

BEER Coin

The Future of Beer

BREWERY
CONSORTIUM COIN



WHITE PAPER

DECEMBER 2018



Important notice

This is the white paper of Beautiful Bubble LDA (BB), a company formed under the laws of Portugal, doing business as Algarve Rock Brewery, with its registered address at Rua da Republica 1-c, 8135-024 ALMANCIL. BB will offer an initial coin offering (ICO) of its token "Brewery Consortium Coin" (BEER).

Disclaimer

Please read this disclaimer section carefully. You should consult your legal, financial, tax, and other professional advisor(s) before acting pursuant to the information contained herein.

The information set forth below is not exhaustive and does not imply any elements of a contractual relationship. While BB makes every effort to ensure that any material in this white paper is accurate and up to date, including without limitation on products, services, technical architecture, token distribution, company timelines - such material could be subject to change without prior notice and in no way constitutes a binding agreement or the provision of professional advice.

BB does not guarantee, and accepts no legal liability whatsoever arising from or connected to, the accuracy, reliability, currency, or completeness of any material contained in this white paper. Any person that desires to purchase BEER in the ICO should seek appropriate independent professional advice prior to relying on, or entering into any commitment or transaction based on, material contained in this white paper, which is to be used by each and every reader for references purposes only. Any offering by BB with respect to BEER will only be made on the understanding that the BEER are not deemed by any applicable authorities to be a security with respect to any applicable jurisdiction as further detailed below.

This white paper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities or a solicitation for investment in securities in any jurisdiction. BB is not providing any advice to purchase, sell, or otherwise transact with BEER and the statements contained in this white paper shall not form the basis of, or be relied upon in connection with, any contract or purchase decision.

No person is bound to enter into any contract or binding legal commitment in relation to the sale and/or purchase of BEER, and no cryptocurrency or other form of payment is to be transferred on the basis of this white paper.

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Executive summary

Beautiful Bubble Lda will offer a new **convertible** CryptoCurrency; Brewery Consortium Coin (**BEER**), created as an ERC 20 derivative token of Ethereum and linked to the **tangible assets** and value of a rapidly growing craft beer brewing company and partners (Brewery Consortium partners).

ICO Date – March 15th, 2019

Funds will be used to expand market share, asset value and profitability of Brewery Consortium partners.

BEER will be offered as prizes on partner sales.

BEER will be convertible to other currencies and shares in Beautiful Bubble Lda.

BEER value is linked to consumption of Brewery Consortium beer.

MISSION

Develop BEER as a cryptocurrency linked to the value of tangible assets and consumer product sales in new and growing markets.

Company

Beautiful Bubble Lda (BB) is a British owned Portuguese limited liability company operating Brewery Consortium and **Algarve Rock Craft Brewery (AR)** based in Faro, Portugal with more than 100 years brewing experience.

BB are located in Portugal to exploit the rapidly expanding craft beer market predicted to rise from current €3m annual sales to more than €50m over the next 3 years.

"We believe that 10 years from now, artisanal beer will cease to be a niche and can be worth 5 to 6% of the market"

<https://goo.gl/3yNd8x>

BB will develop the Brewery Consortium by expanding **AR Brewery** and investing in and cooperating with other Craft Breweries globally – Brewery Consortium partners.

Brewery Consortium partners will undertake joint brewing and marketing ventures.

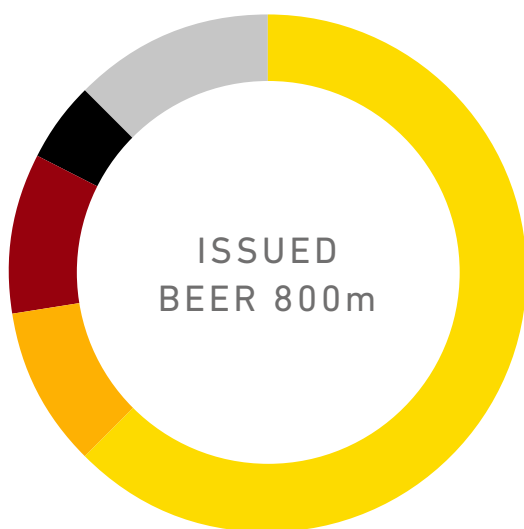
Brewery Consortium partners will all offer BEER as prizes on sales of beer.

