



The BEERPAPER





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# Introduction.

Hello BEER lovers and future BEER-llionaires,

The world and economy as we know it, is changing and crypto currencies are becoming more familiar, accepted and trusted part of our lives.

Unlike paper money, crypto can't be printed and is not controlled by central banks, corrupt politicians, or business oligarchs.

Crypto currencies are decentralized, driven by the people, independent and operate in the free open market without intervention and manipulation.

As we move to a dual world of money and digital currencies, we are on a mission to empower and connect a global drinks community, BEER Lovers, and supply chain, through BEER Token, a new crypto asset that is low cost, sustainable and grounded by the most secure and advanced multi-chain technology in Stellar XLM, XRP Ledger and Solana Networks.

The BEERPAPER is a taster of what's brewing. Join the BEER Fam at the virtual bar, it's open247 on twitter, telegram and discord for frequent updates on the BEER journey.

**Everyone's welcome.**

**[beertoken.com](https://beertoken.com)**



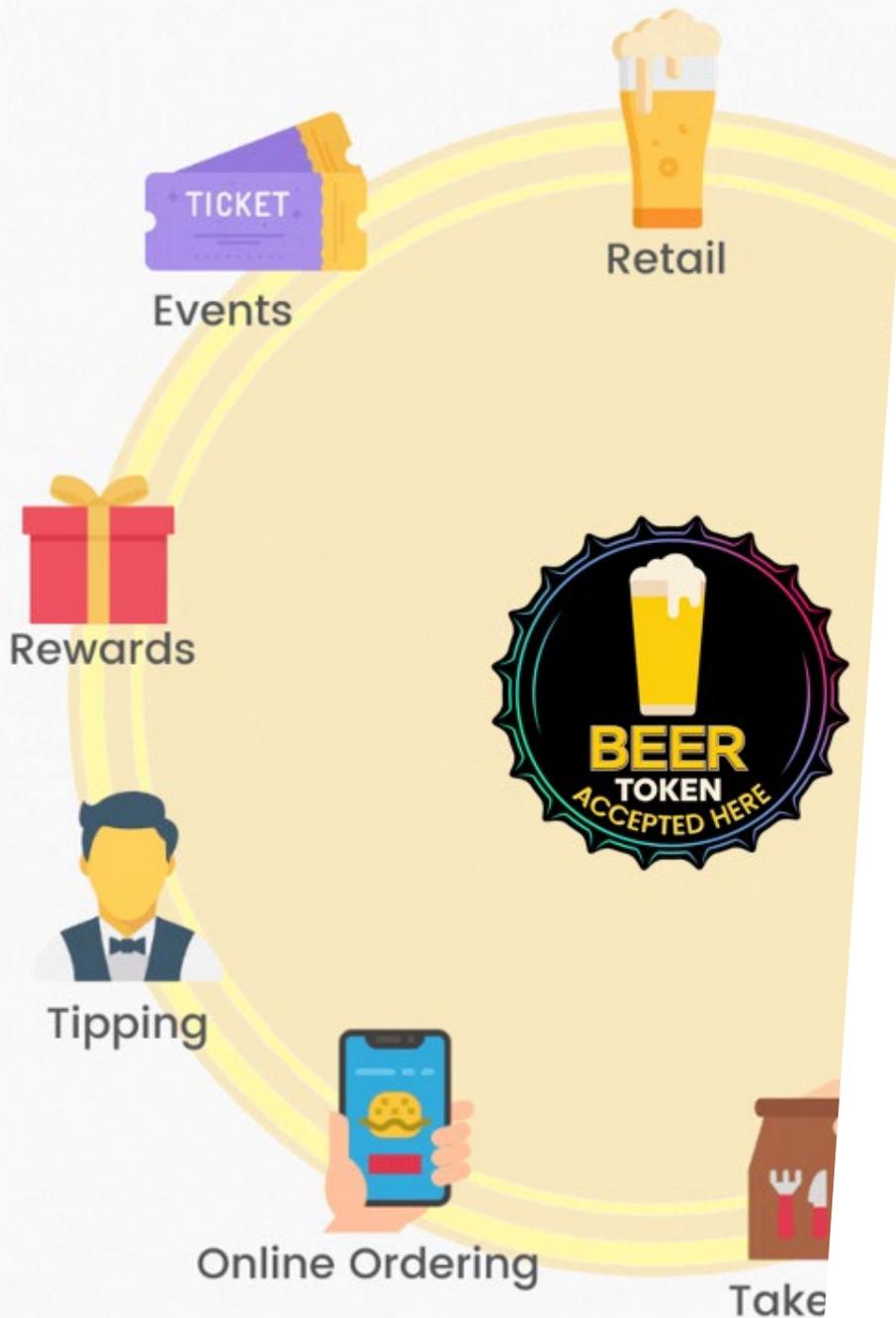
# Why BEER.

