



# EVENT GUIDE

**2 AUGUST 2025**

25/60/100 MILES





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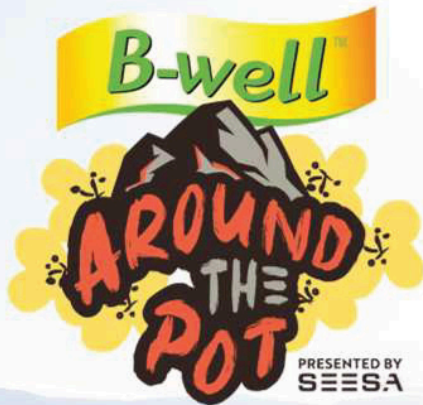
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HEADING TO THE RACE  
THIS WEEKEND? FUEL  
UP AT THE OIL MILL AND  
ENJOY A **10% DISCOUNT**

**PRESENT THIS FLYER TO REDEEM YOUR  
DISCOUNT. VALID 1 & 2 AUGUST**



As the **official B-Well Factory Shop**, we offer you direct access to a wide range of your favourite B-Well products – all at unbeatable factory prices.

**VISIT US THIS RACE WEEKEND –  
EAT WELL, SHOP SMART, AND GET RACE-READY.**

**FIND US AT 241 VOORTREK STREET, 6740 SWELLENDAM**





# WELCOME TO B-WELL AROUND THE POT!

We're proud to welcome you to Swellendam — the home of B-well and Southern Oil (SOILL), where the South African Canola journey began 30 years ago. Founded by Mr. Kellie Becker, SOILL has grown into a proudly South African success story, creating jobs, supporting local farmers, and pioneering wellness through innovation.

This year, we proudly celebrate 30 years of SOILL and Canola in South Africa. As the wellness brand of SOILL, B-well is committed to helping South Africans Eat Well, with B-well, offering quality oils and mayonnaise products made right here in Swellendam.

We're especially proud to partner with Around the Pot, a local event that brings people together, boosts the local economy, and promotes healthy, active lifestyles. Our B-well Pure Canola oil and B-well mayonnaise are endorsed by both CANSA and the Heart & Stroke Foundation South Africa — including **the first and only mayonnaise in SA to carry CANSA's seal.**

So, thank you for riding with us. Here's to good food, great health, and 30 years of proudly local excellence.

**B-well — your partner in wellness, proudly made in Swellendam.**







# FROM THE MAYOR OF SWELLENDAM



Dear Riders, Families, and Friends of Swellendam,

Welcome to the sixth thrilling edition of the B-Well Around the Pot gravel race. This premier winter gravel event, with its unique blend of endurance, camaraderie, and the breathtaking beauty of our Overberg landscapes, is a must-experience for all cycling enthusiasts. There's something here for everyone, whether you're pushing your limits or enjoying a first-gravel adventure.

As you pedal through rolling canola fields, majestic Breede River valleys, and Renosterveld reserves, feel the heartbeat of our region. The cool, crisp air, quiet roads, and postcard vistas truly make winter riding at its best. Our dedicated volunteers and supporters, especially local schoolchildren serving roosterkoek and finish-line hamburgers, bring that warm, small-town spirit that Swellendam is famous for.

During the weekend, indulge in Swellendam's treasures: explore Bontebok National Park, stroll through our historic town centre and savour local cuisine. Whether winding down post-ride or gearing up for the next leg, you will surely be captivated by our region's beauty and hospitality.

***To the riders, may your gears turn smoothly, your resolve stay strong, and your spirits stay high. To the families and supporters, may your cheers power every pedal and bring the joy that defines our event.***

From all of us in Swellendam, we extend our heartfelt gratitude to you for making Around the Pot a highlight on the cycling calendar. Your participation and support are what make this event truly special. Here's to an unforgettable weekend, full of challenge, triumph, and the warmth of community.

Ride well, stay well, and enjoy every gravel mile!

Warm regards

Francois du Rand  
Executive Mayor



# TENT VILLAGE

Each tent include:  
2 x chairs, 2 x stretchers,  
2 x mattresses & LED light.

- ON THE SHOW GROUNDS
- ABLUTIONS NEARBY
- CHARGING STATION
- COFFEE STATION
- COMMUNAL BRAAI AREA

**BOOK TENT**



If you have booked a tent or camping stand for the weekend, please ask for your tent or stand number at Registration. Bedding can be ordered online when you book via Entry Ninja.