Brewery Consortium will open Brewpubs globally to expand marketing of Brewery Consortium beers & BEER.

www.algarverock.com



Financial snapshot



Issuer: Beautiful Bubble Lda

Type: Ethereum ERC20 Token classified as Brewery Consortium Coin (BEER)

Face value: 1 BEER = \$0.05

Issued volume: 800m Brewery Consortium Coin (BEER)

Retained: 100m (balance for BEER prizes)

Target Sales: 400m

SoftCap: 50m

The separate Business Plan and Financial records to date provide the basic non ICO valuation.

KEY INFORMATION:

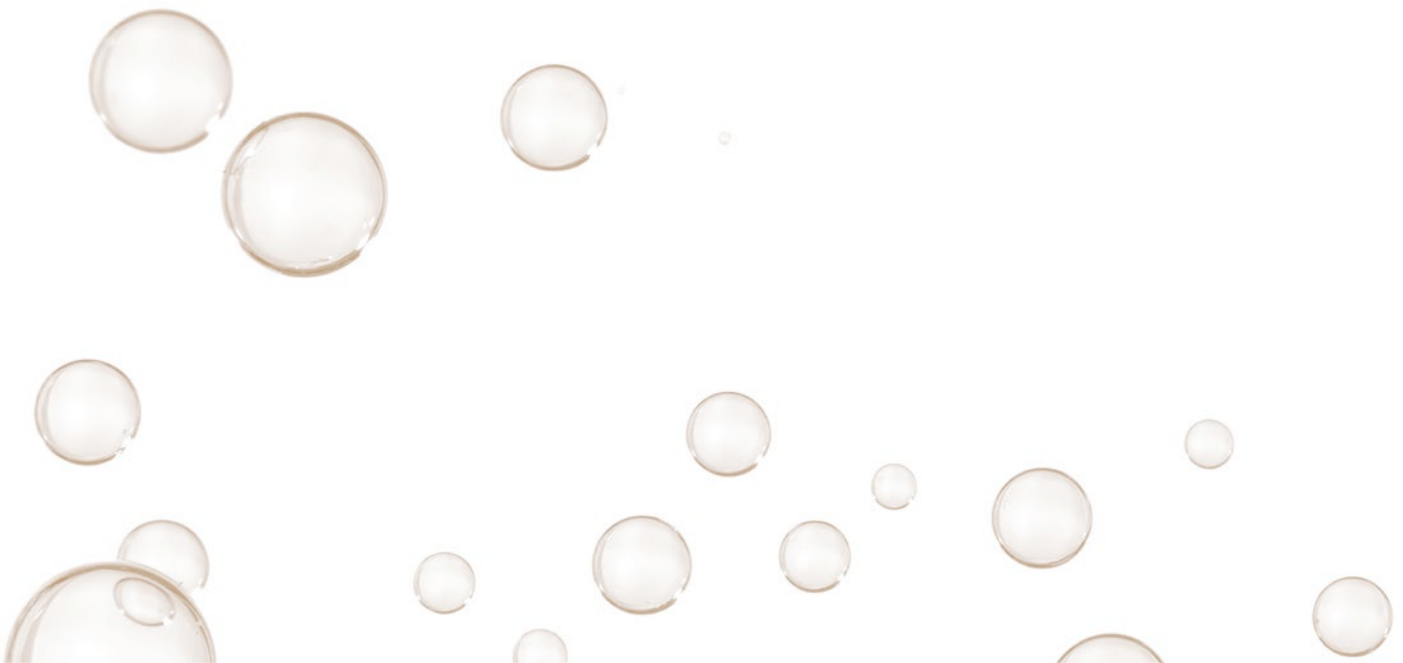
- ICO release up to 500m BEER at \$0.05.
- Total 800m BEER will be released and convertible to capital of BB.
- Withheld BEER will be released over 36 months to fund prizes on beer purchases, partner acquisition and brewpub development as per ROADMAP and USAGE OF FUNDS.
- **BB post money value of €34m based on ICO of 800m BEER at \$0.05 convertible to share of BB.**

BEER VALUE DRIVERS:

Brewery Consortium's goal is to increase desirability, underlying convertible strength and tradability of BEER via:

- Regular release of BEER as prizes on beer purchases from Brewery Consortium partners.
- Increase in profitability, asset and trading value of **BB** and Brewery Consortium partners.
- Other opportunities of linking BEER to other companies and products.

As BEER value will be linked to the assets and values of **BB** and Beer Consortium partners, the potential for growth in BEER volume and value is endless. Ultimately, the value of BEER is linked to growing consumption. Hence, investors in BEER are investing in the consumer, themselves and enjoying the benefit of growing consumption.