Thanks to Ninkasi, BEER is truly the nectar of the Gods, one of the oldest and most widely consumed drinks in the world, alongside water, coffee, tea and wine.

BEER is loved for its representation of reward, fun, mateship, family, friends, and future, and reminds us of the people, places, and things we love in life, the moments we savor and company we enjoy.

BEER has gone from a humble drink, to a retail category, to a global commodity, now we're turning BEER into an inter-planetary digital currency in BEER Token.

We're connecting people and business with crypto, one BEER Token at a time.

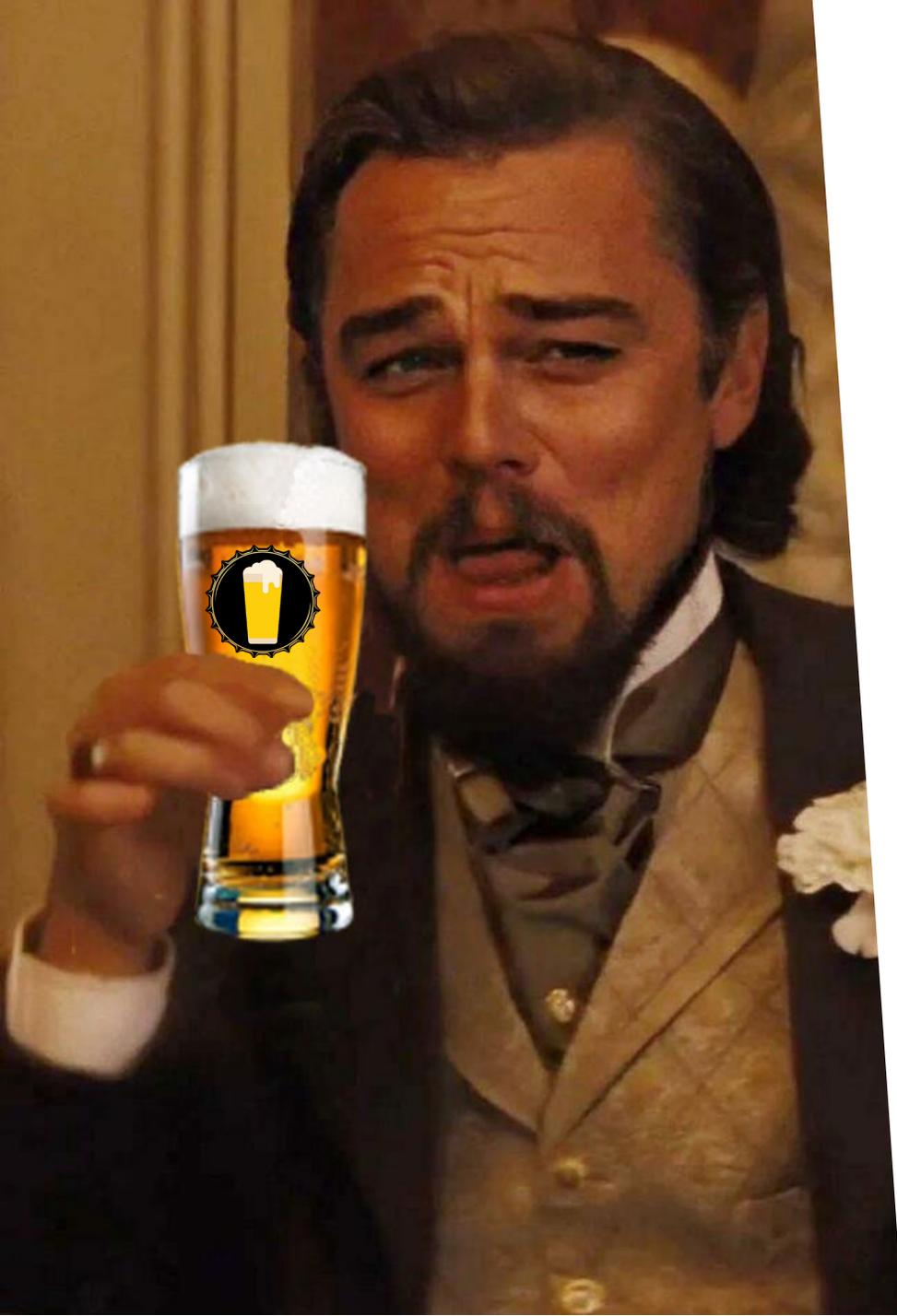


# Our Vision of the Future.

BEER Tokens are a vision of the future crypto economy, a fun and familiar digital currency for the food, alcohol, entertainment, leisure, and gaming industries.

As digital assets on the blockchain, BEER Tokens are tradeable digital assets that can be exchanged for value and used for payments, tips, rewards, loyalty programs, donations, fundraising and more, anywhere on the planet.

BEER Tokens can be transferred between parties, across the world through the blockchain in seconds, without any banks or middleman, and costs less than a few cents per transaction



# Fun. Fast. Green. Cheap.

BEER Token is a new way to pay, save, spend, shop and earn.

We break down the barriers of user adoption and simplify the user experience with a peer-to-peer asset that is fun, familiar, easy, entertaining, green and sustainable.

Whether paying for drinks with BEER, a meal with BEER, tipping venues and staff with BEER, saving BEER as an investment, sending BEER to family and friends to help, BEER Token is ready to plug into Point of Sales systems, web apps and wallets on compatible blockchains, and will reshape the way people and business send, spend, save, earn and lend money in the future.

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# BEER Mission

Our mission is to be The BEER of the Blockchain and bring everyone together through a fun and familiar project that many people enjoy everyday... BEER!

From crypto enthusiasts to local business, to beer lovers in every corner of the world, BEER is easy to understand and can lead the crypto change and drive real world adoption, usage, and velocity of digital currency at a retail and local business level, connecting people, friends, family, beer brands, beer drinkers, breweries, bars, clubs, pubs, restaurants and retailers nationwide to worldwide.

