perfect ally for tasting, for delicious beer and food pairings.



**Bitterness: 7 | Roundness: 6**  
(From 1 to 10)

# OUR FRIENDS ALL AROUND THE WORLD

EUROPE 🍷 NORTH AMERICA 🍷 ASIA 🍷 THE MIDDLE EAST



# BIERE DESAMIS®

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