Currency

BB have created Brewery Consortium Coin (BEER) as an ERC20 Standard Token on Ethereum blockchain, fully compatible with popular Ethereum wallets which support ERC20 Tokens and smart-contracts that use the ERC20 Standard.

WHY A NEW TOKEN?

BB have issued 800m **BEER** at a nominal value of \$0.05 available at

www.BreweryConsortium.com/faqs

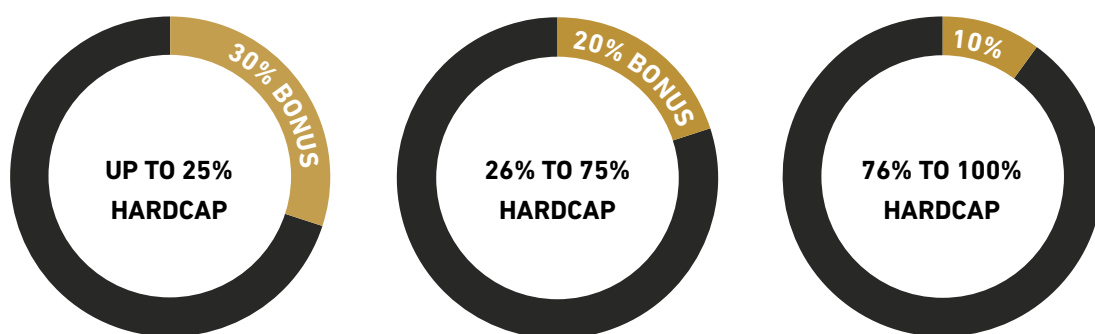
BEER will be used to establish Brewery Consortium partners globally.
BEER will be used to expand Algarve Rock brewery & distribution throughout Europe.
BEER will be offered as prizes against Brewery Consortium beer purchases.
BEER will be used to open Brewery Consortium Brewpubs.
BEER will be accepted in Brewery Consortium Brewpubs.
BEER will be used to acquire shares in Brewery Consortium partners.
BEER will be optionally convertible to assets in **BB**.



PRE-LAUNCH

On December 17th, 2018 up to 500m BEER will be released and offered for Pre-Sale at \$0.05 each with bonuses. Payment in \$, €, £, PayPal, BitCoin, Ethereum.

BONUSES ARE OFFERED ON EARLY PURCHASES UP TO ICO:



Referral Scheme - successful referrals will receive 5% bonus of referral purchases (purchasers receive a referral code to pass to contacts).

ICO

On March 15th, 2019 the balance of released BEER will be offered for initial purchase (ICO) at \$0.05 each with concurrent release and tradability on participating exchanges and conversion to other currencies.

The release will be compliant with KYC and AML regulations currently in force in all common jurisdictions.

Payment in \$, €, £, PayPal, BitCoin, Ethereum.

CONVERTIBLE TO SHARE IN BB

BEER will be optionally convertible to capital in a nominee company holding shares in **BB** as follows:

- Rate of 0.1% ownership of **BB** capital: 1,200,000 BEER.
- Notice of 30 days online to **BB** delivered on dates 15th of June and 15th of December annually from 2020.
- Minimum conversion 0.05% ownership of **BB**.
- Conversion above minimum exchange rate 1 BEER ► \$0.05.

Shares will be held by Brewery Consortium Nominee Shareholding company in the most efficient method to benefit investors. The Shareholding Company will be formed in Zug, Switzerland after SoftCap is reached. The Shareholding Company will be listed in the **BB** Company Registration Certificate (Certidão Permanente). The nominee company will administer, on behalf of converted shareholders, all share of dividend payments due and operate a converted shareholding exchange plus transaction fees.

Shares in the Nominee Shareholding company will not have any voting rights but will receive a share of dividend earnings and proceeds from any sale or part sale of **BB**.

Hence, the optional convertibility of BEER to ownership of **BB** will link the value of BEER to the growing value of **BB** and Brewery Consortium partners.

TRADING BEER

Regular releases of BEER as prizes against purchases of Brewery Consortium beers should stimulate increase in BEER value and trading on the most efficient cryptocurrency platforms, thereby increasing confidence in the underlying assets and the linked value of BEER.