## **Our strategy is 4 parts;**

- Education
- Adoption
- Usage
- Velocity

We will execute through our website, tech platform, social media channels, and a range of airdrops, giveaways, promotions and partnerships.

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# BEER Vision

Reshape the way people and business pay and value food, beverage, leisure, gaming and entertainment in the future;

People using BEER Tokens to pay for beer, alcohol, drinks, meals, shopping, events, gigs, sports bets, shout mates' virtual beers, send money, tip servers, tip venues, crowdfunding, loyalty programs, staking, rewards for spending, sending, using to saving BEER Tokens.

- Lead industry **education** and adoption of digital currencies in a fun and familiar way.
- Increase crypto **adoption & usage** through spending, sending, saving, forms and motivating consumers to use digital currencies for everyday purchases.
- Increase **payments velocity** by partnering with the industry to drive purchase occasion, consumption frequency, and category growth.
- Be the **first-choice digital crypto partner** for the beverage brand owners and licensed businesses.



# BEER Tokenomics

There are only 5,000,000,000 BEER Tokens issued and locked, no more tokens can ever be minted!

We have a very strong community of over 12k+ passionate asset holders and BEER lovers that grows daily.

A total amount of 10% of the supply will be offered to the market in an Initial Coin Offering (ICO) to help achieve a soft cap and allow contribution to the ongoing development.

## Tokenomics

- 10% Presale
- 20% Rewards & Incentives
- 20% Marketing, Partners, Promotions and Trade Shows
- 20% Development & Operations
- 20% Reserve for Staking and Liquidity Pools
- 10% Team





# BEER Roadmap

- Giveaways and Promotions
- Community Building and Social Promotions
- Education Portal
- Merch Store
- Ambassador Program
- Recovery Program
- Tips Program
- Directory
- Partnerships
- NFT Gallery
- BEER Bottle Bros NFT Series
- Blockchain Expansion
- AR Gamification & Metaverse Extensions
- BEER Market
- Shows & Events
- Marketing Materials
- Point of Sale Integration

