

DE KONINCK

In recent months, the De Koninck brewery site on Mechelsesteenweg in Antwerp has been a hive of activity and construction work. While the brewers carry on brewing their celebrated Bollekes in the brewhouse, walls have been knocked out in the surrounding buildings to create new spaces. Starting from summer 2015, the renovated city brewery will be opened to the public so that everyone can come and discover what goes on inside. Along with the unique pleasures of De Koninck beer, there's a lot more in store for visitors. The site covers a total area of 18,000 m2. Last summer, the pop-up restaurant Summer Josephine's was opened in a hidden courtyard inside the brewery and several small-scale events were held in the original setting of the surrounding hangars. In 2012, the Berchem-based cheese masters Van Tricht had already found their niche in the city brewery and now, it's opening its doors to butcher Luc De Laet, chef Bert-Jan Michielsen, chocolatier Jitsk Heyninck and photographer/publisher Tony Le Duc. It promises to be quite a culinary summer!



The following features and facilities will be available:

- 9 themed and interactive rooms & real factory visit
- extensive beer tasting experience
- shop
- duration of the visit: 75 – 90 minutes, including tasting
- multi-lingual visits
- individual or group visits
- drop-off/pick-up zone for coach operators
- events & exhibition space for MICE activities
- tourist info point & documentary room
- easily accessible by public transport or by car with spacious parking facilities on site
- free wifi
- open daily, all year round
- typical Flemish crafts available on site
- event venues and facilities

CONTACT

Brewery De Koninck
 Mechelsesteenweg 291
 2018 Antwerpen
 Belgium

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Information, high res images and interviews:
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BRANDS

- De Koninck
- Triple d'Anvers

FACTS & FIGURES

- Founded in 1833
- Number of breweries: 1
- Employees: 11

RECENT AWARDS

De Koninck

- 3 STARS, International Taste & Quality Institute, Superior Taste Award, 2011.

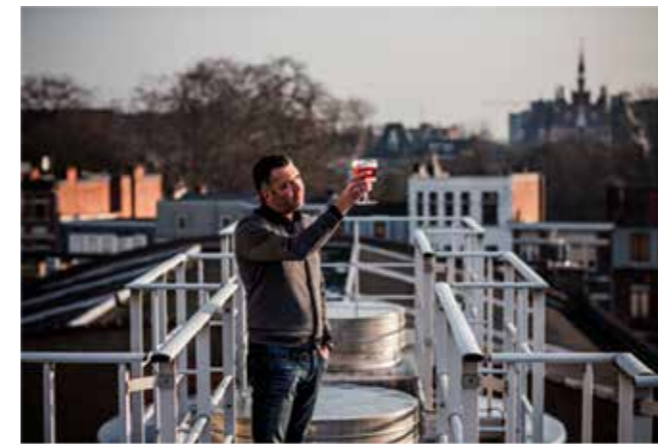


DIVERSITY

The beer that fills the glass with its amber hue, tastes refreshingly lively, with a slightly bitter touch of malt, and a surprising, velvety aroma. For years this was the brewery's only beer. The family has now grown to include the Triple d'Anvers. The latter is an ode to its city of origin. Next to the Bolleke, now officially known as De Koninck Antwaarpse Pale Ale, new cunning beers will be born out of the new versatile brewery site. The recipes and developments will always embrace the traditional values of De Koninck but reflect the future outlook and connection with the city of Antwerp. Local consumers will therefore be considered as one of the main audiences to appraise and launch the new expression of De Koninck's craftsmanship.

QUALITY

De Koninck beers have been brewed on Mechelsesteenweg in Antwerp since 1833 and brewery De Koninck is the only active brewery in the heart of the city. Antwerp brewmaster Dennis De Potter has been in command for over 20 years and together with his team, he sees to it that De Koninck beers are brewed under just the right conditions, with the finest ingredients.



De Koninck is a natural product, brewed in a traditional manner from water, yeast, 100% pure malt and organic hops. It is a high fermentation beer. The fermentation takes place at temperatures between 25 and 27° C. High fermentation beers are remarkable for the variety of types, flavours and aromas. De Koninck owes its slightly bitter taste to the organic Saaz-Saaz from the Czech Republic. The brewery uses only natural barley and there is no added maize or other brewers' sugar. It is the characteristic malty taste that sets De Koninck apart from other beers. The light 'bolleke' (5%) is a pleasant special beer and each glass invites another.

BREWING EQUIPMENT

The summer of 2015 the new city brewery will open its doors to the public. From the inspiring neighbourhood around the brewery where you'll find hotspots such as Velodome, Summer Josephine's, De Hand and De Pelgrim to the very heart of the brewery where Dennis De Potter the brewmaster of De Koninck is at the helm, there are countless ways to discover the Bolleke, the icon of the city of Antwerp with all of its multifaceted charms, in an urban setting. Visitors can take their own tour of the brewery through 9 themed and interactive rooms in a real factory visit. The 75 to 90-minute tour will immerse young and old in a grand tradition well worthy of a king ('De Koninck'). Discover the process from a 4-meter-high walkway straight

through the brewing hall. You'll feel all of the energy of the brewery and learn more about the world of Belgian beer. And naturally, afterwards, there's ample opportunity to taste Antwerp's beloved beer in the extensive beer tasting experience and shop.

MARKET ACTIVATION

The De Koninck Brewery was founded in 1833 on the boundary between Antwerp and Berchem. The hand used in the brewery logo is a reference to the sculpture on the boundary post. De Koninck is an institution, better known under the name 'bolleke', after the bowl-shaped glass into which it is poured.

The Brewery is proud of its close ties with the city of Antwerp and this is shown in the new packaging design and is at the centre of the entire transition of the site. De Koninck offers the true taste of Antwerp. As the only Antwerp city brewery, De Koninck connects with the various city assets. Hence, Antwerp is:

- a creative force in the worlds of music (dEUS), painting (Luc Tuymans), visual arts (Jan Fabre, Panamarenko),
- an eclectic architectural city with the Cogels-Osylei area close to the Antwerp-Berchem station where Art Nouveau, Neo-Gothic and Flemish Neo-Renaissance styles are interspersed with one another
- a world in pocket format
- an exciting cultural city with dance, theatre, museums (MAS, MuHKA, Museum voor Schone Kunsten (Museum of Fine Arts), Museum voor Fotografie (Museum of Photography), Diamantmuseum (Diamond Museum), Rubenshuis...).