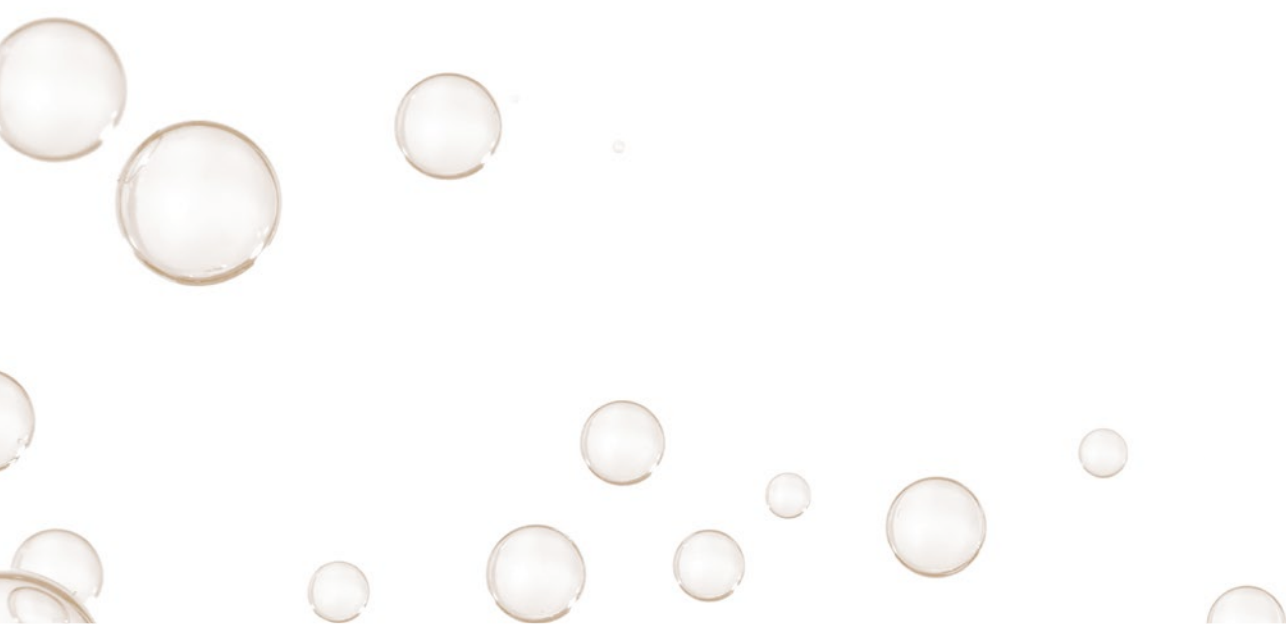
RELEASING BEER

From 800m BEER issue up to 700m with bonuses and payments will be released on ICO.

Brewery Consortium will release BEER monthly as prizes against purchases of partner beers. The BEER prizes will be at a level > 5% beer sales value for at least 36 months.

- Prizes issued by code printed under bottle caps and can ring pulls, readily claimable online.
- Prizes should stimulate sales and profitability of Brewery Consortium Companies.
- Prizes should stimulate desirability and trade in BEER.
- Prizes have an intrinsic purchase value and add to the value of BEER.

Brewery Consortium will release BEER to meet prizes and cost requirements outlined in **Roadmap** and **Usage of Funds**.



RECAP - HOW DO BEER INVESTORS BENEFIT?

BEER is convertible to ownership of **BB**.

Twice annually BEER can be converted into share holding in Beautiful Bubble Lda subject to conditions.

BEER is convertible to other crypto and fiat currencies.

Release of BEER will stimulate trade on crypto exchanges.

BEER will be offered by growing Brewery Consortium partners.

BEER awareness will be expanded by partners

Brewery Consortium partners will expand brewing capacity, expertise and market share.

Linked asset value of BEER will increase.

Brewery Consortium will open brewpubs across Europe and then abroad.

Awareness, trade and linked asset value of BEER will increase.

BEER prizes will stimulate interest and beer sales of Brewery Consortium partners.

Prizes will increase awareness of BEER and value of linked partners.

The above activities will increase the value of BB and Brewery Consortium partners thereby increasing the visibility, trading activity, credibility and value of BEER.

WHAT IF SOFT CAP NOT ACHIEVED?

