

The VIP Package

Upgrade for just £23 at the box office!

This year for the first time ever, the Cycle Show is offering a VIP ticket package for those who want to make their Cycle Show experience even greater. The package includes entry to the show plus – a Goody bag worth £25 including two WD40 products, a pair of socks from WD40 or ALTURA, one bottle of Kwaremont beer, Mars Protein bar and sachet, Inkospor protein, Nestle Meritene Strawberry Shake plus many more!



VIP guests also get:

- **Fast track entry – skip the queue and be among the first into the show.**
- **Free copy of the latest issue of Cyclist Magazine (worth £5.50)**
- **Exclusive access to the VIP Lounge, a great place to relax and unwind!**
- **Free cup of Faema Coffee to enjoy in the VIP lounge**
- **Complimentary Sports Massage from Cloud Spa (worth £10.00)**
- **Queue Jump on all Test Tracks at the show**
- **GIF photo to takeaway from the Showtime Photobooth**
- **PLUS Tour of Britain Hospitality and GoPro prizes to be won!**



FREE beer! its in the bag

As A Cycle Show VIP guest, a free beer is yours for the taking. Check out your goody bag for the ideal reward after a long ride – courtesy of Kwaremont Session Ale. Visit Stand G153 for more information and enjoy your free bottle of beer as a VIP guest!

ABV – 6.6% • Packing – 30L Kegs • Drinking Temperature – Serve between 42° and 46°F • Brewed and Bottled By – Br. De Brabandere

“BREWED FOR CYCLISTS”

Kwaremont blond is just like the killer climb of the Qude Kwaremont in the Flemish Ardennes- fiery and packed with character. This full malt beer delivers that jolt of liquid sugar you crave after pedalling your heart out. What's in it for you? A distinctive, thirst-quenching finish with 6.6% of alcohol content to match the steepest of inclines.

The European Beer Star Competition

Is one of the most challenging beer-tasting challenges in the world. 1512 lip-smacking beers from 40 countries, pitted against one another in the hope of titillating the taste buds of the professional judging panel. Kwaremont stood out as a Belgian-style ale with unmistakable authenticity, characteristic flavour and highly impressive quality.

with thanks to



Come to the VIP lounge and get the full VIP treatment.

Wattbike will be in the VIP lounge showcasing the Wattbike Atom, its first fully connected smart bike. Atom replicates the resistance and sensation of riding on the road, giving the most authentic feel. Be one of the very first to try the Atom with an exclusive one-to-one session in the Cycle Show VIP lounge.