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# Timing



Dates	Activities
Q2 2021	BEER Token on Stellar Networks Social Channels Activated Telegram Channel Launched Website Launched Airdrops and Giveaways Started
Q3 2021	Airdrop to Early Token Holders Official BEER Token Launch BEER Token Extensions for Wholesale BEER Token Extensions for Supply Chain Business Recovery / Partner Program Launch
Q4 2021	Expand Exchange Listings to P2PB2B BEER Directory Launch
Q1 2022	Resident Artist & NFT Gallery Launch Project Partnerships (ongoing in Q2, Q3, Q4) Updated Merch Range BEER Token issued on XRPL & SOLANA Networks
Q2 2022	Ambassador & Tipping Program Rollout AR & Metaverse Partnership Agri Business DAO Formation for Grain & Hop farmers Metaverse Crowd Funding Program
Q3 2022	Trade Shows and Event Program Kick-off
Q4 2022	VEND Point of Sale Integration



# Giveaways and Promotions

We love shouting a few free BEERs through frequent promotions, giveaways and reward programs to raise awareness and visibility of BEER token with new and existing crypto enthusiasts, getting BEER Token into the hands of beer lovers, friends, family and newcomers into the crypto space, in a fun, familiar way.

[beertoken.com](https://beertoken.com)



BEER Token @thebeertoken · Jan 11

WAIT ERR.. there is a #BEER in my #CHEESE or is that a #CHEESELY in my \$BEER

Welcome to the team #Sir  
[stellarbeertoken.com/resident-artis...](https://stellarbeertoken.com/resident-artis...)

#xlm #stellar #stellarbeer #NFTs #Cryptos



4 13 29

### Telegram

#### BEER Token Official Chat

BEER Token is the digital token for #BEER on the blockchain. We are for the hospitality, food, beverage, sports and gaming industries, connect