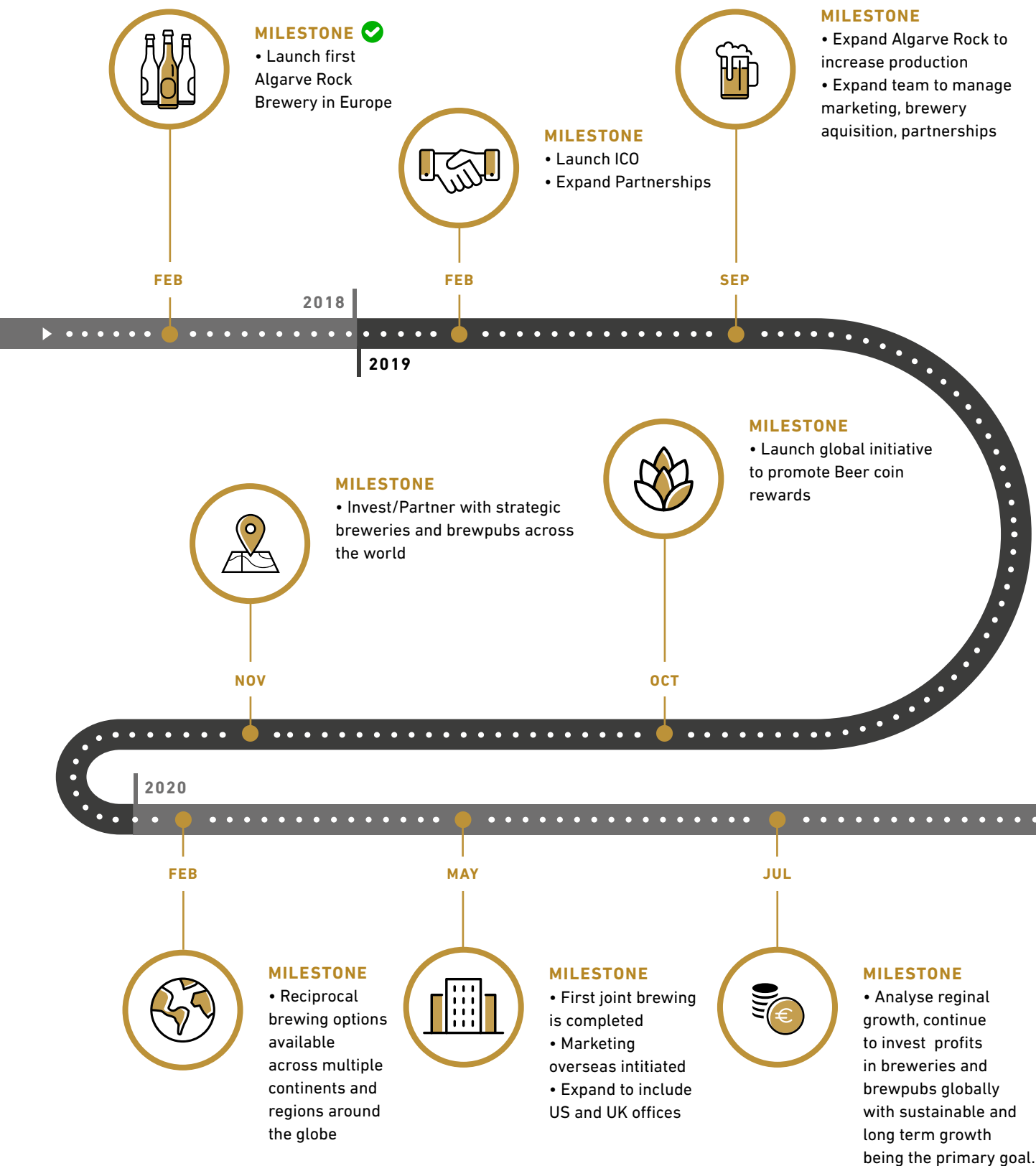
If the Soft Cap is not achieved all funds will be returned to investors and the expansion delayed.

If the target ICO sale is not achieved the expansion plans will be moderated accordingly with a second coin offering after developing and proving the market.



Roadmap

BREWERY CONSORTIUM



Usage of funds

ICO and future BEER release funds will be used to reach Roadmap milestones:

1**EXPAND ALGARVE ROCK TO INCREASE PRODUCTION.****EXPAND TEAM – BREWING, SALES, PARTNERSHIPS, BREWPUBS.**

In the first half of 2019 a first class brewery team will be expanded alongside sales and marketing staff to grow the production capability and sales of Algarve Rock craft brewery to be a dominant supplier in Europe.

Concurrently Brewery Consortium partnerships will be developed and initial Brewpubs established.