## SWD Connect

Internet Service Provider

028 007 0020

# FAST, LOW-COST INTERNET

> WIRELESS INTERNET  
> FIBRE TO THE HOME  
> AIR FIBRE  
> VOIP  
> VPN  
> INTERNET SECURITY

CHECK COVERAGE ON  
[WWW.SWDCONNECT.CO.ZA](http://WWW.SWDCONNECT.CO.ZA)



082 946 3810



[INFO@SWDCONNECT.CO.ZA](mailto:INFO@SWDCONNECT.CO.ZA)

# LOCAL

# 24 / 7 SUPPORT





# IMPORTANT PRE-RACE INFO

## REGISTRATION

Registration kicks off on Friday, 1 August 2025 at 13h00, in the hall at the **Swellendam Show Grounds**. Prior to arrival you will receive an SMS confirming your race number, you will need to show this at registration to receive your race pack and goodie bag. This year each rider will receive a goodie bag packed with treats from our sponsors.

In your race pack you will receive a **number board** with cable ties and a **wristband**. The number board must be securely fastened to your front handle bars, the number board is also your timing chip so make sure the number on it is your race number. The number board must be returned after the finish. Your wristband must be worn at all times during your race, this has the event emergency number on it, and is your ticket to receive a well-deserved free hamburger from Food Lover's Market after you finish.

## SUBSTITUTIONS

Substitutions can only be done at Registration at a cost of R150 per person.

