



## SILLY (BRASSERIE DE)

Brasserie de Silly, situated 30 miles south from Brussels, was founded in 1850 and is active without interruption since 6 generations of brewers in the village of Silly. Initially founded as a farm-brewery, beer was brewed for the seasonal workers doing the harvest during the summer. Step by step, the brewery became more and more important and the farm stopped its activities in 1947.

Today, Brasserie de Silly is specialized in a great variety of typical Belgian craft beers. Since more than 165 years, the "Silly" beers are brewed following the same brewing techniques paying a lot of attention to quality, control and innovation.

The range of beers brewed is quite large and every beer lover can find his favorite style going from abbey, witbier, scotch, barrel aged, saison, double, triple, fruit, christmas, regional blonds, darks and ambers.

Innovation and creativity led these last years to the conception of new types of beers as for example: Pink Killer (pink grapefruit beer), Scotch Silly Barrel Aged (aged beer in Bordeaux wine barrels) and Green Killer IPA (4 different hops).

Over the last years Brasserie de Silly has been enhancing its export business and won several quality prizes especially with its blond abbey beer "Abbaye de Forest". This beer has a bright promising future thanks to its wonderfully well balanced taste.

### BRANDS

- Abbaye de Forest Blonde
- La Divine
- Double Enghien Brune
- Enghien Noël
- Scotch Silly Barrel Aged
- Pink Killer
- Green Killer
- Cré Tonnerre

### FACTS & FIGURES

- Founded in: 1850
- Total production (2014): 15000 hl
- Export (2012): 7.000 hl
- Number of breweries: 1
- Employees: 20

### RECENT AWARDS

#### Silly Pils

- Best Belgian Beer of Wallonia - Gold 2014 - Pils Beer

#### Abbaye de Forest

- Australian International Beer Awards - Bronze 2008 & 2009 - Belgian & French Ale
- Best Belgian Beer of Wallonia - Prix d'Excellence 2012 - Blond Beer

#### Titje Blanche

- Australian International Beer Awards - Silver 2009 - White Beer
- Sochi Beer Festival (Russia) - Silver 2012 - White beer

- Saison Silly - Asia Beer Awards - Gold 2010 - Saison



### CONTACT

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### DIVERSITY

Since the very beginning we have chosen to propose a wide range of styles of beers. Brasserie de Silly has always had the strategy to be very flexible and creative to be able to launch new products that are often unique in the market. We want to be different concerning our offer.

For example, Pink Killer was the first pink colored beer launched on the market, it was something completely different that put our brewery in the spotlights and that gave visibility to our other brands also. Scotch Silly Barrel Aged gave a lot of credibility to the classic Scotch de Silly brand.

In both examples, the strategy is different. For the case of the Pink Killer we definitively choose to go in a complete different direction than with our traditional brands and to try to reach a new type of consumer. In the case of the Scotch Silly Barrel Aged, the aim is clearly to support the classic brand.

Diversity at Brasserie de Silly: 15 brands and 12 styles of beer.

### QUALITY

All beers have to pass through quality control at all stages of production. A beer will never be sold if it doesn't meet the quality standards that we defined. The quality is constantly measured by analyzing the product in our laboratory and also through lots of tastings that are done internally.

Today, quality and constancy are very important for us and our aim is to be able to stick to our traditional and craft way of brewing while consumers are sure to have always the same beer without any variation.

On a regular base our staff is trained and assists to sessions to improve our quality through the whole production process. We're certified FSCC 22000 (high quality standards).

### BREWING EQUIPMENT

We're constantly investing in new technologies and equipments to be able to produce the best beer quality while bearing in mind our origins and our traditional way of brewing beer. We always invest in new technologies if we're sure it will not affect our way of brewing or our beers quality.

On average our assets have a lifecycle between 5 and 10 years and we constantly invest in new equipment to renew and to expand our brewery. Recently we invested in a new keglines, a new building for lagering tanks and laboratory, also in a new packaging line for cartons is operational since the end of 2013.

In 2015 a new bottling line will be installed in a new building.



### MARKET ACTIVATION

We want to focus on two approaches : Beer & Music and Beer & Food.

Since a few years we associate our brands with festivals that have a project that fits our vision. Most of the music festivals where we are partners are festivals with an environmentally conscious message. After having signed an important contract for a big festival with a sustainable vision, we've been contacted by other music festivals that associate us with the image they want to vehicle.

Concerning Beer & Food we started to collaborate with some chefs to create recipes that will match with our beers. Detailed taste profiles of our beers were defined. The results of this study and of the recipes created by the chefs will be integrated in a new marketing approach to suggest our beers to chefs and restaurants that are looking for new experiences with food.