2**OFFER BEER REWARDS**

Prize codes inside bottle caps and can ring pulls will be set up and offered by Algarve Rock and other Brewery Consortium partners. BEER will be accepted as payment by Brewery Consortium partners including Brewpubs.

3**INVEST IN BREWERY CONSORTIUM PARTNERS**

Partners will be further developed by investment including reciprocal brewing and supply through partner supply chain opening markets for all Brewery Consortium partners.

4**RECIPROCAL BREWING**

The first joint venture Brewing Consortium reciprocal brews to be delivered including BEER prizes and marketing.

5**OVERSEAS MARKETING, US OFFICE.**

BEER prizes and Brewery Consortium partnerships will be reinforced in USA by a local support office based in Austin, TX.

6**ANALYZE**

All aspects of BEER marketing and Brewery Consortium expansion will be analysed to further invest in sustainable long term growth in the company.

*All investment and milestones will have the
ultimate goal of increasing BEER value.*

AR is a new craft brewery with modern brewing facilities including kegging and own counter pressure auto-bottling line. The brewery is open to visitors.

It has been established as the largest craft brewery in the Iberian Peninsula and readily scalable to exploit the growth in the local craft beer market.

INITIAL SALES AND MARKET ACCEPTANCE HAVE BEEN VERY ENCOURAGING, RESULTING IN:

- Distribution agreements with major partners and supermarkets;
- First prize Stout at the prestigious Cervezada Internacional Trujillo;
- Sponsorship of Algarve Pro Racing;
- Prestigious sales outlets;
- Exports to UK, Italy & Scandinavia.



AR has won the Best Stout in the International Fair of Craft Beer Trujillo 2018



AR as sponsoring Algarve Pro Racing 2018

BB are seeking funds via a crowdfunding ICO to establish Brewery Consortium partners, expand **AR** to be a dominant craft brewery in Europe, purchase freehold **AR** brewery premises, open logistically beneficial Brewery Consortium brewpubs, purchase shares of suitable Brewery Consortium brewing partners and regularly release BEER via Brewery Consortium purchase prizes.

FUNDS FROM ICO WILL BE USED TO:

- Purchase existing **AR** premises and adjoining land with planning permission;
- Extend **AR** brewery premises from 600 m² to 2000 m² including office and storage areas;
- Install brewing, processing, storing, bottling, canning and kegging equipment to increase **AR** production in stages to 400,000 litres of beer per month over a 36 month period in line with sales growth;
- Create Brewery Consortium marketing division to seek companies, partners, allies and opportunities to increase BEER value globally;
- Open Brewery Consortium marketing office in USA to focus on partner and BEER development in the large N. America market;
- Increase **BB** value by purchasing shares in Brewery Consortium members on the condition that they offer BEER as consumer prizes;
- Expand marketing of Brewery Consortium breweries via all normal channels to stimulate interest in beers, linked BEER currency and regular BEER prizes;
- Create a Brewery Consortium Brewpub model to open own craft beer/craft snacks Brewpubs across Europe followed by abroad. First Brewpub is already prepared for opening March'19;
- Other financial commitments;
- Pay consultants and suppliers;
- Contribute towards shareholder dividend.

In general, funds will be used to reduce debt, increase asset value and trading profitability of BB through Beer Consortium partners, thereby increasing the linked convertible and tradable value of BEER.

Timescale

Post ICO, the above tasks can be accomplished during 2019 through to mid 2021 allowing **BB** to own varied assets including unreleased BEER, Brewpubs, shares in Brewery Consortium partners and **AR** as a fully functional and fully funded leading craft brewery.

Concurrently BEER will be developed as a respected cryptocurrency readily convertible to other currencies or the underlying solid assets and business value of BB.

The equivalent of approximately €17m will be raised during the ICO allowing for planned expansion and contingency.

Team

Team Members marked  are purchasing BEER on ICO.



Purchasing
7,500,000 BEER

GARY HOSMER **Founder**

Graduate in Physics and Law with a professional career in science and management, Gary has been involved in the development and patenting of various types of production equipment.

In 1982, aged 24, Gary patented a method of gas separation before forming Nitrox Ltd to develop a range of nitrogen gas generators, building the company for 18 years before a successful trade sale. The company won Queens' Awards for Export and for Technology. The Nitrox nitrogen gas generator was exhibited at the Millennium Dome in 2000 as one of the top 100 British inventions of the 20th century.

Between 1999 and 2010, Gary founded and developed easyquote.com, the first independent financial comparison website, which was a significant success up until the 2008 economic crisis. Between 2010 and 2016, Gary created a company providing mobile applications for real estate agents, with offices in London, Paris and New York, which was subsequently absorbed by the US Association of Realtors.

More recently, Gary introduced agenda management software operated by a New Zealand multinational entitled Timely (<http://www.gettimely.com>) into the UK marketplace.

An entrepreneur by nature, with a track record of successfully building and selling businesses, Gary invested in real estate in the Algarve in 2007 and settled in the region in 2015 before building and developing Algarve Rock Brewery.



Purchasing
2,500,000 BEER

NEIL CONCHIE

Co-Founder

Business & Marketing graduate from Leeds university, aged 30, joined Gary Hosmer to build the mobile app business in New York before managing the Timely project in the UK and building the business to be dominant within 5 years. A proven track record in sales and an innovative marketer, Neil now manages all rapidly expanding sales & marketing activities of Algarve Rock brewery including Brewpubs and joint Brewery Consortium partner ventures.



ANTÓNIO MANUEL VILARINHO ROCHA

COO

Former Head Brewery Engineer at Carlsberg (UNICER/Super Bock) responsible for managing the building and operation of two startup drink companies; REFRIANGO soft drinks in Nigeria and SODIBA brewery in Angola from greenfield to fully function 1.5m HL beer output per annum. Responsible for designing, erecting and commissioning the brewery plus recruiting and training the team to operate and maintain the brewery.



EKATERINA DEMIANOVA

Head Brewer

After training at Carlsberg, Ekaterina rose to Brew House Manager of Heineken SCCB, Portugal before being Head Brewer at breweries REFRIANGO and SODIBA in Angola. Ekaterina was responsible for launching the Heineken/Sagres beer brand in Angola including new brand LUANDINA while developing a team of 25 brewers and support staff to maintain production control of raw materials, brew house, fermentation and filtration.

António & Ekaterina are a husband and wife team, well known in the brewing industry with a proven track record of operating large breweries and developing small 'craft' breweries from start up through to market domination and success.



Finance Director

Ex 'Big Four Accounting Firm' senior manager has agreed to oversee the company expansion after successful ICO.



PHIL BUCK

Investor - Sunnybarn Investments

Phil has spent his career in the Coatings Industry in senior management roles at some of the leading companies and for over twenty years the major shareholder and CEO of the Spencer Coating Group which he helped to build through acquisitions and organic growth to be the largest independent U.K. coatings manufacturer before selling to industry giant, NYSE listed Axalta Coating Systems.

As well as providing financing, Phil was able to bring his considerable business experience, particularly in business development, product development and mergers and acquisitions.



SCOTT KIRK

Advisor - Technical & Blockchain

Entrepreneur, Blockchain enthusiast, Co-Founder in multiple companies and sectors - Games, Mobile Tech, SaaS, with over 25 years track record working in the software industry. He has worked as executive management, product developer, coder, and for the last 10 years, as CEO for a company. With Brewery Consortium Scott will be utilizing his experience in online product development, team building, product and business development, implementation and production of web apps.

**ANDREY ROMANOV****Advisor - Marketing Specialist**

Andrey specialises in ICO marketing and community development. His experience in corporate management is evident in his approach to marketing, with strong research, analytics and strategizing skills, he is passionate about maintaining reputation and achieving results. Andrey has been in ICO marketing for over 3 years, working on projects such as DragonChain, Morpheus Network, ThinkCoin and many others.

**JAMES OVUIKE****Advisor - Legal**

James has obtained a distinction Masters in business law and is a New York licensed lawyer and legal technology professional with a passion for disruptive technologies and innovation. Starting off his career working for Linklaters and ICAP Plc in anti-money laundering and compliance, James now advises Fintech, technology and other innovative start-ups and small businesses on all matters relating to deal making, regulation and risk. James got 'hooked' on blockchain and related technologies when he realised Bitcoin presents an attempt at solving the 'power corrupts' problem, and received continuously more exposure not least through his legal work - he has become totally committed to increasing the bitcoin and cryptocurrency eco-system.

**SIMON WELLS****Advisor - Brewery Engineer**

Simon Wells has a professional career directly related to production within the brewing industry: http://brewingvessels.co.uk/?page_id=555
Simon advises on the design of Algarve Rock current and proposed brewery systems.



