

Invest in our next chapter

DISTINCTLY DIFFERENT



EXCITING FLAVOURS

From the kitchen -> to a real brewery -> with a thriving taproom -> now strengthening our position in the region

Our story

Our brewing adventure started in 2012, during a school project that went slightly too far.

In 2014 we started brewing commercially in the shed.

In 2020 we bought a big, custom-made brewhouse capable of brewing 140,000 litres of beer.

In 2022 Niels received his post-graduate diploma in Brewing and Distilling, making him the only master brewer with his own physical brewery.

In 2023 we opened our successful pop-up, transforming it to a permanent bar in 2024.

Also in 2024, we celebrated our 10-year anniversary with our very own beer festival.



Beer – at the heart of it all

We are a brewery. We make beer. Nice beer. Beer with personality. Different than others.

Our beer can be collected in three series:

Wassenaar series

Refined classics, named after natural areas in Wassenaar.

International series

Bold, uncommon beer styles like steam beer and red IPA. Inspired by traveling around the world.

One-offs

Collaboration brews and our brewer's (wife's) favourites. Experimental, outside the box beers that won't be reproduced.



Our vision· growing in the region



Wassenaar knows and loves us. Our eyes are now set on the wider region.

By 2028 we expect to be found in 150 regional sales outlets, operating our 2nd bar and welcoming weekly brewery explorers at our brewery taproom.

We aim to be the biggest small brewery in the Leiden – Den Haag area.

Our annual unique beer festival will continue to be an event our fans look forward to.

Traction and momentum

The business is working:

Revenue 2025 of €178,000.

EBITDA increase of €27,000 over one year.

Beers & Bites shows a 7.5% monthly revenue increase.

The pub quiz is consistently fully booked.

Our beer festival saw a 60% increase in visitors.

In 2022 we decided to change direction, from a national player in a niche market, to a strong local brand. This showed great results in 2025 so far.

Our brewery is in the top 5 best rated microbreweries in Zuid-Holland, out of 123 breweries.



Why expand now?



Demand is present:

Beers & Bites in Wassenaar, although not perfect yet, is proof of our concept: Own HoReCa = high margin, instant cashflow and brand control.

This gives us a steady, profitable base to continue our growth.

Our identity is appreciated: Warm, local and craft-focused. Our brand is strong and recognised in the region.

How to expand?



1. Sales and commercial
2. WEB and Beers & Bites
3. Open our 2nd café

Expansion plan 1- Sales and commercial

Our cans and kegs are finding their way to more and more outlets.

Over the past years we have tried in multiple ways to increase the number of outlets but noticed we lacked experience in an ever-tougher market.

That is why we are now teaming up with experienced salespeople who will help to get our beer to reach those 150 outlets.

With our combined effort we expect to double our outlets and achieve an increase in revenue of €100,000 over 2026, through strategic growth and sales dedication.



Investment

Our intensified sales efforts are showing results:

- We will get a big placement in Jumbo supermarket at The Mall in Leidschendam, which is the stepping stone for their chain of 7 locations.
- What I have been trying to realise with Gall&Gall locally, has now been accomplished. Four shops in the region will stock our beer once we have cleared the head-office process, which is scheduled for March.
- Current and new HoReCa establishments are now stocking us more or in kegs rather than cans (more volume and better placement).

However, over the past year we struggled to keep stock of beers. To ensure constant deliverability, we need to increase our stock levels.

We also need to invest in more POS materials, such as tap handles, as well as new glassware.

We need an investment of around **€25,000** to ensure this working capital.

Expansion plan 2- WEB, Beers & Bites

Since the opening of Beers & Bites we shifted the use of our taproom at the brewery to parties and tours & tastings only. This includes our beer festival and Oktoberfest, but we are also often booked for private parties.

To increase The Web sales, we must invest in the comfort level of our taproom. Currently it is too warm during summer and too cold during winter.

Over 2026 we will increase our efforts to organise more tours and tastings.

