

ST. FEUILLIEN BREWERY

St-Feuillien Brewery, located in Le Roeulx (southern part of Belgium), was founded in 1873 by a woman, Stephanie Friart. In 1910, her nephew took it over and his son, Benoît Friart, succeeded him in 1950. Today, Benoît Jr and Dominique, brother and sister, have been running the brewery for almost 30 years. The Friart family has been brewing various beers, among others, St-Feuillien. But the history of this beer goes back even further.

In the 7th Century, an Irish monk by the name of Foylan came to the continent as a missionary. Unfortunately, in 655, while travelling through the forest, he was killed and beheaded near what is now Le Roeulx, Belgium. On the site of his martyrdom a chapel was built, transforming over time into the Abbaye St. