



Jingle Brew, Jingle Brew, Hoppy All the Way!

Brussels Beer Project launches its Advent Calendar for hop lovers — and beyond!

Brussels, September 2025 – For the fifth year in a row, Brussels Beer Project is back with its much-anticipated hoppy Advent Calendar – a collector's box packed with surprises. Behind every window is a different BBP beer, 24 creations to enjoy each day until Christmas.

The box contains a mix of BBP's flagship brews and limited editions, from familiar classics to fresh exclusives just canned. Among the highlights are icons like Delta IPA – the first IPA to win over Brussels – and its alcohol-free sibling Delta Zero. The selection also features brand-new releases straight from the tanks, such as Stranger Days, a double mirabelle gose brewed in collaboration with Estonian brewery Põhjala, and Pmpkin Latte, a spiced, indulgent autumn treat. Yeti Bang, BBP's ultimate winter warmer, also makes its long-awaited return.

A Joyful, Immersive Design

The 2025 edition sports a brand-new look by illustrator Aysha, whose bright, colorful style is an invitation to escape. Every detail on the box is alive with festive energy, playful graphics, and a modern twist.

Brussels is hidden throughout the artwork: nods to BBP's Dansaert and Bailli taprooms, the Port Sud brewery, and the neighborhoods that surround them. This design highlights how Brussels Beer Project is deeply rooted in its city – open to its people and to the world.

As an added playful touch, the back of the box features a reinvented game of Goose, designed to be enjoyed without moderation this time ;-)

The Perfect Cure for Winter Blues

Priced at €79, the BBP Advent Calendar is presented as the ultimate companion for long winter nights. It is positioned as the perfect gift to offer, share, or enjoy solo.

And if one of the beers steals your heart? No worries: the full range is available at BBP taprooms – Dansaert and Bailli in Brussels, Pigalle and Canal Saint-Martin in Paris, and BBP Le Bettignies in Lille.

Brussels Beer Project – Breaking the Mold Since 2013

Founded in 2013, Brussels Beer Project set out to reinvent the Belgian beer scene with collaborative, innovative, and sustainable creations. With two breweries in Brussels – including Port Sud, a B-Corp certified sustainable site – and six taprooms across Europe, BBP has brewed over 500 unique recipes to date.

The taprooms and breweries can also be privatized for events, from afterworks to birthdays to Christmas drinks, offering a unique setting to celebrate the season among the tanks.

Find out more at beerproject.be.

Practical Info

- **Price:** €79
- **Contents:** 24 BBP beers (mix of classics & limited editions)
- **Availability:** pre-orders on beerproject.be
- **In-store:** available from November at the BBP shop, 182 Rue Antoine Dansaert, 1000 Brussels
 - **Opening hours:** Tue–Fri 16:00–20:00; Sat 14:00–20:00