## REGISTRATION TIMES

**Friday, 1 August 2025**  
13h00 - 21h00

**Saturday, 2 August 2025**  
05h00 - 06h30

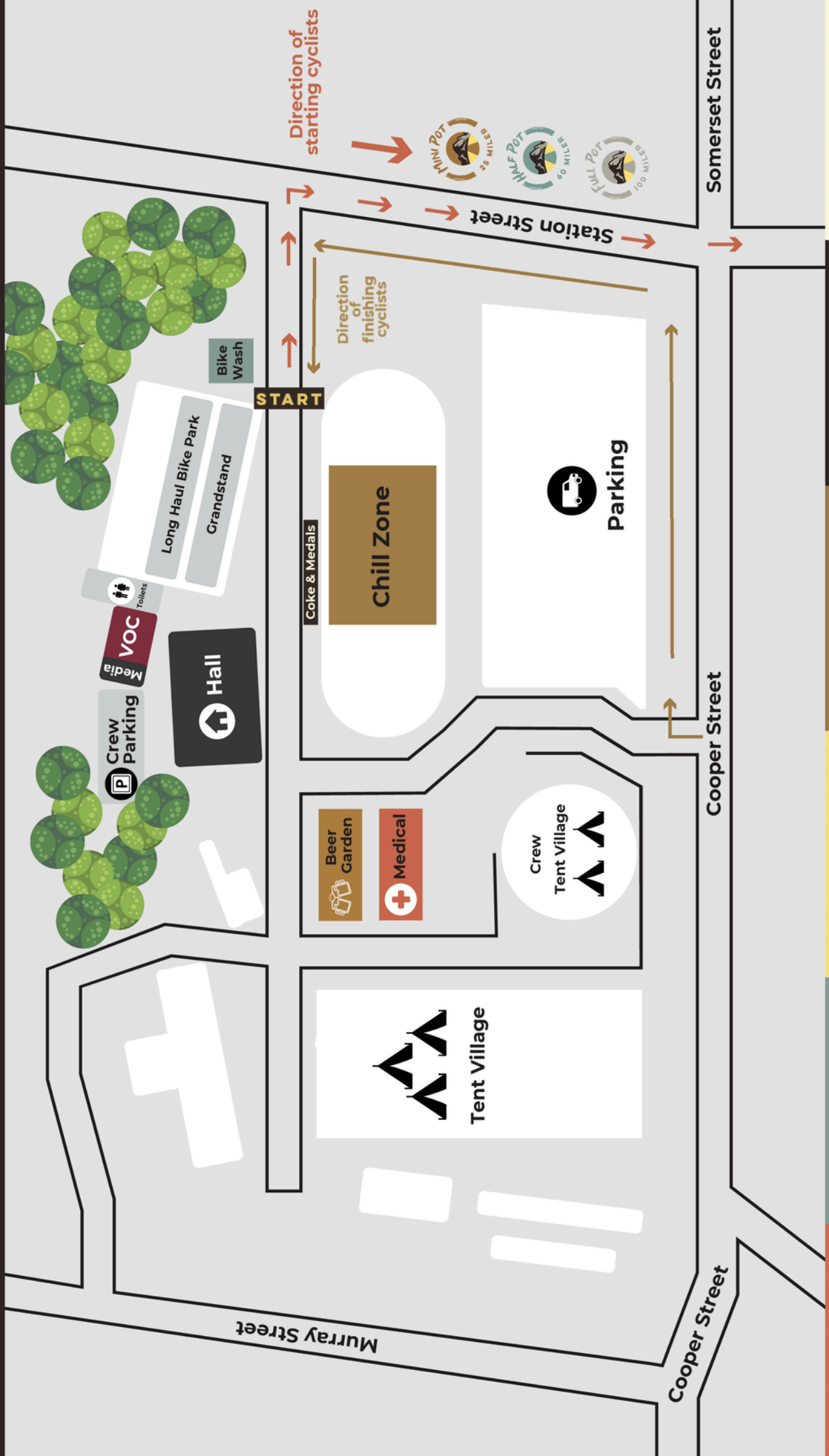






# 2025 B-WELL AROUND THE POT

## SWELLENDAM SHOW GROUNDS





# WHAT'S ON OFFER

Make sure you take advantage of these additional services and offerings to enhance your 2025 B-well Around the Pot experience.



## COFFEE

Clock Peaks Coffee will be at the Show Grounds to help kick-start your race.

## MEDICAL SUPPORT



The team from Frontier Medix will be on hand at the Race Village and on route to take care of any bumps and scrapes. The Emergency number will be printed on your armband.

## POST-RACE HOT SHOWERS



There are built in ablutions at the Race Village, complete with hot showers. Bring your gear, take a shower and enjoy a beer afterwards.

## MECHANICAL SUPPORT



All Mountain Bicycle Store will be at the Show Grounds during Registration for all your last minute bike repair needs.

## SQUIRT BIKE WASH & LUBE STATION

All riders will receive a complimentary bike wash once they have crossed the finish line, compliments of Squirt Cycling Products. There will also be a bike wash and lube station available at the Ou Plaas water point.



## DRINKS

Drinks will be available to purchase from the bar in the hall or pop over to the Swellenbrew beer garden for an ice cold beer after your race.

## POST-RACE HAMBURGER

All riders will receive a Coca-Cola and a delicious hamburger after the finish line.



## FREE WIFI

There will be free public wifi at the Show Grounds compliments of SWD Connect



**CIOVITA**

## MERCHANDISE FROM CIOVITA

Introducing the new-look 2025 B-well Around the Pot merch from CIOVITA! These items will be available to purchase from the CIOVITA stand in the Registration hall at the Swellendam Show Grounds on Friday, 1 August and Saturday, 2 August.





SEESA is your partner. We will take care of your legal compliance and business needs, so you can run your business – with peace of mind.

## What can we help you with?

- ✦ Labour Law
- ✦ Consumer Protection & POPI
- ✦ Skills Training
- Compliance & Transparency
- ✦ UIF & COID
- ▨ SEESA Business Solutions
- ◆ BEE
- ✦ Domestic UIF & COID
- ✦ PayTime
- ✦ Occupational Health & Safety

## Where to find us?

Aliwal North	De Aar	Gqeberha	Newcastle	Springbok
Bethlehem	Durban	Kimberley	Polokwane	Upington
Bloemfontein	East London	Klerksdorp	Pretoria	Vredendal
Cape Town	George	Nelspruit	Richards Bay	Worcester



Your Partner in Legal Compliance & Business Solutions.

Scan here to connect!



# IMPORTANT RACE DAY INFO

**RACE DAY EMERGENCY NUMBER 072 226 4849**

**Before you set off on your gravel adventure there's some very important information that you need to take note of. Your race briefing will take place 15 minutes before the start of your race on the start line.**

- Your **number board is your timing chip**, make sure it is fastened securely to your handle bars.
- Always wear your colour-coded armband with the event emergency number.
- Only one batch per distance with self seeding.
- The first 7 km and last 7 km is a neutral zone @ 20km/h.
- Familiarise yourself with the information in this booklet regarding the routes and support box rules for your distance.
- The road is marked with yellow boards with red arrows. Only turn when there is a board showing you need to turn.
- Always obey marshals, only turn at arrows or marshals, do not turn otherwise.
- Caution on all downhills as there will be some water damage on some downhills.
- No helmet no ride / no earphones allowed.
- E-bikes are welcome, but there will be no separate category or prizes.







- Take caution in the last 3km through town roads and traffic points. Make sure you have enough hydration to get you to the next water point. Remember your free bike wash & lube at the end and lube at all water points.
- **Hand in your number board at the end and collect your hamburger and Coke with your armband.**
- There are sweep vehicles and medics on route. Please phone the emergency number on your wristband if you need assistance.
- Absolutely **NO LITTERING** will be tolerated outside of the designated waterpoints and “chuck zones”.
- We are deeply appreciative of the landowners that allow our routes and riders to pass through their private property, please be respectful and stick to the routes marked out.
- Any riders or teams not abiding by this rule will face immediate disqualification.



