

## DE HALVE MAAN

This is the story of a family brewery located in the historical center of Bruges. Since 1856, six generations of the Maes' family have been leading the brewery with one single goal: producing superior beer both in quality and in taste, while respecting the traditional art of brewing.

In 2005, Xavier Vanneste, son of Mrs Véronique Maes, renewed the brewing activities after a thorough renovation and modernization of the brewery equipment. He launched a new beer with a unique recipe, given the name 'Brugse Zot'. Today Brugse Zot is the one and only beer brewed in historical city center of Bruges!

Right from the start, "Brugse Zot" has been a great success, both in and far beyond the city of Bruges. The famous award-winning beer has already forced the family to innovate and expand the brewing activities.

At the end of 2008, "Straffe Hendrik", a beer once developed and brewed by the Maes' family, returned to Bruges. This tripel beer is once again brewed in De Halve Maan according to the original recipe.

### BRANDS

- Brugse Zot Blond
- Brugse Zot Dubbel
- Straffe Hendrik Tripel
- Straffe Hendrik Quadrupel
- Straffe Hendrik Heritage
- Straffe Hendrik Wild

### FACTS & FIGURES

- Founded in: 1856
- Total production (2014): 40.000 hl
- Export (2014): 13.000 hl
- Number of breweries: 1
- Employees: 50

### RECENT AWARDS

#### Brugse Zot Blond

- World Beer Awards - Gold 2013
- Brussels Beer Challenge – Gold 2014
- Australian International Beer Awards – Gold 2014

#### Brugse Zot Dubbel

- World Beer Awards – Gold 2014
- Brussels Beer Challenge – Gold 2014
- International Brewing Awards – Gold 2015

#### Straffe Hendrik Tripel

- Brussels Beer Challenge – Gold 2013

#### Straffe Hendrik Quadrupel

- Japan Craftbeer Association – Gold 2013

#### Straffe Hendrik Heritage

- Brussels Beer Challenge – Gold 2013

#### Straffe Hendrik Wild

- World Beer Awards – Gold 2014



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### DIVERSITY

De Halve Maan Brewery wants to do more, than just follow the trends in the beer scenery. When the brewery introduces a new beer, the first question always is 'will this beer add value to the beer market?'. Every beer has to stand for itself, fit in the brand and portfolio strategy, help to build the image of the brewery. A couple of examples:

- When the brewery was restarted in 2005 very sweet fruit beers were very successful. Nevertheless, the brewery decided to create an authentic, traditionally brewed blonde of 6% alc., with a modern touch. The beer turned out to be very successful, and immediately won several prizes.
- When the brewery took over the original Straffe Hendrik brand, it decided to reposition the brand as a "Bruges Tripel", according to the original recipe. This decision did not cover the trend of producing lighter tripel beers both in taste and in colour. The brewery instead followed the traditional philosophy of "Brugean Tripel"-styles. Shortly after this tripel, a completely new beer was launched: the Straffe Hendrik Quadrupel. This beer was a real market innovation, as it was the first Belgian Quadrupel. Many other Belgian brewers adopted this beer style.

### QUALITY

Quality improvement has always been one of the mission statements of De Halve Maan Brewery and the Maes family. All six generations of brewers have been improving the quality of the beers in their own way and wanted to make the beers even better and more perfect. De Halve Maan frequently cooperates with universities and brewing schools for the development of new beers, in the search of new ingredients, and in some cases the brewery has participated in the funding or support of scientific research.

Developing a new beer takes between 6 to 24 months. Numerous test brews and researches are organized, as well as tastings and analytical examinations. When the brewery restarted in 2005, "public test brews" were accomplished under the name "Dilemma". The brewery was testing its brewing facilities and searching how to develop its beers. Thousands of visitors wrote feedback about the different "Dilemma" beers, and the final result was the blonde 'Brugse Zot'.

### BREWING EQUIPMENT

For De Halve Maan quality is one of the main criteria when introducing a new technology. The brewery is open for technological innovation, but it has to add value to the quality of the beers. Located in the historical center of Bruges that is protected by Unesco, environmental issues will also play an important role.

In 2014 the brewing hall was renewed and in the coming years Brewery De Halve Maan is exploring the possibilities to build an underground pipeline of 3 kilometers (1.8 miles) between the brewery in the city center and the bottling plant just outside the city, this is a highly innovative project, receiving attention around the world.



### MARKET ACTIVATION

Authenticity and quality are the main points of attention in the market activation of the brands of De Halve Maan brewery. The two main brands have each have their own identity in the complex beer market:

- Brugse Zot is an authentic city beer, and this is mirrored in its brand values. It is connected to the social and cultural life in Bruges, but is also positioned as a "fun" beer and it is very accessible for people who are starting to discover Belgian Beer.
  - Straffe Hendrik is a more traditional brand that reflects more serious and traditional values. This stylish beer is connected to art and history, and will attract the more mature beer connoisseur.
- These values are also represented in the export strategy. Today on third of the volume is exported.