Beers & Bites is there to stay. We have however only invested minimally in the premises. We would like to invest further, to improve the outdoor seating and inside furniture beyond our recent renovations. As we are getting busier each week, we need to improve the way we work, such as new POS systems and storage, to cope with demand.

We are hoping to raise **€28,500** for our HoReCa upgrades.



Expansion plan 3: New Crooked Spider Café

We are still on the look-out for our new café. We shared our desired profile with local HoReCa makelaars, as searching for ourselves proved unsuccessful so far.

Our signature concept: A modern brown café

Our concept is scalable. A neighbourhood bar of about 100 m². Small kitchen, taproom vibes, amazing beer (of course)

Cozy, warm and authentic atmosphere.

Terrace for outdoor service.

Sports that are not shown in your average bar.

Where: Leiden, The Hague, Voorschoten

Investment

Our research has shown that opening a new finished bar, requires around **€75,000**. There is often a goodwill fee involved, and we have specific requirements to increase the amount of tapped beers.

Furthermore, depending on the location, work must be done to make the place look better, including new furniture.

Opening a new bar, in a new city/town necessitates us new stock, new licenses, and a good marketing boost to let everyone know they can now get even better beer in town.

Our goal for bar investment would be to open a fresh, finished bar.

This investment is not part of our current crowdfunding, but we will reach out again when we have our new spot. We are still expecting to open a new place before 2027.



Financial impact of these investments

Our sales efforts are aimed to generate an additional €100,000 in the first year and build a base to expand further.

This summer, with better and more attractive outdoor seating, we are ready to maximise the tourist season in Wassenaar with Beers & Bites.

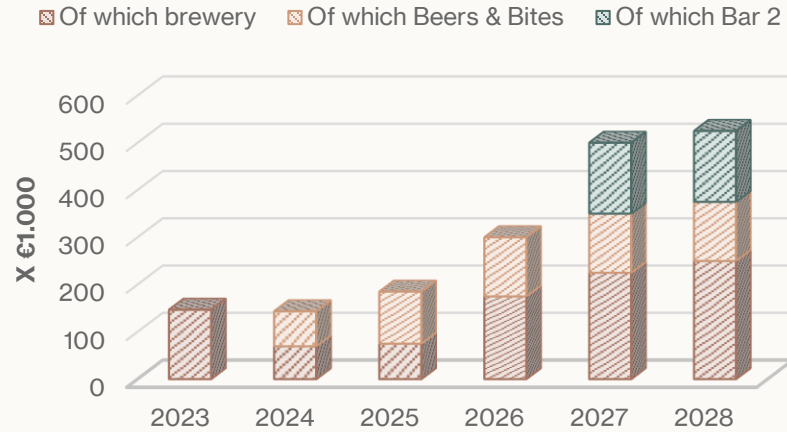
In the WEB, we aim to triple our revenue of 2025, which was lower due to efforts in town.

In our new bar, we expect an annual revenue of at least €150,000. Based on our Wassenaar results and comparable businesses, the stand-alone result should be an added €33,000. By improving our brewery results and optimise how the brewery and Beers & Bites looks, we have a better chance to get landlords to trust in our plans.

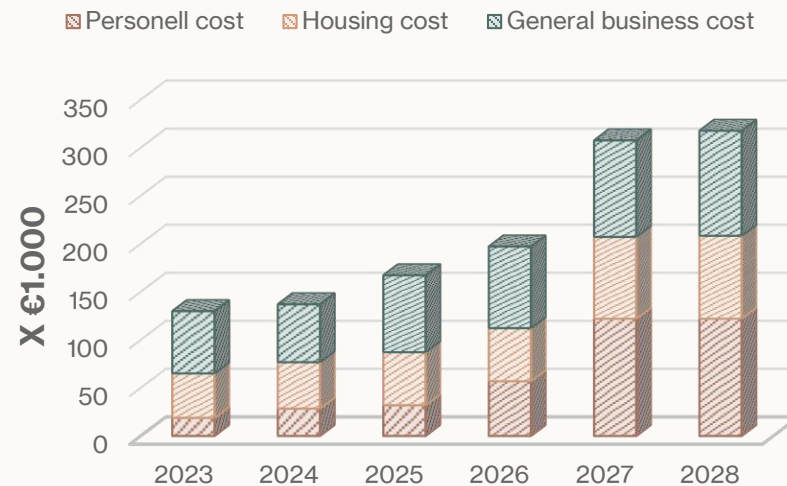
The brewery will benefit through increased production.