## OUPLAAS NEUTRAL ZONE

- You have **30 minutes** to stop at the Ouplaas Neutral Zone.
- Make sure to enter and exit **THROUGH IN/OUT** timing points at Ouplaas
- Make sure to go through the Gazebo at the EXIT point at Ouplaas to start your timing again
- **CUT-OFF time is 14h00 at Ouplaas for the 60 and 100 milers.**



# ROAD CLOSURES

The following road closures will be in place for Saturday, 2 August 2025

Details	Time of closure
Station Street between Somerset & Fullard Street	06h00 – 09h00



OFFICIAL EVENT VEHICLES PROUDLY  
SPONSORED BY HOEK'S TOYOTA SWELLENDAM



A close-up, low-angle shot of a cyclist riding a gravel bike on a dirt road. The cyclist is wearing a grey long-sleeved shirt and black shorts. The bike is dark blue with white accents. Two water bottles are mounted on the frame. The background is a blurred landscape under a clear blue sky.

**AVALANCHE**

# ROAM

F A R . F R E E . F A S T .

FULL CARBON GRAVEL BIKE  
AVAILABLE NOW  
R31 490



# WHAT TO PACK

Make your ride as smooth as possible by ensuring you pack the following items

## ✓ **HELMET**

No helmet, no ride!

## ✓ **WARM CLOTHES**

This is South Africa's premier winter race, day temperatures should be fine but expect a chilly start in the morning and low temperatures throughout the night.

## ✓ **SHOES & SOCKS**

Depending on the weather, you might appreciate a clean pair of socks after many muddy miles on the gravel.

## ✓ **MOBILE PHONE**

Fully charged, remember to save the race day emergency number **(072 226 4849)**. This will also be on your wristband.

## ✓ **BIKE REPAIR KIT**

Including tubes, chain links, lube and whatever else could help you in a sticky situation. Mechanical assistance will be available at the race village but you need to be self sufficient on route.

## ✓ **HYDRATION PACKS & WATER BOTTLES**

There will be well-stocked water points every 25 - 45km, bring your own bottles and hydration packs to refill along the way.

## ✓ **SUNSCREEN & SUNGLASSES**

Even though it's winter, sunscreen is always a good idea.

## ✓ **GPS**

Event KMZ and GPX files are available on the website, please load them beforehand to reduce your race day stress.

## ✓ **LIGHTS**

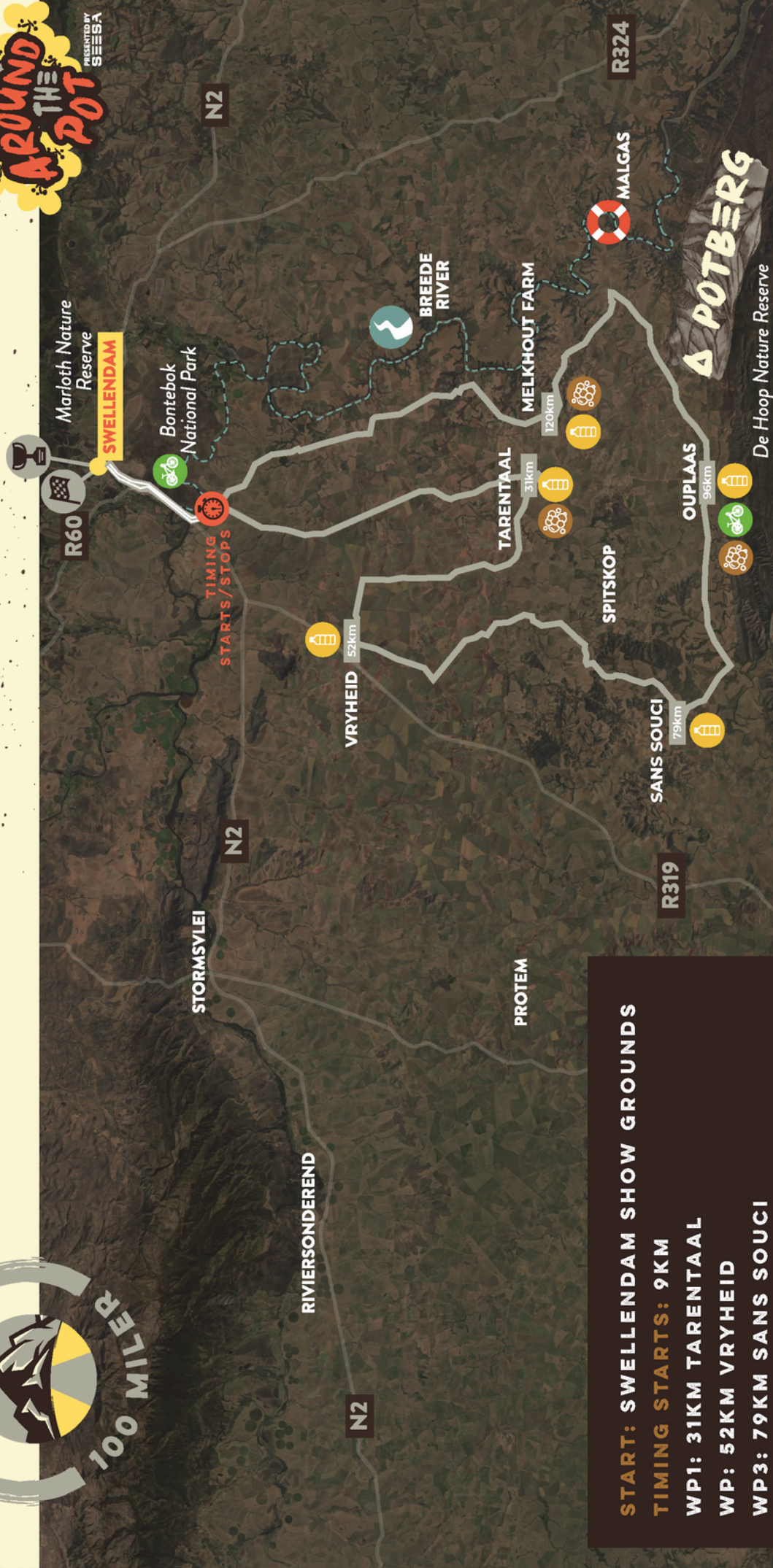
100 miler riders make sure you have rear red lights as you will be setting off in limited light in the morning.







