

# WiseCracker

## PRESS RELEASE - FOR IMMEDIATE RELEASE

### Media Contacts:

Mike Ahrens [mike@wisecrackerltd.com](mailto:mike@wisecrackerltd.com)

Ken Ahrens [ken@wisecrackerltd.com](mailto:ken@wisecrackerltd.com)

Tel. 408.410.8089

---

## WiseCracker gets serious about bike-mounted bottle openers

SAN JOSE, Calif.– It started out as a joke, but after a while it wasn't funny anymore: WiseCracker has become a serious business. The underlying idea is still fun, and it still speaks to most cyclists who get thirsty, but fall 2014 is launch time for [WiseCracker Ltd](#) as a standalone business with an [online store](#) selling a multitude of devices to open a bottle.

The original WiseCracker was a bicycle-mounted bottle opener, dreamed up back in 2006 by mechanical engineer/custom bicycle builder [Mike Ahrens](#), of San Jose, California.



Mike Ahrens says, "Originally I made this to amuse my fellow frame builders at the North American Handmade Bicycle Show when it came to San Jose. I'd invite them to my booth for a beer, hand them a bottle and suggest they open it on the bike. It was good for some laughs, but there was a lot of genuine interest, so the next year, 2007, I brought some to sell and they all went on opening day. I realized this could be a good accessory product for my business."

It turns out Mike was right. He changed the primary mount location of the WiseCracker from the seat post to the headset – just below the handlebars, where it sits in view as a constant reminder of the nice cold brew to relax with after a long, hot ride – and the product started selling.

Sales growth steadily increased, and by 2014 the time and effort going into WiseCracker warranted the formation of a standalone business.

WiseCracker bottle openers are currently selling in 50 states of the USA and in 25 countries across five continents. The strongest US markets are California, Minnesota and Florida. Outside the USA, it is Canada, the United Kingdom and Germany buying the most, although Australians purchase a lot considering the relatively small population.

Ahrens has sourced materials and manufactured the WiseCrackers locally, mostly in the San Francisco Bay area where he lives.

Options have expanded since the first aluminum units. Wisecrackers are available now in stainless steel and titanium as well, there is a wide range of colors and finishes, and custom laser engraving if so desired.

Mike Ahrens says, “Some of my customers are buying them in bulk now as promotional pieces for their business, race and club awards, and demo fleets too. They are priced at a point where they’re a fun and inexpensive gift.”

Single units sell for \$15-\$28 in standard models, depending on the design and materials used. Orders for single and multiple WiseCracker units can be made at the company website [wisecrackerltd.com](http://wisecrackerltd.com)

Next steps for the young company include the introduction of additional product lines such as the MuttCracker, which can attach to a dog’s collar or on a keychain. If all this seems like a lot of work, that’s because it is. Makes you thirsty just thinking about it.

**For product samples, photos and further information contact**

Mike Ahrens [mike@wisecrackerltd.com](mailto:mike@wisecrackerltd.com) 408.410.8089

#

© 2014 O2 Active Marketing | 1755 Van Ness Ave. | San Francisco CA | 94109

Subscribe

Unsubscribe

Powered by **Mad Mimi**®