

INTERVIEW IBOSIM

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Ibosim

Ibosim was founded by three friends that met in Engineering school and were lucky to discover the world of beer from some of the pioneers of craft beer in Spain, that were older students in the same school. In a world of industrial lagers, being exposed to a whole new world of flavours and aromas blew our minds.

Vino Nova spoke with Victor Villellas. Read their amazing story and feel the energy for their beer brewery!

Can you tell us some more about the history of Ibosim, something we do not know yet?

There are many things that we have improved during all these years! When we started in 2013 we were nomad brewers, we built the brewery in Ibiza in 2016 and by then we had already expanded our portfolio of beers and had evolved the recipes of the first ones.

Probably the biggest change in all these years was the branding. When we started, we were influenced mainly by the labels we had seen on beers in Barcelona, which were quirky, naughty, or edgy, but were very different to what the industrial brands were doing. After some time we understood that those kind of labels worked well in a more developed market, but being the first craft beer on the island, we needed to stay closer to what people were used to seeing. We landed on a design that was modern, sleek and elegant, with bold colours that made our beers easily recognizable from one another. It was a big change but one that we are proud of, because it was clearly the right decision.



What is the story about the product name?

Ibosim is the name the ancient Phoenicians gave to the island known today as Ibiza, and it literally means “Island of Bes”. Bes was an Egyptian deity worshipped as a protector of households, more specifically, of mothers and children against dangerous animals such as snakes and scorpions, which would be later known as a protector of everything good and enemy of all that is bad.

It was also a god of the Phoenician pantheon and, when they reached Ibiza, they saw that there were no such dangerous animals there... so they thought it was under the protection of god Bes.

We chose this name because we loved the story. It is at the same time very traditional and not typical at all, which are two of our core values.



What was the first notable assignment or challenge for you?

When we started producing the beer for Las Dalias, that was a great achievement for us. Las Dalias is such an iconic place in Ibiza and there are so many people coming by every year. It is not only the Hippy Market, also the restaurant, the concerts and some of the most iconic parties of Ibiza too! We had to create a beer that would represent them but also that would make us proud. After 4 years we are still working happily together.

Why is Ibiza such an inspiration?

All our beers are inspired in some way by Ibiza. There are so many sides to the island! Ibiza is a melting pot of people from around the world but it remains quite rural. It is deeply spiritual but there are huge parties. Crystal clear water next to the forest. Incredible sunsets seen at the same time from the infinity pool of a super luxury villa and from the camper van parked next to it. So much going on in such a small piece of land but, no matter who you are or where you come from, we have a beer for you.

What is your mission?

One of our missions, since we started, is to grow the beer culture in Ibiza. When we started there was nothing like us on the island, but every year the number of people that search for a different kind of beer is growing. One thing we haven't done yet is a sour beer, but that's going to change in the future!

"One of our missions since we started has been to grow the beer culture in Ibiza"





What is really characteristic for the company?

How many times have I heard the phrase "I don't like beer"... The look in that person's face when they trust us to try something different and realize that they actually love it is one of those things I will never get tired of.

Why do you love Ibiza?

I love the fact that no matter where you are on the island, you are never more than 20 minutes away from a spectacular natural setting. Ibiza is such a beautiful place! It is also full of interesting people from all over the world, so even though it is small and rural, it stays trendy and modern without the stress of the big cities.

*"We like to take things one step at a time,
but without setting limits"*

Can we expect expansion from Iberosim?

The idea of reaching people from all over the world is enticing, but we are never going to compromise the quality of our beers. Craft beer is a delicate product and logistics are crucial to ensure that the beer reaches the destination in optimal condition. We like to take things one step at a time, but without setting limits.



Which beer is your favorite and why?

My personal favourite is IBZ Summer. It was our first beer and it remains our best seller to this day. The first thing you notice before you take a sip are the fruity tropical aromas. This followed by flavours reminding of mango and passion fruit, with just a touch of cereal, which makes your brain think that it is having something sweet... but then it ends with a slight bitter finish. It is quite light too, only 5% alcohol.

What was the best moment for you?

The best moment is probably when we finally got our brewery ready to start producing. I still remember looking in awe at the tanks and the fermenters, with a part of me still not believing that we actually owned a brewery. It was a magical feeling.

What dreams do you still have for Ibosim?

It would be a dream come true to make a collaboration with some of the big names in the craft beer world, such as Cloudwater, Omnipollo or Mikkeller, to name a few. Each has their own particular style and it would be amazing to learn from them.



How was the year 2021 for Ibosim?

This year 2021 we have released a series of experimental beers that we have called “Lab Series”. These beers have been a playground to experiment with crazy ingredients and probably the one I have enjoyed the most was a collaboration with Cafés Ibiza. The beer was a Red IPA cold infused with green coffee from Colombia, the favourite of the owner. The beer was very good, with a very interesting flavour profile, and it sold out in a heart beat, but it was also a little excuse to get to know the people from Cafés Ibiza. Great product and great people, looking forward to the next one!

"These beers have been a playground to experiment with crazy ingredients"

One of the best things about Ibiza is that it's very small and after a while you get to know most of the businesses in your sector. The experience with Cafés Ibiza was an introduction to one of the “big brands” on the island. They exist already for a very long time and are very well known, but it is actually a small family business. The owner is very kind and an absolute pleasure to talk to, which is exactly the way I like it when it comes to collaborations.

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High quality beer is at the core of our business, as is innovation. Every year we produce new and exciting Limited Edition beers, and we always keep an eye open for ways we can improve our core range beers, either by adjusting recipes or the brewing process. The mission for the following years is to increase awareness of craft beer as a product in Ibiza and to consolidate our position as the quality alternative to industrial beers on the island, for both consumers and businesses.

In five years time we should have expanded our capacity and established commercial contacts with businesses in other European countries. I would love to be promoting Ibosim through collaborations with other breweries in The Netherlands, Germany, UK... because that is always fun to do.

Ibiza is one of the most wonderful places in the world, and Ibosim truly is the beer of Ibiza.