# 100 MILER (155KM) ROUTE MAP



**START: SWELLENDAM SHOW GROUNDS**

**TIMING STARTS: 9 KM**

**WP1: 31KM TARENATAAL**

**WP: 52KM VRYHEID**

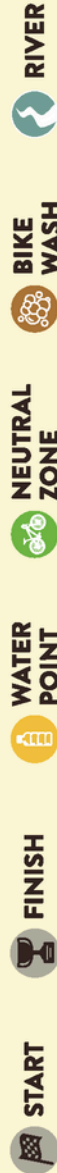
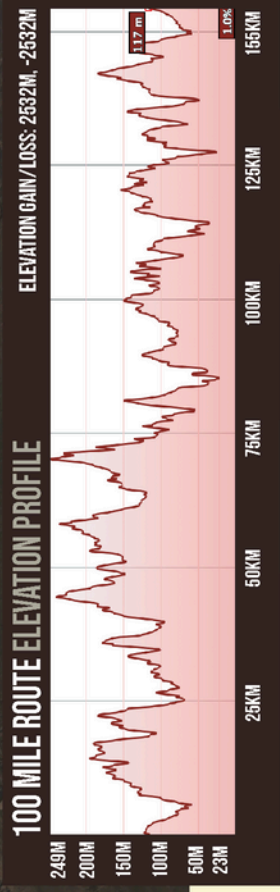
**WP3: 79KM SANS SOUCI**

**WP4: 96KM OUPLAAS**

**WP5:120KM MELKHOUT FARM**

**TIMING STOPS: 146KM**

**FINISH: SWELLENDAM SHOW GROUNDS**







# 100 MILER

**WHEN:** Saturday, 2 August 2025

**START TIME:** Only one Batch: 07h30

**START VENUE:** Swellendam Show Grounds, GPS Coordinates: 34° 1.683' S 20° 26.546 E

**REGISTRATION:** Friday, 1 August, 13h00 - 21h00 & Saturday, 2 August from 05h00 - 07h00

**RACE BRIEFING:** 15 minutes before the start of your race on the start line

***This route is Cyclo Cross/MTB/Gravel Bike friendly. Please come prepared for all weather conditions. It can be nice and sunny, but also rainy and muddy.***

## **OUPLAAS NEUTRAL ZONE:**

You will have 30 minutes to rest and refuel. Any time over 30 minutes spent at Ouplaas will be added to your time. Here you will be treated to real Overberg hospitality and a roosterkoek prepared by Swellendam Primary School. At this Checkpoint you will be able to meet your team support vehicle or support box. Team times will be calculated with the last rider's time into the Neutral Zone and the first rider out of the Neutral Zone.

## **ON ROUTE & WATER POINTS:**

You will leave Swellendam at 07h30am and reach Water point 1 (31km) at about 09h00 - 09h30.