45.7K 1:04 AM



17 comments

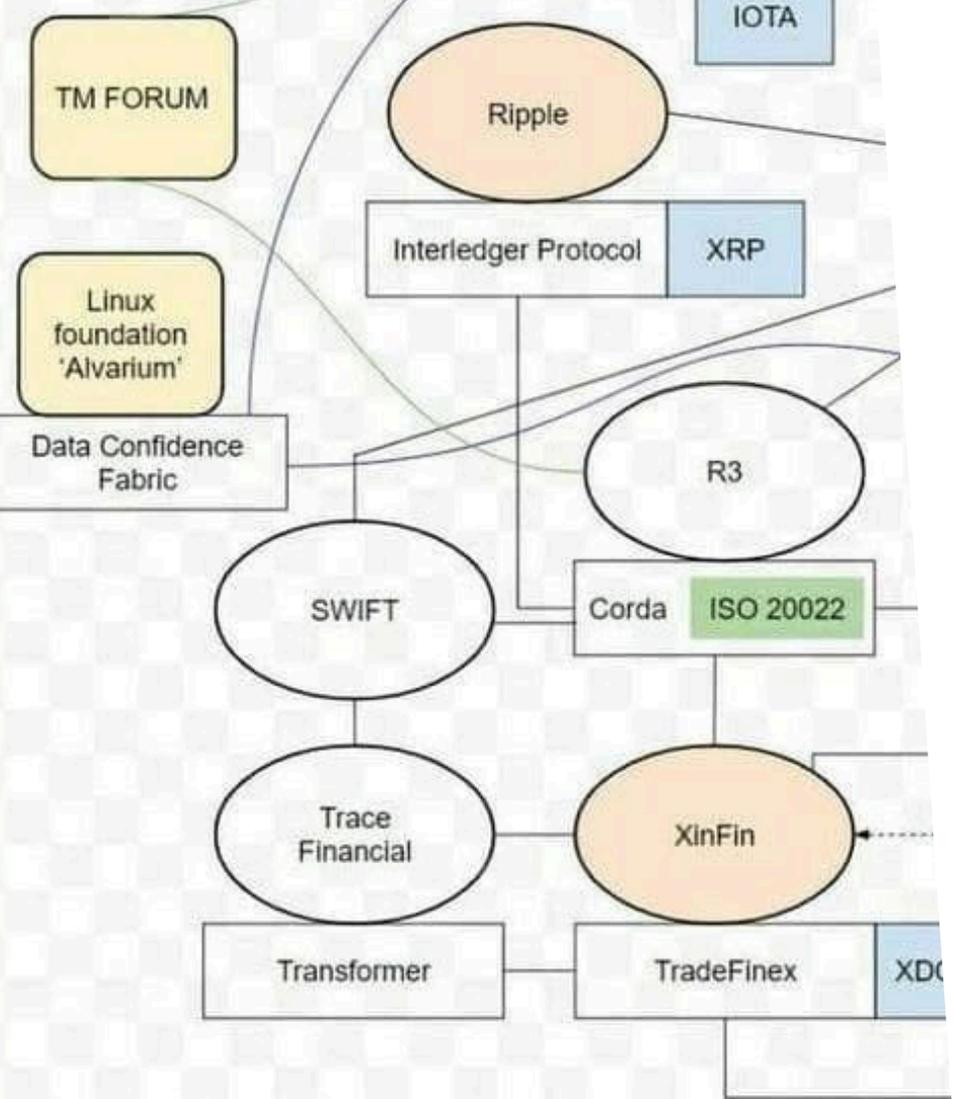


# Community Building and Social Promotions

We're tapping into the digital influencers across key social platforms like Twitter, Telegram and Instagram and getting BEER Token in front of a crypto savvy audience and tech connected crowd, and of course BEER lovers too.

# Interledger Protocol family & ISO 20022 ecosystem

Last update : 7/24/2020



# Education Portal

An ongoing part of the project, a content portal featuring interactive educational content about beer, hospitality business, Stellar blockchain, wallets, exchanges, tokens, and financial education mostly aimed at businesses in developed markets, businesses from emerging markets and new business startups.



## MERCH Store

BEER Gear for BEER lovers, crypto enthusiasts and asset holders. A fun, vibrant, ever changing merch range that makes BEER Token accessible, at the same time increasing awareness and visibility right across the world through some fun, stylish sought-after items, including caps, tees, hoodies, drinkware and accessories.



A community crypto drive  
to help our business  
survive Covid-19  
**LOCKDOWN**



# RECOVERY PROGRAM



*Cheers & Thank you!*



Send a crypto donation  
directly to our wallet using  
the QR Code



# Business Recovery Program

**Helping Local Businesses Stay Open with BEER.**

The Business Recovery Program is a relief program, designed to keep local bars, pubs, clubs and licensed retail stores open and busy, making it easy for loyal consumers to directly support the business in their local economies, and drive much needed funds back into the communities so we recover faster, together.

We have developed a range of Point-of-Sale materials for bars, clubs, pubs, licensed retail businesses, to help promote connecting with crypto networks, and make it seamless and easy as possible.

[beertoken.com](https://beertoken.com)



# BEER Ambassador Program

The BEER Ambassador Program is the most audacious global grassroots crypto adoption program ever undertaken at a retail and small business level.

With BEER Ambassadors leading the charge, introducing local bars, craft breweries, clubs, pubs to BEER Token and crypto tips in a fun and familiar way.

Ambassadors are the direct link to businesses and staff members in our BEER Tips Program, which is all about giving crypto tips to local hospitality businesses and staff. An easy way to say a digital Thank you, and a fun way to get your favorite barman, server, local pub and breweries into crypto.



# BEER Tips

## Helping people and business with BEER

BEER Token is bringing TIPPING to the crypto era, making it easier, faster, and fun for customers to show appreciation and tip staff, servers and venue for a great experience, by giving a BEER Token Tip.

BEER Tips Partner Program is the Ambassador Program for business, an adoption program about giving back to hospitality businesses and staff by leaving a BEER tip.

For businesses and staff members, you can reach new customers, increase sales and build awareness attracting crypto savvy customers.

We have developed a range customizable posters, stickers, barmats, banners to place in venues for businesses and staff members interested in accepting crypto tips.





# BEER Directory

## Connect. Engage. Trade

The BEER Directory connects crypto savvy customers to crypto friendly bars, clubs, pubs, flavors, and experiences in the local community.

Bars, Clubs, Pubs and local businesses can list their public XLM, XRPL and SOL address on their directory profile which makes it easy for loyal customers to give a crypto tip whether in the venue or from the comfort of home, anywhere.

Our vision is a universal showcase and digital directory of all the breweries, bars, clubs, pubs and beer brands in the world, that accept crypto tips and payments for food, beverage and entertainment.

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# BEER Partners

Driving growth and adoption through collaboration.

