

## ROMAN

For more than 460 years now, Oudenaarde has hosted the brewing family Roman, which has perpetuated the brewing tradition from father to son. Officially, the story of the brewery began back in 1545, which makes Roman the oldest family brewery of Belgium.

Oudenaarde is situated in the center of the Flemish Ardennes and is well-known for its brown beers. It was the basic element on which the brewery created its reputation until 1945.

Then the launch of Romy pils created a new period of expansion for the Roman brewery and the pils segment became the second important pillar. That made Roman an important player for the pubs in the region.

The eighties were the start for the top fermented beers with refermentation in the bottle. With this new technique Roman also reached a new level of quality.

Finally during the last 30 years the brewery developed a whole range of Belgian beers with a variety of tastes and colours.

### BRANDS

- Adriaen Brouwer
- Adriaen Brouwer Dark Gold
- Ename Tripel / Blond / Dubbel / Cuvee Rouge / Pater
- Gentse Strop
- Sloeber

### FACTS & FIGURES

- Founded in: 1545
- Total production (2014): 84.000 hl
- Export (2014): 25.000 hl
- Number of breweries: 1
- Employees: 75

### RECENT AWARDS

#### Adriaen Brouwer Dark Gold

- European Beer Star Award - Gold 2010 - Belgian Style Strong Ale
- European Beer Star Award - Gold 2010 - Consumers Favorite Prize
- World Beer Awards - Silver 2013 - Belgian Style Strong Dark
- World Beer Challenge - Silver 2014 - Belgian Style Strong Ale

#### Sloeber - European Beer Star Award - Bronze 2007 - Belgian Style Ale

#### Gentse Strop

- World Beer Awards - Bronze 2013 - Belgian Style Strong Pale
- World Beer Challenge - Gold 2014 - Belgian Style Ale

#### Ename Blond

- Brussels Beer Challenge – Bronze 2014 – Abbey Style
- World Beer Challenge – Silver 2014 – Belgian Style Abbey Ale



### CONTACT

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### DIVERSITY

During the last three decades Roman developed a whole range of Belgian Beers. In the past the brewery was known for its typical "Oudenaards" brown beers, but now we produce almost every category of the best Belgian Speciality Beers.

We are brewing lager to Ename triple and Mater wheatbeer to Adriaen Brouwer brown beers. A more recent introduction we did was Gentse Strop, a blond hoppy beer of 6,9% alc. We brewed it with an adapted brew method so that the foam is even more solid than that of our other beers. For the hoppiness we searched for the perfect balance of the Belgian hops so it's a pleasure to drink this beer. The name is connected to the city of Ghent, more specifically de Gentse Stroppendragers. This is an old guild that goes back to 1540, so this beer completes the Roman range by name, region and beer taste! You can find more information on [www.gentsestrop.com](http://www.gentsestrop.com). Our newest beer is Ename Pater, inspired by the monks of old. They used to brew beer for own consumption with less alcohol but with the characteristic abbey beer flavour.

### QUALITY

Quality has to be seen in different aspects. For Roman we mainly focus on quality in production, taste and presentation. During the process we have different points where quality is measured. Therefore we have our own lab with the necessary instruments.

In our strategy, a part of our production is to brew and/or fill for other breweries. This gives us more benchmark information on quality control and obliges us to put the bar high.

When it comes to taste we like to reach a harmony in mouth experience, without going into extreme tastes. For us it's very important to have a well-balanced beer that makes you ask for a second one!

The third aspect is the presentation of the product. Nowadays more important than in the past.

Those 3 quality criteria guarantee the client an overwhelming drinking experience.

### BREWING EQUIPMENT

Roman is still brewing in a traditional way. Our brew house was built in 1930. To improve our brewing process, we work together with Biercentrum Delvaux and Kaho St.-Lieven. On a regular base we meet and discuss various topics to improve the quality of our beers.

One of the most important issues that we work on is the reduction of oxygen. And so we search together to use the best available techniques for brewing and filling our beers.

The last two years we are doing research on how we can do more with our ingredients. One of the things that we are looking for are new hop varieties. So we try to achieve new experiences of taste. But we respect the traditional brewing methods. We like to innovate within an authentic environment.



### MARKET ACTIVATION

Brewing Oudenaards brown beer has been the foundation of the Roman brewery. During the seventies and eighties this beer segment lost the competition against the upcoming other speciality beers. So the volume and importance of the brown beer declined ... Due to the fact that brown beer is part of the history of the brewery, Roman decided to rebrand its brown beer into "Adriaen Brouwer" in 2003.

Adriaen Brouwer is a famous painter from Oudenaarde, whose name is still living on in the city by means of the Adriaen Brouwer festival/walking trip, Adriaen Brouwer pie, cheese, ... Adriaen Brouwer is a top fermented brown beer of 5% alc. In the region of Oudenaarde it became the most popular beer.

A few years after the rebranding the consumers were asking for a second Adriaen Brouwer, but stronger and refermented. So the brew master of Roman started his work and ended up creating the Adriaen Brouwer Dark Gold. The name could be taken literally. Two years after the presentation of this beer it won 2 golden medals in the European Beer Star Award!

Over the last 10 years Adriaen Brouwer and its Dark Gold companion succeeded and multiplied its volume. In the meanwhile the city of Oudenaarde jumped on the train with the project 'Bruyn'. With this project Oudenaarde won the contest 'Ambassadeur-Vlaanderen Lekkerland'. The Adriaen Brouwer Dark Gold even is Roman's best selling beer in the US! The brown beer is officially back in business!