

LEFEBVRE

The origin of the Lefebvre brewery goes back to 1876 with Jules Lefebvre. He supplied beverages to the pubs around the big stone extraction of Quenast.

In 1921, Auguste Lefebvre, Jules' son, moves the brewery to a neighboring hill in order to avoid the annual floods of the Senne. In the following years, Gaston Lefebvre, the third generation, modernized the brewery by starting the bottling of beer.

In 1932, cylinder-conical tanks are installed in the brewery. During WW2 the brewery had to produce only a low alcohol level table beer (a maximum of 0.8% of alcohol).

In 1960, Pierre Lefebvre takes over the brewery, and creates 2 new beers: the Porph-Ale (5% alc.) and the Super-Houblon (6% alc.). In 1975, Philippe Lefebvre improves brewing of special beers and exportation. It quickly proves to be a success.

In 1983, the Abbey of Floreffe entrusts the Lefebvre family with a license for the brewing of its special beers. During the 80s and 90s, 4 new beers were launched: Blanche de Bruxelles (wheat beer), Barbär and Barbär Bok (fermented with honey), and Newton (apple beer).

In 2002, Paul Lefebvre, Philippe's son, joins the brewery at his turn. His arrival is synonymous with more innovations. In 2003-2004, Belgian Kriek, Belgian Pêches and Belgian Framboises are launched on the market. In 2008, Hopus is launched and gains remarkable compliments. Few years after, in 2013 the Hopus' little sister was created, the Hopus Primeur. This beer is different from year to year: every autumn a new hop is selected, and added to the Hopus, freshly fermented via dry-hopping.

Six generations young, the Lefebvre brewery remains above all a family business. Increasingly in expansion, they focus on countries overseas by exporting around 80% of their production.



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BRANDS

- Saison 1900
- Hopus
- Barbär Blond
- Barbär Bok
- Hopus Primeur
- Blanche de Bruxelles Rosée

FACTS & FIGURES

- Founded in: 1876
- Total production (2014): 100.000 hl
- Export (2014): 80.000 hl
- Number of breweries: 1
- Employees: 40

RECENT AWARDS

Barbär

- Australian International Beer Award - Bronze 2013 - Specialty Honey Beer
- European Beer Star - Gold 2012 - Specialty Honey Beer
- European Beer Star - Silver 2010 - Specialty Honey Beer

Barbär Bok

- Brussels Beer Challenge – Silver 2014

Hopus

- Best Belgian beer of Wallonia – Gold 2014 – Best Blond Beer
- Brussels Beer Challenge – Silver 2014
- European Beer Star - Bronze 2010 - Belgian Style Strong Ale
- Australian International Beer Award - Silver 2010 - Belgian & French Style Ale



DIVERSITY

Diversity needs innovation, but it is very difficult to innovate when the product itself needs tradition. Some rules need to be defined before innovation. As brewers, those rules are defined by and for ourselves but sometimes they have to be adapted to the target market. For us, diversity of the Belgian beer offer is ensured thanks to this approach. The very last “new” product that we launched is a traditional blond strong and bitter ale, Hopus. Brewed with 5 different European hops, the innovation was mainly focused on the marketing of Hopus, not as a new bitter beer, but as a cultural toolbox. The taste of Hopus is very specific, highly malted, hoppy, bitter, citrusy and floral. The combination of this specific taste with cultural marketing highlighted Brasserie Lefebvre as an innovative Belgian Beer Culture Ambassador.

QUALITY

Quality and sustainability should go hand in hand in the beer process and beyond. So when a product is developed, we try to do it with the process in place. For Hopus, five years after the launch, we are still working to innovate our process in a way that maintains the quality of the beer. A new system to propagate and prepare the refermentation yeast before bottling will be started soon.

The quality level of a new beer has to follow our internal standard of quality. A panel of tasters of the brewery validates the fruit of our research through different tasting sessions, on fresh and aged beers. If the taste of a product changes too much during transport and storage, the consumer will be disappointed. After internal validation, the product may be proposed to the client or to “public” tasters. All comments will be studied and debated.

BREWING EQUIPMENT

Brewing technology, and more globally production processes, have a strong influence on diversity. It is a challenge for a brewer to bring and maintain his beers at a top quality level, without changing the beer characteristics. From our point of view, the process itself has to be a mix of state of the art technology but in respect of the legacy and the beer characteristics. This is why, still today, we do not filter our beers at any stage. This choice is made possible by an adapted brewing process which gives something sensibly different to the complete range of our beers.

MARKET ACTIVATION

Members of BFB need to be powerful engines for our Belgian Beer Culture. Today, there is a lot of good beers on the market. Quality and authenticity are closely related to our family history of six generations of brewers and the local anchorage of our brewery. In a global market system, it is very important for us to deliver the authentic story of our beer to the final customer. All members are closely involved in this task.

Food pairing with our beers has also a place in our strategy in two ways: directly aimed at the consumer, with some pairing and recipe proposals, and in collaboration with beer ambassadors such as restaurant chiefs or specialized bar owners.