Coming together with drink brands, projects, people and platforms across the blockchain to extend our reach through liquidity pools, technology, cross promotions, rewards, NFT programs, and creative collabs, bringing project communities together, collectively working towards shared goals of crypto education, adoption, usage and velocity, while keeping it fun, familiar, easy and entertaining.

[beertoken.com](https://beertoken.com)

Quench your artistic thirst

# BECOME A FIRST POURER

in the NFT Space

Serve up and exhibit your NFT's to  
the BEER World today!



Check it!

<https://beertoken.com/nft-creator-signup>



## NFT Gallery

The BEER NFT Directory and Gallery is a platform to promote upcoming and established artists and creators in the digital art space, across blockchains and marketplaces.

The NFT Directory connects beer, art and artists to crypto enthusiasts and digital collectors from all platforms.

NFT creators from any blockchain can create a profile, add art, and link it back to the preferred NFT marketplace, in just a few easy steps.

[beertoken.com](https://beertoken.com)



# The Bottle Bros

As part of the NFT Art residency, Sir Cheesely has brewed up The BEER Bottle Bros, a series of 99 exclusive NFT's that BEER lovers will have opportunity to crack open through airdrops, rewards and giveaways.

[beertoken.com](https://beertoken.com)



**NOW ON TAP AT**

**p2p p b2b**

[p2pb2b.io/trade/BEER\\_USDT](https://p2pb2b.io/trade/BEER_USDT)



# Blockchain Expansion

Make BEER Token one of the most accessible, fun and utilized tokens across chains, increasing usage and velocity of BEER with people and business, through compatible wallets and exchanges.

## Compatible Wallets and Exchanges

### XLM

Lobstr  
Scopuly  
InterStellar  
StellarPort  
StellarTerm  
StellarX  
SDEXEX

### XRPL

XUMM Wallet  
SoloDex

### SOLANA

Solflare Wallet  
RaydiumDex

### Exchanges

P2PB2B

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# AR & Metaverse

**BEER meets AR meets Metaverse merging unreality with reality.**

From chatting to our NPC barman in the brewniverse, treasure hunting for tokens on virtual BEER trails, or spinning crowd funding on its head with GRAIN-Funding for farmers and harvesting token donations.

Unlocking coffee token, milkshake token, redeeming for NFT's, merch, and more. Items are connected to virtual locations in the metaverse and linked to real locations and venues around the world.

Through augmented reality apps (AR), the metaverse, NPCs, and gamification, tied into the real world, we're unlocking a variety of fun ways to introduce and onboard newcomers on to the blockchain, and drive innovative use cases and adoption through easy and entertaining onramps and platforms.

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# BEER Market

**A blockchain powered marketplace for real and digital collectibles.**

Many brands and breweries have been established for 100+ years or more and have built up a historic collection of beer gear and barware – from beer labels, beer taps, pub signs to tap machines.

The BEER Market will be a digital marketplace for creators and collectors featuring beer collectibles, memorabilia, NFT's, merch and more to buy, sell and trade offered by your favorite artist, breweries and brands around the world.



# BEER Shows and Events

**Walking the aisles, talking crypto over a digital BEER.**

Exhibiting at trade shows, events and exhibitions around the world, talking BEER to fellow traders, businesses and people, and opportunity to talk shop starting with the ABC's... Adoption, BEER and Crypto.

# BEER Marketing



WINDOW STICKERS / POSTCARDS

## Examples



DL Brochure



PULL UP BANNER



ROLLER CLIP





# BEER & DRINKS TOKENS FAMILY

# BEER Token Family



BEER Tokens are a fun and familiar way for spending, shopping, sending, saving and doing business everyday.

BEER Token can be used between people and businesses, and sent instantly to anyone, anywhere in the world, in seconds.