In graphs

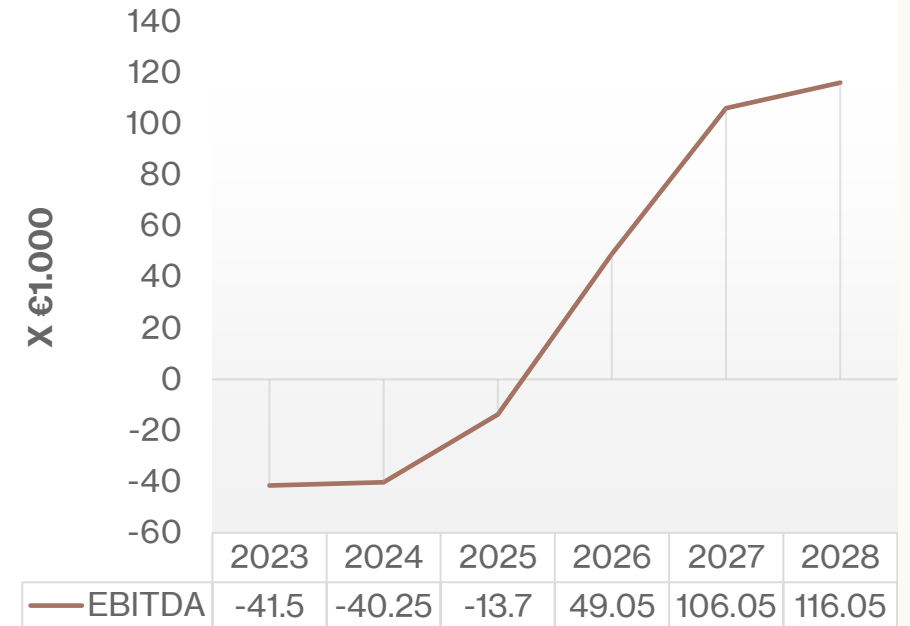
REVENUE



COSTS



EBITDA



The investment round

For our current investment round, we aim to raise €59,500.

As mentioned, the first €25,000 is invested our sales efforts.

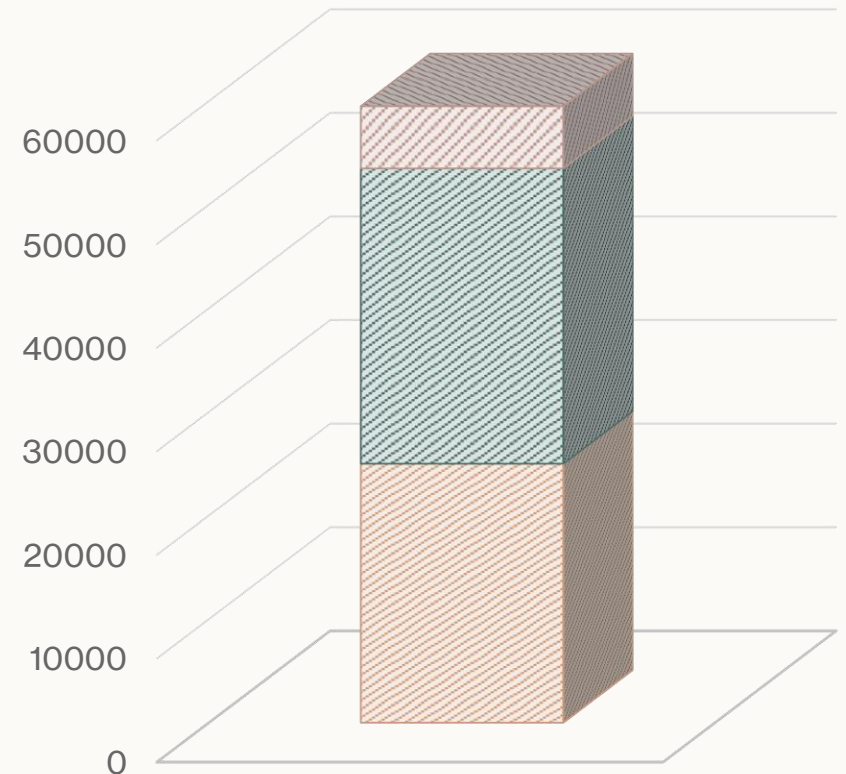
We want to invest €28,500 in our HoReCa, about 50/50 for WEB and Beers & Bites.

