

<http://www.wsj.com/articles/hopsy-taps-1-1m-for-craft-beer-delivery-1466643586>

Hopsy Taps \$1.1M for Craft Beer Delivery



Hopsy Inc. co-founders (left to right) Andrew Perroy, Sebastien Tron and Bodie Paden. Illustration: Hopsy Inc.

By Scott Martin

Updated June 23, 2016 12:48 a.m. ET

A trio of beer aficionados wants to bring craft beers to the doorstep.

The founders behind Hopsy Inc. started a beer-delivery business in 2014 to provide local craft beers that were fresh but unavailable in many stores. The service is now available at the tap of an app in Oakland, Berkeley and San Francisco.

“I realized when you have to go to a supermarket, you don’t have the same level of products. We started with the idea of, ‘How do you bring the milkman to beer?’ ” said founder and Chief Executive Sebastien Tron.

Albany, Calif.-based [Hopsy](#) counts itself among a California food movement that embraces locally sourced ingredients used in food and beverages. The startup gets its beers from breweries within 50 miles and only delivers nearby from where it sources beers.

Hopsy’s chief executive on Wednesday said his company has tapped into about \$1.1 million in funding led by IronFire Ventures in a seed round that had participation from Berkeley Angel Network. Under the deal, IronFire venture partner Jason Wang has agreed to join Hopsy’s board.

Mr. Wang was the co-founder and founding CEO at food-delivery startup Caviar, which Jack Dorsey’s payments company Square acquired in 2014. Mr. Wang’s position on the board will help Hopsy expand, benefiting from the Caviar co-founder’s experience in moving the food-delivery business into 17 markets in four years, Mr. Tron said.

The specialty beer-delivery upstart aims to expand its service into the San Diego area by year’s end. Home delivery is available through Caviar within an hour, or on Hopsy’s site to schedule deliveries.

Hopsy sells beers in 32 ounce bottles. Home delivery for one bottle comes with a \$5 service fee, but orders of four or more bottles have no delivery fee.

Mr. Tron and co-founders Bodie Paden and Andrew Perroy met at Napa-based wine startup Naked Wines, where the three were working. Hopsy was bootstrapped and pre-seed until September. The seed funding round closed last week, and the trio has expanded to seven employees.

Write to Scott Martin at Scott.Martin@wsj.com