MIKE HITCHEN
Advisor - Master Brewer

Mike Hitchen is a BrewMaster in UK and USA and is involved in several projects related to the development of micro-breweries, as well as being a training provider for various specialized agencies:

- BREWINGVESSELS: http://brewingvessels.co.uk/?page_id=547
- BREWLAB: <http://www.brewlab.co.uk>
- BREWSCHOOL: <http://www.brew-school.com/results/?tag=setting+up+a+microbrewery>
- HARTINGTONS: <http://www.hartingtons.com/courses/beer-brewing-course-craft-beer-brewing>

Mike provides an important competitive advantage for Algarve Rock Brewery in creating award winning beers as witnessed by their success with first place on first entry into Cervezada Internacional Trujillo before a blind tasting panel of BJCP trained judges.

Beer Solidity Code

BEER investor security is paramount. BEER is an ERC20 standard token. The token has a partially modified line of code using the Transfer event log. BEER double checks that the owner is the person with the tokens. This token, the same as the example of SimpleToken.sol in the open Zeppeling github, makes it extremely simple to maximize the pre-audited completed solidity code from open Zeppelin in collaboration with Consensys. We did this to validate trust as this same smart contract is used regularly and has been created and audited professionally. For additional review, the code for file BEERToken.sol is pasted below. Exceptionally simple, but powerful in its simplicity.

```
pragma solidity 0.4.19;

import './StandardToken.sol';
import './Ownable.sol';

contract BEERToken is StandardToken, Ownable {

    string public constant symbol = "BEER";
    string public constant name = "Consumer Loyalty Coin";
    uint256 public constant decimals = 10;

    function BEERToken()
        Public
        {
            totalSupply_ = 800000000;
            balances[msg.sender] = totalSupply_;
            assert(balances[owner] == totalSupply_);
        }
}
```

From a high level perspective the token is comprised of several sub smart contracts where the main token contract 'BEERToken.sol' inherits the functions and variables from the supporting or sub contracts. These sub contracts have been written and tested by Open Zeppelin.

To meet the ERC20 standard our BEER token contains the following 6 functions and 2 events and utilizes them according to the standards and best practices. All smart contracts are available for review via our GitHub (<https://github.com/MenuBuzzToken/Token>).

totalSupply – tracks the total amount of tokens created found in the open Zeppelin ERC20Basic.sol and defined in the BasicToken.sol smart contract.

balanceOf – gives you the amount of tokens for a given wallet address, found in the same ERC20Basic.sol, and defined in the BasicToken.sol smart contract.

allowance – provides the ability for anyone to check and see how many tokens one account allowed another account to spend/trade/transact on their behalf, it is found in the ERC20.sol from open Zeppelin, defined in the and defined in the StandardToken.sol smart contract.

transfer – sends tokens from the account that calls it, ie the account someone has the private keys for, to someone else. It is found in the ERC20Basic.sol file and the logic is defined in the BasicToken.sol smart contract.

approve – gives permission for one account to spend on the behalf of the other account. For example, if Fred has an account, and George trusts Fred, and George has an account full of very valuable ERC20 tokens and says to Fred, "Can you please move some of these tokens around to other account holders for me?" This function will allow Fred's account to trade tokens for George. This function is found in the ERC20.sol, and the logic is defined in the StandardToken.sol smart contract. This action is only useful if you call the transferFrom function.

transferFrom – is where Fred transfers tokens for George. It can be found in the ERC20.sol file, and has its logic defined in the StandardToken.sol smart contract where it includes the "approve" logic as well.

Approval event – is something that is called by functions to tell the outside world that someone has approved something. The entire portion of this ability is defined in the ERC20.sol file and is used in various functions within the other smart contracts.

Transfer event – is identified in the ERC20Basic.sol code, and tells the outside world that a transfer has been completed. All events are not smart in that if the Transfer event is not entered correctly it can tell the outside world something that may not actually have happened.

Links to codebases:

<https://github.com/BEERToken/Token>

<https://github.com/OpenZeppelin/zeppelin-solidity/blob/master/contracts/examples/SimpleToken.sol>

<https://github.com/OpenZeppelin/zeppelin-solidity/tree/master/contracts/token/ERC20>

<https://consensys.github.io/smart-contract-best-practices>

<https://github.com/ConsenSys/smart-contract-best-practices>

<https://github.com/OpenZeppelin/zeppelin-solidity/blob/master/audit/ZeppelinAudit.m>