The additional €6,000 is used for small improvements in the brewery, such as new rubbers.

When we have found our perfect spot for our second bar, we will reach out again and start a bigger crowdfunding.

REQUIRED INVESTMENT

■ Sales & Marketing ■ Beers & Bites ■ Brewery



The added benefit

Our brewery is not operating to capacity. The added volume will help decrease our cost per litre, without investing in new equipment. This means an even higher profitability across all our beers.



How investment works, certificates of shares



In 2019, we set up a crowdfunding round to fund our bigger, 1500L brewery. This was a great success, and 94 individual investors joined us in our dream.

There are still certificates available and we will offer 100 of these up for purchase.

Each certificate comes with economic rights in the form of dividends and value growth. It is important to know a certificate of share's voting rights stay in a STAK.

There are no fixed returns, but profit will be distributed amongst all shares and certificates of shares equally.

As our brewery grows, so will the share value.

Certificate holder perks

Every certificate holder, even if you only have one certificate, is entitled to annual free tours and tastings for you and some friends.

Through our regular special newsletter, you obtain early access to our freshly canned beers.

Certificate holders receive discount or even free entry to some of our events. We also host exclusive investor events where we update on our business, in a fun, beer-filled manner.



During this investment round we also offer additional rewards for purchasing more certificates:

1. A “rondje Wassenaar” or your favourite Wassenaar series beer on a T-shirt
2. A special investor glass.
4. One of our “investor edition” caps
6. “Rondje Wassenaar” Tote bag
8. A second T-shirt
10. One T-shirt upgraded to Hoodie
15. Private event (25p) at Beers & Bites or new bar
25. Private party at the brewery (40p)

For bigger investments, please contact us directly.



How investment works, bar vouchers



By purchasing a bar credit voucher, you prepay for beer you can enjoy with interest, whenever it suits you.

It's a simple way to support our expansion while securing credit for future beers, cans, or bites, with up to 15% interest.

Use it yourself or give it as a modest, practical gift.

You will get a credit card size voucher and can keep up to date with your credit online.

Risks

Attention! This investment falls outside AFM supervision.
No prospectus required for this activity.



As with every investment there are some risks involved:

Concerning crowdfunding:

- Past performance gives no guarantee for future results.
- Our business value and hence share value may rise and fall. This could result in you losing (part of) your investment. Only invest what you can miss.
- There are administrative conditions in place that limit certificate of share transfers.
- We may refuse transfers of certificates (gunning).
- You are investing outside of AFM supervision; we have no prospectus requirements.

Concerning our business:

- We are a small company, with a limited team. There is a risk that key people fall ill, or move on to a new place, which impacts our plan.
- Changes in raw material costs can be of huge influence on our profitability. We mitigate this by ordering from several suppliers and knowing how to deal with changing specifications of materials.
- We may not be able to obtain required permits for our new bars.

For more information, contact us at info@crookedspider.nl, or have a look at the F.A.Q. on our website.

Become an owner of Crooked Spider

Invest, from €595 per certificate and help us

- grow our sales footprint
- make our HoReCa even better
- bring better beer to more people

[Crookedspider.nl/crowdfunding](https://crookedspider.nl/crowdfunding)