There are 6 water points on route with water, Coke, energy drink and eats.

**31km WP1: Tarentaal**

**52km WP2: Vryheid**

**79km WP3: Sans Soucci**

**96km WP4: Ouplaas**

**120km WP5: Melkhoutfarm**

**147km WP6: Finishline Drinks**

Support boxes to be handed in at Registration by 06h30 on race day. Collect boxes from 16h00 after the race at Registration.

**Ouplaas CUT-OFF (96km) : 14h00 (Average speed 15.4km/h)**

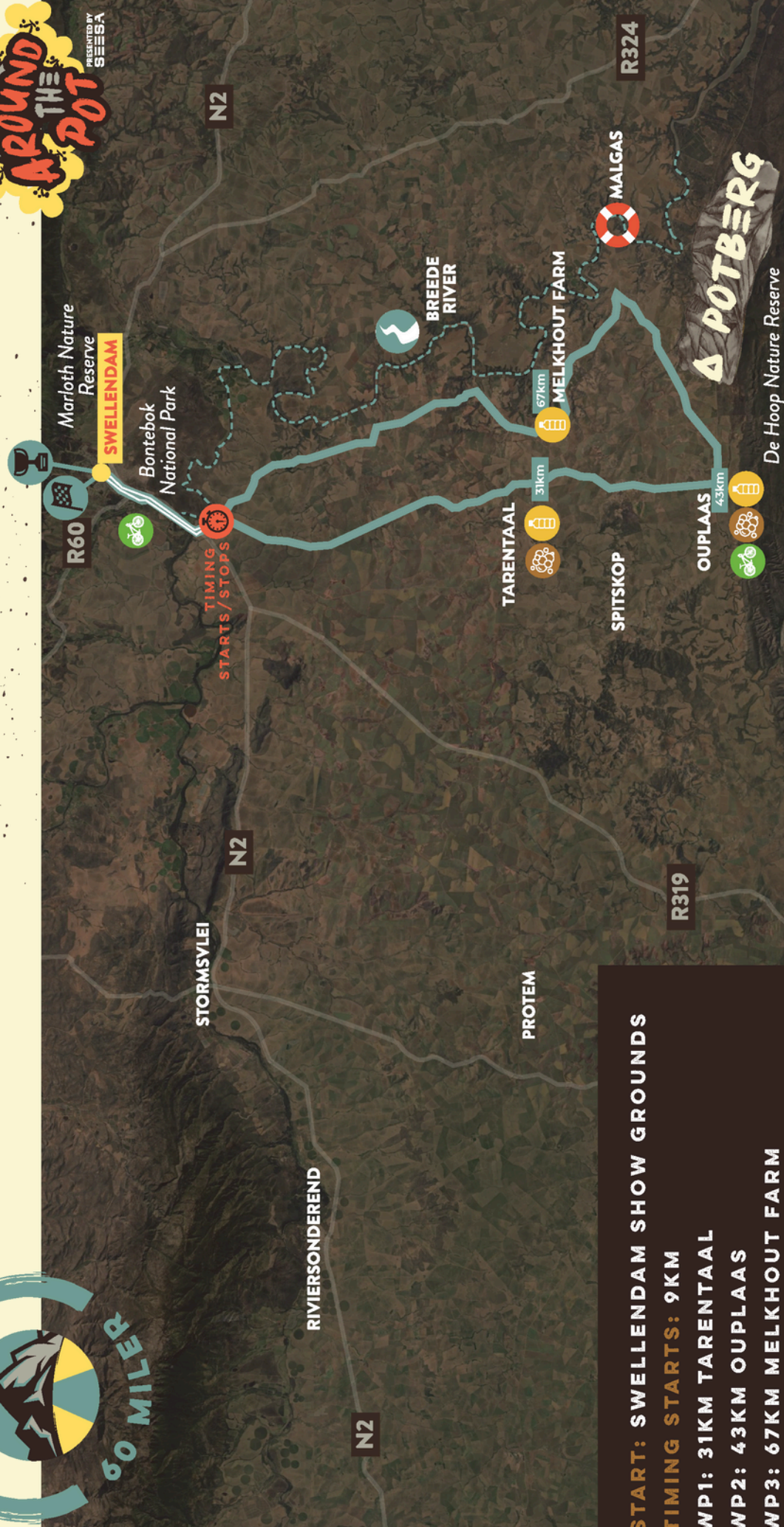
**FINISH LINE CUT-OFF: 18h00**





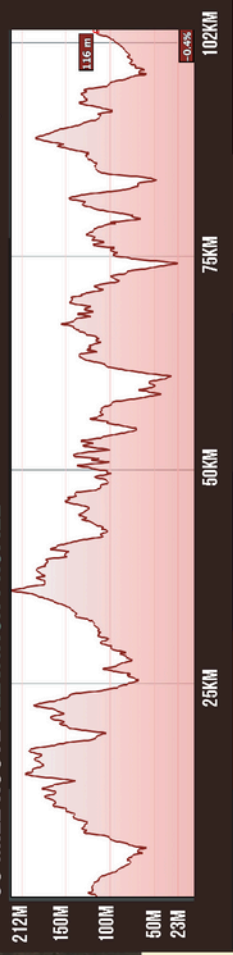


# 60 MILER (102KM) ROUTE MAP



**START: SWELLENDAAM SHOW GROUNDS**  
**TIMING STARTS: 9KM**  
**WP1: 31KM TARENTAAL**  
**WP2: 43KM OUPLAAS**  
**WP3: 67KM MELKHOUT FARM**  
**TIMING STOPS: 93KM**  
**FINISH: SWELLENDAAM SHOW GROUNDS**

## 60 MILE ROUTE ELEVATION PROFILE







# 60 MILER

**WHEN:** Saturday, 2 August 2025

**START TIME:** Only one Batch: 08h00

**START VENUE:** Swellendam Show Grounds, GPS Coordinates: 34° 1.683' S 20° 26.546 E

**REGISTRATION:** Friday, 1 August, 13h00 - 21h00 & Saturday, 2 August from 05h00 - 07h00

**RACE BRIEFING:** 15 minutes before the start of your race on the start line

**This route is Cyclo Cross/MTB/Gravel Bike friendly. Please come prepared for all weather conditions. It can be nice and sunny, but also rainy and muddy.**

## **OUPLAAS NEUTRAL ZONE:**

You will have 30 minutes to rest and refuel. Any time over 30 minutes spent at Ouplaas will be added to your time. Here you will be treated to real Overberg hospitality and a roosterkoek prepared by Swellendam Primary School. Team times will be calculated with the last rider's time into the Neutral Zone and the first rider out of the Neutral Zone.