**ALE Token**

Token Symbol: ALE

Token Name: Ale Token

Supply: 1B



**CIDER Token**

Token Symbol: CIDER

Token Name: Cider Token

Supply: 5B



**GRAIN Token**

Token Symbol: GRAIN

Token Name: Grain Token

Supply: 100M



**HOP Token**

Token Symbol: HOP

Token Name: Hop Token

Supply: 100M



**IPA Token**

Token Symbol: IPA

Token Name: IPA Token

Supply: 1B



**LAGER Token**

Token Symbol: LAGER

Token Name: Lager Token

Supply: 1B



**STOUT Token**

Token Symbol: STOUT

Token Name: Stout Token

Supply: 1B



**TIP Token**

Token Symbol: TIP

Token Name: TIP Token

Supply: 10B



**COFFEE Token**

Token Symbol: COFFEE  
Token Name: Coffee Token  
Supply: 5B



**TEA Token**

Token Symbol: TEA  
Token Name: Tea Token  
Supply: 5B



**WATER Token**

Token Symbol: WATER  
Token Name: Water Token  
Supply: 5B



**MILKSHAKE Token**

Token Symbol: MILKSHAKE  
Token Name: Milkshake Token  
Supply: 1B



**WINE Token**

Token Symbol: WINE  
Token Name: Wine Token  
Supply: 5B



**WHISKY Token**

Token Symbol: WHISKY  
Token Name: Whisky Token  
Supply: 100M



**VODKA Token**

Token Symbol: VODKA  
Token Name: Vodka Token  
Supply: 100M



**TEQUILA Token**

Token Symbol: TEQUILA  
Token Name: Tequila Token  
Supply: 100M



**RUM Token**

Token Symbol: RUM  
Token Name: Rum Token  
Supply: 100M



**GIN Token**

Token Symbol: GIN  
Token Name: Gin Token  
Supply: 100M



**BRANDY Token**

Token Symbol: BRANDY  
Token Name: Brandy Token  
Supply: 100M



**BOURBON Token**

Token Symbol: BOURBON  
Token Name: Bourbon Token  
Supply: 100M



**BLOODY MARY Token**

Token Symbol: BLOODYMARY  
Token Name: Bloody Mary Token  
Supply: 100M



**CAIPIRINHA Token**

Token Symbol: CAIPIRINHA  
Token Name: Caipirinha Token  
Supply: 100M



**DAIQUIRI Token**

Token Symbol: DAIQUIRI  
Token Name: Daiquiri Token  
Supply: 100M



**MAI TAI Token**

Token Symbol: MAITAI  
Token Name: Mai Tai Token  
Supply: 100M

# DRINKS Tokens

**A Stellar way to pay.**

DRINKS Tokens are a digital currency designed for people, hotels, restaurants, cafes and bars to distillers, wineries and distributors.

Part of the VEND ecosystem, DRINKS Tokens are a fun and familiar way for spending, shopping, sending, saving and doing business everyday, and can be used between people and businesses, and sent instantly to anyone, anywhere in the world, in seconds through compatible wallets and exchanges.

**Website:** [www.stellardrinks.io](http://www.stellardrinks.io)

**Blockchain:** Stellar XLM

**Token Domain:** [stellardrinks.stellarmint.io](http://stellardrinks.stellarmint.io)

**beertoken.com**



# Stellar VEND

## A Stellar Way to do business.

StellarVEND is the next generation Point of Sale, ordering, payments and marketing platform for merchants.

An easy digital business solution designed for retail, hospitality and online businesses.

The VEND platform uses VEND, BEER, DRINKS and other tokens for payments and rewards, alongside local currencies.

Merchants will be able to create menu's, posters, QR codes, credit notes, bookings, subscriptions, split bills, discounts, reports, rosters, stock control, you name it, everything you need, connected in one system.

