

DUBUISSON

Founded in 1769, the brewery Dubuisson is the oldest and most traditional brewery in the Walloon region. From the very outset and up to the present, the brewery Dubuisson has remained a 100% independent brewery, making entirely natural beers with no chemical additives. The brewery only produces top fermented beers, filtered or refermented in the bottle among which Bush Amber, the strongest and one of the oldest Belgian specialty beers. Brewery Dubuisson exports 37% of its production to about 25 countries around the world.

BRANDS

- Bush Amber/Scaldis
- Bush Blond/Scaldis Triple
- Bush de Noël/Scaldis Noël
- Pêche Mel Bush/Pêche Mel Scaldis
- Cuvée des Trolls
- Bush Prestige/Scaldis Prestige
- Bush de Nuits/Scaldis Prestige de Nuits
- Bush de Charmes /Scaldis Prestige de Charmes
- Surfine

FACTS & FIGURES

- Founded in: 1769
- Total production (2014): 57.750 hl
- Export (2014): 21.365 hl
- Number of breweries: 1 + 2 brewpubs (Brasse Temps)
- Employees: 34

RECENT AWARDS

Bush de Nuits/Scaldis Prestige de Nuits - Ratebeer Best 2013 – TOP 100

Bush Amber/Scaldis - World Beer Championships - Gold 2012 - Belgian Style Strong Ale

Pêche Mel Bush/Pêche Mel Scaldis - World Beer Championships - Gold 2011 - Fruit Beer & Flavored

Bush Amber Triple/Scaldis Refermentee - Brussels Beer Challenge - Bronze 2012 - Barley Wine category

Bush Amber Triple/Scaldis Refermentee - European Beer Star - Silver 2009 - Belgian Style Strong Ale

Cuvée des Trolls - Monde Selection - Gold 2005 - Special Beer



CONTACT

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DIVERSITY

The brewery Dubuisson brews only top fermentation beers. Until 2000 we only had one brand (Bush/Scaldis) extended in 3 different products: Bush Amber (Scaldis), Bush Blonde (Scaldis Triple) and Bush de Noël (Scaldis Noël). All those beers had an alcohol rate >10%. In order to avoid an inevitable decrease of the volumes due to the new consumption patterns regarding alcohol (drink & drive, etc.), we decided to create 2 new brands: Cuvée des Trolls (7%) in 2000 and Pêche Mel Bush (Scaldis) (8.5%) in 2009. All our beers in small size bottles (25cl, 33cl) are filtered. Since 2008, in order to upgrade our range and to bring it closer to gastronomy we also created, for each filtered beer in small size bottle, a refermented version in 75cl bottles. For the same reasons, and also to materialize the creativity of the brewer Hugues Dubuisson, we created in 2003, 2007 and 2015 3 top beers aged in oak kegs: Bush (Scaldis) Prestige, Bush (Scaldis) de Nuits and Bush (Scaldis) de Charmes. All those innovations have led the brewery from 13.500 to 57.750 hectoliters in 14 years!

QUALITY

Quality is present in all our processes. It takes us minimum 15 months to launch a new beer on the market because we require high quality standards for the beer itself (color, taste, aromas, long duration stability, roundness...), for the packaging (volume, shape, labeling...) and for the a-sides (prices, marketing issues, distribution, etc.). The stability of the taste during the shelf life of our beers is essential. For example, for stability reasons, we've decided to exclude some beers in the far countries group. As we do not want to use any "non-natural" additives we have to find other solutions in the brewing process. All the quality parameters are continuously measured in each product through internal and external analysis. Therefore we continuously invest in our laboratory. We also have a special monitoring and follow up of complaints. The basis of this philosophy is: We commercialize top level specialty beers that are sold at (very) high prices. The consumer has the right to get the best quality products! So we must continuously innovate in the brew process and implement the newest techniques to guarantee the highest quality level during the entire shelf life of our beers.



BREWING EQUIPMENT

Tradition and authenticity cannot be measured and estimated through the oldness of the brewing equipment. They are mainly values and those values are stronger depending on the time they have been present in the brewery, in the family, and transmitted from father to son, from generation to generation ...

The brewery Dubuisson is located in very old buildings from the foundation, but the technology we use to guarantee the required quality and the efficiency is very modern and up-to-date. However, even if our brew equipment is quite new, we try to maintain the old, traditional, authentic look of the brewery buildings as proof of our authenticity.

As far as innovation is concerned, during the last 7 years, we've invested 15 million euros in the brewing equipment, representing 19% of the turnover! Our filling line for the bottles is 6 years old and 1,5 year for the kegs. Our warehouse is 2 years old. Our assets are in average 3 or 4 years old and to top it off, this year we've built a new brew house. All those investments are required for quality, efficiency, productivity, capacity and a better environment.

MARKET ACTIVATION

Brewery Dubuisson markets 4 brands, for 13 different beers and 14 packagings. The whole "corporate" communication (brewery visits, brewery leaflets, brewery documentation, etc.) is strongly organized around the tradition and the authenticity of the brewery. Therefore we use 2 slogans: "Dubuisson the oldest and the most authentic brewery in Wallonia" and "Dubuisson: Roots and Wings".

To activate our 4 brands (Bush/Scaldis, Cuvée des Trolls, Pêche Mel Bush/Scaldis and Surfine) we've developed 4 different marketing policies to reach the 4 different targets. The "traditional" touch is still present on all the labels through the Dubuisson logo and the BFB logo. Our brand Bush/Scaldis has even been totally renewed in 2011 to reinforce the authentic and traditional values of our Brewery (shield-shaped label, anno 1769, etc.).