## **ON ROUTE & WATER POINTS:**

You will leave Swellendam at 08h00 and will reach Water point 1 (31km) at about 09h30. The three water points (31km/43km/67km) will be well stocked with water, Coke and some scrumptious snacks.

Unfortunately NO support boxes or support vehicles for 60 miler riders.

**31km WP1: Tarentaal**

**43km WP2: Ouplaas**

**67km WP3: Melkhout Farm**

**93km WP4: Finishline drinks**

**OUPLAAS CUT OFF (43km) : 14h00**

**FINISH LINE CUT-OFF: 18h00**



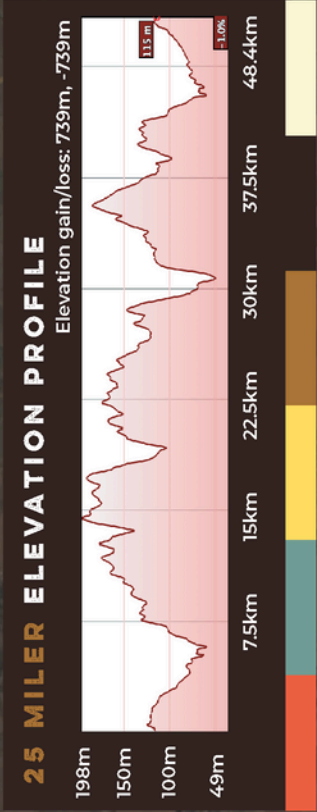




# 25 MILLER (48KM) ROUTE MAP



**START: SWELLENDAM SHOW GROUNDS**  
**TIMING STARTS: 9KM**  
**WATERPOINT 1 (MORGENROOD): 24KM**  
**TIMING STOPS: 40KM**  
**FINISH: SWELLENDAM SHOW GROUNDS**



**START**

**FINISH**

**WATERPOINT**

**NEUTRAL ZONE**

**TIMING STARTS/STOPS**

**RIVER**





# 25 MILER

**WHEN:** Saturday, 2 August 2025

**START TIME:** 08h30

**START VENUE:** Swellendam Show Grounds, GPS Coordinates: 34° 1.683' S 20° 26.546 E

**REGISTRATION:** Friday, 1 August, 13h00 - 21h00 & Saturday, 2 August from 05h00 - 07h00

**RACE BRIEFING:** 15 minutes before the start of your race on the start line.

**Please come prepared for all weather conditions. It can be nice and sunny, but also rainy and muddy.**

## **ON ROUTE & WATER POINTS:**

You will leave Swellendam at 08h30 and will reach Water point 1 (24km) at about 09h30. 1 x Water point on route (24km) will be stocked with water, Coke and some scrumptious snacks.