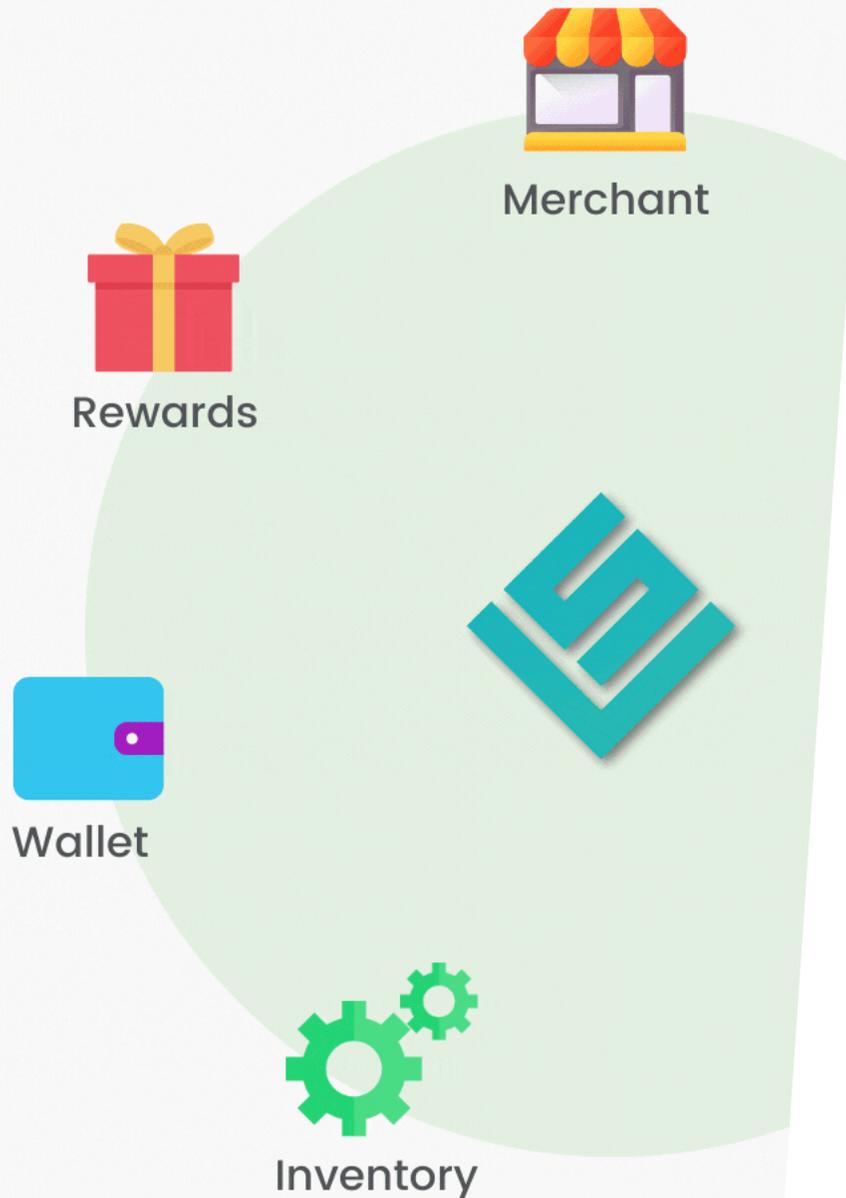
**Website:** [www.stellarvend.com](http://www.stellarvend.com)

**Blockchain:** Stellar XLM

**Token Domain:** [vend.stellarmint.io](http://vend.stellarmint.io)

**Token Symbol:** VEND

**Token Name:** Vend Token





**BLOCKCHAINS**



# What is Stellar Network?

Stellar is a fast and secure universal network for trading, saving, spending and sending digital money.

Stellar powers BEER Token and many other tokens, and makes it possible to create, send, and trade digital representations of all forms of money; from dollars, pounds, bitcoins, tokens, pretty much anything at a fraction of the cost compared to traditional options.

Stellar Network is designed so all the financial systems can work together on a single network.

BEER Token launched on the Stellar Network in May 2021



# What is the XRP Ledger?

The XRP Ledger (XRPL) is a decentralized, public blockchain led by a global developer community.

It's fast, energy efficient (compared to mined currencies), and reliable.

With ease of development, low transaction costs, and a knowledgeable community, the XRPL provides developers with a strong foundation for creating the most demanding projects, without impacting the environment. Low fees, secure, high speed faster transactions and custom token functionalities make the XRPL ideal for building an ecosystem of NFTs.

BEER Token launched on the XRPL Network in Feb 2022





# What is the SOLANA Network?

Solana a direct competitor to Ethereum, is a programmable blockchain that strives to perform high-speed transactions without losing its core feature, decentralization.

The Solana network uses a novel mechanism called the proof-of-history, which is not a consensus mechanism but a cryptographic clock. PoH makes the entire network more efficient, cheap and fast, because nodes do not have to communicate to validate a block. Instead, they all must agree on the time order of the events registered on the chain.

SOL is SOLANA's native token, which is used for transaction fees and can also be staked. Solana functions on an adapted proof-of-stake consensus model, on top of which state-of-the-art core innovations are deployed.

BEER Token launched on the SOLANA Network in Feb 2022



*Cheers!*

Join us for a BEER at <https://beertoken.com> for more information.