

HUYGHE

Brewery Huyghe is a brewery with a century old history, as the first brewing activities in Melle date back to 1654. In 1906 Léon Huyghe started the brewery. Since then the brewery carries the name Huyghe and the current CEO - Alain De Laet – is the fourth generation in the family brewery.

The brewery is unique in Belgium as it holds the largest portfolio of beers (22 different beers) and is the only one with a beer (Mongozo) that carries the three labels fairtrade, glutenfree and organic. And the brewery continues to innovate, as is proven by the recent launch of the new Averbode abbey beer. Nevertheless, Delirium Tremens remains the flagship of the brewery and the beer of the pink elephant is being exported to over 85 countries worldwide.

And although the brewery holds tradition in high esteem, Huyghe can boast a state-of-the-art brew room, thanks to a recent 12 million euro investment. More investments are under way and the driver behind every new investment is and remains sustainability. Respect for familytraditions, high quality and the environment – by constantly introducing measures that decrease the brewery's carbon footprint – and for the neighbourhood are key values and pillars of the brewery's business model.

Becoming the largest brewer is certainly not the brewery's ambition. On the contrary, it aims to become the most sustainable one and to offer unique specialty beers, offering consumers worldwide a unique tasting experience, which emphasises the craftsmanship of Belgian brewers.

BRANDS

- Deliria
- Delirium Tremens
- Delirium Red
- Delirium Christmas
- Delirium Nocturnum
- Delirium Argentum
- La Guillotine

FACTS & FIGURES

- Founded in: 1654
- Total production (2014): 180,000 hl
- Export (2012): 133,000 hl
- export to 85 countries
- Number of breweries: 1
- Employees: 48

RECENT AWARDS

Delirium Tremens

- Brussels Beer Challenge (Brussels) - silver 2014 - Bronze 2013
- World Beer Cup (USA) - Bronze 2014
- International Beer Challenge (London) - Silver 2013
- World Beer Challenge (Estoril, Portugal) - Silver 2014 - Silver 2013
- International Beer Challenge (UK) - Bronze 2014 - Silver 2012
- Bira Award (Tel Aviv) - Gold 2011
- International Beer Competition (Japan) - Silver 2011

La Guillotine

- Meiningers International Craftbeer award - Silver 2015
- World Beer Challenge (Estoril, Portugal) - Gold 2014 - Silver 2013
- World Beer Awards - Gold 2013 - Europe's Best Pale Belgian-Style Strong
- International Beer Challenge (London) - Bronze 2014 - Silver 2013
- International Beer Competition (Japan) - Silver 2012 - Bronze 2011
- Brewing industry International Awards - Gold 2011
- Bira awards (Tel Aviv) - Gold 2011

Delirium Nocturnum

- International Beverage Exposition and Competition (China) - Gold 2011 - Best in Show



CONTACT

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DIVERSITY

With 22 different beers in its range, brewery Huyghe occupies a unique position in the Belgian market. This wide range is the result of the strategy brewery Huyghe has been following since the '80s: 'You ask, we brew'. In other words, developing new products has always been core within the brewery's business model. Moreover, brewery Huyghe has always aimed at bringing unique beers on the market.

For example, brewery Huyghe is the only brewer in Belgium with a beer (Mongozo) that carries the organic, fair-trade and gluten-free label. And the brewery continues to innovate and develop new beers, as it believes innovation is the driver behind further growth for the brewery, but also for the industry. In a declining beer market, consumers are increasingly looking for added value. Specialty beers as developed by brewery Huyghe, can answer that demand. The most recent product innovations are the Deliria beer – developed by and for women - the Averbode Abbey beer and Mongozo Buckwheat.

QUALITY

Belgium is a country of beer connoisseurs and as a Belgian brewer you simply cannot produce poor quality beer if you want to survive in this saturated market. Hence, producing high quality beers and keeping that quality on a continuous high level is an absolute priority for the brewery. The quality of a beer starts with using qualitative ingredients and for every step within the life cycle of a beer, Huyghe performs its own quality tests and audits. Brewery Huyghe is also a selected brewing partner for Tesco, Coca-Cola and Marks & Spencer, who have the most stringent selection audits and will only accept the best and highest quality. The audits by these multinationals have become the quality standard for Huyghe and the brewery aims to score better each time again on all the different parameters evaluated.

Moreover, thanks to the recent 7 million euros innovation, brewery Huyghe can now boast a state-of-the-art brew room, which allows them to monitor the quality of the beers even better at all stages in the development process.

BREWING EQUIPMENT

With the installation of the new brew house brewery Huyghe has successfully proven that tradition can merge with technology. However, brewery Huyghe has raised the bar even higher for itself because every investment also needs to be sustainable and help to decrease the carbon footprint of the brewery. But no matter how sophisticated our equipment is, the expertise and knowledge of a brew master will always remain key within the development process of beer. New equipment can help to keep quality high or even increase the quality, it can help to monitor the life cycle at all times, but without the craftsmanship and unique recipes that are handed over from generation onto generation, a brewery simply cannot survive.

Thanks to the recent investments, the brewery has increased its capacity from 160,000 to 350,000 hectolitres and moreover, declined its raw materials use by 10%, water consumption by 30% and electricity and steam by 50%. The brewer is no longer brewing 7/7 but only 3 days a week, which is not only beneficial for the personnel but also for the residential neighbours.



MARKET ACTIVATION

Belgian beer is a very strong brand, but that alone is not sufficient. You need a strong and unique brand proposition to stand out among the rest, especially on a saturated beer market as the Belgian one. Brewery Huyghe has chosen to build its marketing strategy around its flagship beer: Delirium Tremens and the well-known pink elephant. The values linked to the brand (fun, young, dynamic) also characterize the brewery. The brewery is for example very active on social media (Twitter, Facebook, own YouTube channel). This way the brewery aims to keep a close watch on what is trending and is building up a close community of beer and Delirium lovers.

The development of Deliria is a wonderful example of how virtual and real-life contacts with consumers can work: The recipe for the beer was chosen via an online poll, the actual brewing was done by 20 women (Belgian, Italian, ...) selected online and the label for the bottle was developed and chosen by consumers online.