Unfortunately NO support boxes or support vehicles for 25 miler riders.

**24km WPT: Morgenrood**

**FINISH LINE CUT-OFF: 16h00**





**PAUSE TO  
HYDRATE  
COME BACK GREAT**



**POWERADE®  
IS THE PROUD HYDRATION  
PARTNER OF  
AROUND THE POT**



Powerade South Africa



@PoweradeZA



@poweradeza

**|| PAUSE is POWER**



## ALL WATER POINTS WILL HAVE:

- Baby potatoes
- Bananas
- Biltong
- Droëwors
- Banana bread
- Gummy sweets
- Water
- Coke
- Enduren



- Water point 4 on the 100 miler will only have water, Coke and Eduren.
- 60 and 100 miler riders will receive a roosterkoek and Coke at the Ouplaas Neutral Zone.
- All riders will receive a hamburger and a Coke after crossing the finish line.

## WATER POINTS

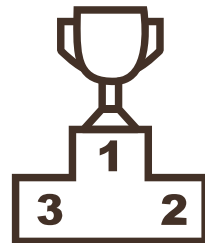
100 miler
Tarentaal (31km)
Vryheid (52km)
Sana Souci (79km)
Ouplaas (96km)
Melkhout Farm (120km)
Finish line Drink

60 miler
Tarentaal (31km)
Ouplaas (43km)
Melkhout Farm (67km)
Finish line Drink

25 miler
Morgenrood (24km)
Finish line Drink



# FINISH & PRIZE GIVING



## AFTER THE FINISH LINE

After you cross the finish line at the Swellendam Show Grounds, you will receive a medal and a Coke.

Please hand in your race number board and take your bike to the Squirt Bike wash area for a free bike wash.

Your colour-coded armband will serve as your ticket to your free hamburger. ENJOY!

## FREE WIFI

Be the first to update your Strava or post your race war stories on social media (remember to tag us), SWD Connect has you covered with free public wifi in the race village.

## RESULTS

Mobii Elite will once again be doing the timing, you can view the live race results here: <https://www.mobielite.com/results/>

## PRIZE GIVING

We invite all riders to join us at the Prize giving ceremony which will be held on Saturday 2 August at 15h00, under the bedouin on the Show Grounds and will include all categories.



The 100 miler **GRAVEL KING** and **QUEEN** will be crowned for 2025 with the fastest solo men and women riders taking the honours. We will have some lucky draws for all riders, but you will only be able to claim your prize if you are there to collect.

**FACEBOOK** @aroundthepot **INSTAGRAM** @around\_the\_pot #ATP #AroundthePot





# PRIZE CATEGORIES

## 100 MILER

Solo Men **1st / 2nd / 3rd**  
Solo Women **1st / 2nd / 3rd**  
Men's Team **1st**  
Women's Team **1st**  
Mix Team **1st**

## 60 MILER

Solo Men **1st / 2nd / 3rd**  
Solo Women **1st / 2nd / 3rd**  
Men's Team **1st**  
Women's Team **1st**  
Mix Team **1st**

## 25 MILER

Solo Men **1st**  
Solo Women **1st**

## HOEK'S TOYOTA KING & QUEEN TO OUPLAAS

Hoek's Toyota is once again generously sponsoring **R10 000** in prize money for the fastest riders to reach the Ouplaas Neutral Zone

R 2 500 will go to each of the following:  
100 Miler: 1st Solo Man & 1st Solo Woman  
60 Miler: 1st Solo Man & 1st Solo Woman





*More than just numbers!*  
*Meer as net syfers!*

**bvsa**

028 514 1102  
swellendam@bvsa.ltd  
www.bvsa.co.za



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**Werk saam**



**Wen saam**

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WITH SPECIAL THANKS TO OUR

# SPONSORS & PARTNERS

*The B-well Around the Pot presented by SEESA is a massive operation and it would simply not be possible without our loyal and generous sponsors and partners.*

## SPONSORS



## PREFERRED PARTNERS



## SPECIAL THANKS TO







*Ingredients for Better Living*

## Grown Locally. Made Lovingly.

B-well is proud to be one of South Africa's leading food brands — trusted by health-conscious consumers and recognized for our commitment to quality, wellness, and sustainability.

Locally produced and carefully crafted, B-well products are designed to support a healthier lifestyle and a healthier planet. We believe everyone should be able to enjoy food that is delicious, nutritious, and environmentally responsible.

**Key products are endorsed by**



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Whether you're supplying retail, hospitality or food manufacturing, SOILL delivers quality, consistency and proudly local support.

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