

DUVEL MOORTGAT

Duvel Moortgat is one of the largest independent brewing groups in Belgium and differentiates itself from its competitors by its focus on specialty beers. Its current success is based on following factors: high-quality products, strong brands, a variety of national and international distribution channels and modern production facilities.

Duvel Moortgat intends to continue its expansion by concentrating first and foremost on further internationalization of its highly successful Duvel beer. The acquisition of complementary and high-quality brands and more intensive efforts on the main export markets remain a useful route to Duvel Moortgat's continued expansion. In practice, Duvel Moortgat will maintain focus on a certain number of key areas described in this chapter.

In addition to its flagship Duvel, Duvel Moortgat develops other core brands: Chouffe, Vedett, Maredsous, Liefmans, De Koninck, Ommegang and Bernard.

Mission Statement

Driven by quality, Duvel Moortgat is determined to occupy a leading position as a niche player in the profitable segments of specialty beers and premium brands, both in Belgium and in priority export markets.

BRANDS

- Duvel
- Duvel Tripel Hop
- Liefmans Fruitesse
- Liefmans Oud Bruin
- Liefmans Kriek-Brut
- Liefmans Goudenband

FACTS & FIGURES

- Founded in 1871
- Number of breweries: 7
- Employees: 365 (in Belgium)

RECENT AWARDS

Duvel Tripel Hop

- Zythos Beerfestival (Belgium) - Consumer's Trophy 2012
- Brussels Beer Challenge (Belgium) - Gold 2012
- Brussels Beer Challenge (Belgium) - Bronze 2013

Duvel - International Taste & Quality Institute (Belgium) - Superior Taste Award 2010

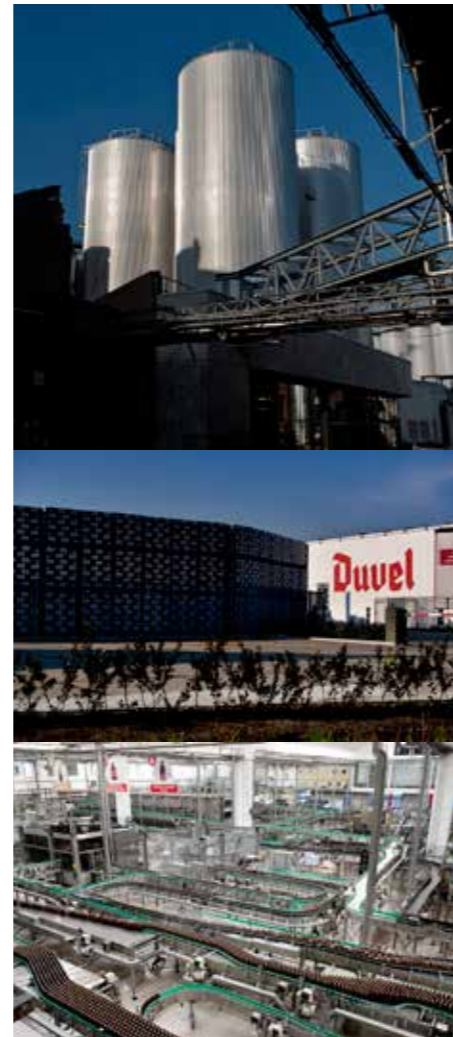
Liefmans Fruitesse - Calgary International Beer Festival (Canada) - Gold 2010 - Best Specialty Beer

Liefmans Kriek Brut - European Beer Star – Bronze 2012

- Brussels Beer Challenge (Belgium) - Honorary mention 2012
- Brussels Beer Challenge (Belgium) - Bronze 2014

Liefmans Goudenband - Brussels Beer Challenge (Belgium) - Gold 2012

- Brussels Beer Challenge (Belgium) - Gold 2013
- Brussels Beer Challenge (Belgium) - Best Belgian Beer 2014



CONTACT

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DIVERSITY

Duvel Moortgat relaunched different existing brands thanks to acquisitions of typical Belgian breweries: Brasserie d'Achouffe with various specialty beers, the Brewery Liefmans for blended beers and the Brewery De Koninck for the amber beers. These acquisitions were real opportunities to complete our range of beers according to the different drinking need states.

In addition to Vedett Extra Blond, our premium beer, Vedett IPA has joined the Vedett family since 2014, a brand with a somewhat extra ordinary attitude, not taking itself too seriously, except when it comes to quality.

Another important launch was Liefmans On The Rocks, a fruity beer served on ice and therefore extremely refreshing. It provides an entirely different, stylish and elegant beer experience, which has reinvented, redefined the fruit beer segment through a total new experience.

The most recent innovation is the launch of Duvel Tripel Hop 2015, dryhopped with Equinox. Its uniqueness lies in the fact that this beer will be brewed each year with a different third hop variety.

Our brewery has thus developed a fine range of beers, with which it is able to meet the tastes and needs of the consumers in the different markets.

QUALITY

Quality is not the only but the most important objective for us. Therefore it is included in our mission statement: "Driven by quality, Duvel Moortgat is determined to occupy a leading position as a niche player in the profitable segments of specialty beers and premium brands, both in Belgium and in priority export markets."

Moreover, Duvel Moortgat is continuously striving for perfection, specifically in 3 strategic fields:

- Well-trained and motivated employees who carry out their work with a great sense of responsibility
- A well thought-out purchasing policy that guarantees the superior quality of all beers
- Using the most innovative technologies in order to ensure the highest product quality and to enable the Group to respond flexibly to the commercial needs of the home and foreign markets

We work very fast at Duvel Moortgat, given a flat structure and quick decision processes and a healthy appetite for risk. On average from idea to launch, it takes 6-9 months, the time of a new baby. Only in rare cases, the idea needs to mature a bit longer.

BREWING EQUIPMENT

Duvel Moortgat is all about respect for tradition and family values, always with an outlook on the future and progression. With respect of the original recipes, the brewery invests in new technologies to maintain a high quality level. All the brewing processes and recipes remained authentic; only the machines are adapted to the modernity of today.

We only invest in new technologies where we see a fit for the traditional process, if not we look for newer versions of the same technology when an investment is needed. Duvel is an old recipe brewed in the most recent equipment, allowing a high level of quality and product consistency.

The recipes are documented in the technical archives and the overall idea behind these recipes (on how a perfect Duvel should be like) is still a point of reference and source of inspiration for all current investments and projects. We even still use the same yeast strain that Albert Moortgat brought with him from Scotland in 1918.

MARKET ACTIVATION

We are dynamic in concept initiatives like food pairing. Strongly supporting this concept, Duvel Moortgat is partner of Bistronomie, a guide with the best collection of bars, breweries and restaurants of Flanders and Brussels. In 2011, Duvel Moortgat started collaborating with Michel Van Tricht, the renowned Antwerp "cheese affineur".

DUVEL - Beer & Art & Jazz

Long time affiliation with modern Art/Design and Jazz. Duvel has established a strong image and credibility given their many years of sponsoring top events like Art Brussels, Gent Jazz Festival, Art Truc Troc etc.

LIEFMANS - Beer & Lifestyle & gastronomy

Elegant refreshing lifestyle events, with a focus on stylish beach-terrace activations with samplings on the rocks!

Our Liefmans Goudenband, Kriek Brut and Oud Bruin (and of course the other Duvel Moortgat beers as well) are used by top chefs on several gastronomic events for the best foodpairing combinations.

