

DE RYCK

Brewery De Ryck was founded in 1886 by Gustave De Ryck under the name Brewery 'De Gouden Arend', as a tribute to his teacher of 'Brauerie zum goldenen Adler' in Bremen, where he did his traineeship. At that time the brewery produced a blond and dark beer, 'Uitzet'.

Gustave was succeeded by his son Clément and his two daughters Valerie and Julia. Considering the brewery survived two world wars, we can conclude they were very dedicated to their tasks.

After WW I they reopened the brewery as 'Brouwerij De Ryck'. We have to thank them for our Special De Ryck, our oldest still existing amber Spécial Belge beer created in 1920, which for several decennia was and partially still is the face and taste of our brewery.

They were succeeded by their cousins Paul and Gustave, who created Christmas Pale Ale, an English Ale and Rochus, an easy drinkable brown beer.

Anne De Ryck, fourth generation (and first female brewing engineer in Belgium) led our brewery into a new era by introducing bottles six years ago and adding higher alcohol beers like Arend (Blond, Double, Tripel and Winter) and Steenuilke to our range.

These bottles and new brands opened new doors and created new opportunities, not only on the local but also on the international market. This allows us not only to keep on renovating, but most importantly innovating.

September 2011, our brewery celebrated its 125th anniversary and two generations (4th and 5th) created an appropriate brew, "Gouden Arend", out of respect and gratitude for our founder.

In total we have 10 delicious beers to savor, to be combined with several tasty beer products, like beer pastry, hazelnut cheese, beerschnapps and delicious beer chocolates.

BRANDS

- Special De Ryck
- Arend Blond
- Arend Double
- Arend Triple
- Arend Winter
- Gouden Arend
- Steenuilke
- Jules de Bananes
- Jules de Kriek
- Kriek Fantastiek

FACTS & FIGURES

- Founded in: 1886
- Total production (2012): 3.000 hl
- Number of breweries: 1
- Employees: 4

RECENT AWARDS

Special De Ryck

- World Beer Cup - Double Bronze 2006 & 2008 - Belgian and French Style Ale
- Digital Belgian Beer Awards: gold dec. 2014 – Spéciale Belge

Arend Tripel - 5 times European Beer Star Award - Belgian Style Triple

- 2007: Bronze
- 2008: Gold
- 2011: Bronze
- 2012: Silver
- 2013: Gold

Steenuilke - European Beer Star - Silver 2011 - Belgian Style Ale



CONTACT

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DIVERSITY

Since we started bottling our beers, our variety of beers grew from 3 to 10. Where we started off only with darker, easy drinkable beers like our Special De Ryck, our Arend range consists of stronger blond beers with more body. When creating "Steenuilke", we consciously chose to diversify by choosing different hops and herbs of our region to give it a complex, balanced and unique taste. The choice of linking it to a natural project suits our history and strategy to maintain a strong relationship with our local market. Next, our 125 years of passion for brewing resulted in the anniversary beer "Gouden Arend", our strongest hoppiest beer, again an original beer with a strong and unique identity. Each one of these beers suits a specific audience and occasion and adds its own value to our range.

The choice to create beer products (beer cheese, pastry, marmalade, chocolates and schnapps) illustrates our conviction that beer has a lot to add to the culinary world!

QUALITY

As a fifth generation brewery, quality is very important not only for the current consumer but also as a proof for the years of knowhow passed on for generations. We seek quality with respect for history in creating our new beers. The creation of new beers is not only a selection of ingredients and a brewing program. It's checking with your consumers. We have a mixed tasting panel (in age, sex and interests) that gathers several times for a blind tasting of a trial brew of a new beer. Not only the trial brew is compared with similar beers, several trial brews are mixed in the tastings and sometimes compatible tastes are added to search for missing details in taste. As we're well aware that the quality of a beer is not just the brew, we take our time to create a matching image, supported by the label and glass.

To compete with other brands and remain critical on our own we enter our beers in several beer competitions of which we are sure they have an objective opinion and blind tasting.



BREWING EQUIPMENT

Eight years ago we took the plunge to invest in our own bottling plant. It took us some time, but it was just in time to lead us to new opportunities on the local and international market and has become indispensable. The growth of our variety in beers and the change in packaging demands more planning than before, but certainly creates new challenges and little by little our historical brewery is moving towards a new technological future.

MARKET ACTIVATION

Our brewery is always looking to place our beers in the spotlight in an original way at events or occasions that suit the philosophy of our brewery. We choose our supported initiatives carefully, considering not only the amount of exposure, but also the 'spirit' of the event. We want our beer to add value to the event and vice versa. As a local brewery with a history of darker beers exclusively on kegs, we struggled with a 'less accessible' image for younger people. By creating the new brands and presenting them at an original setting that appeals to their world we actively reach out to them. For example: we support the weekly summer local rock concert at the medieval castle in Herzele and the "More blues festival", a unique mixture of ages all looking for a full experience where music is surrounded by great discoveries in food and drinks with attention for the quality of the product as well as the presentation.

Whereas the 'home celebrating' of all kinds of occasions certainly grew over the last years, and the 'thirst' for unique flavors and pride to present 'something different' grew, we increased the activation of our 5L easy kegs and promoted them for home use. We noticed that both local and non-local audiences respond to these efforts of the last couple of years by finding their way (back) to the brewery literally or figuratively.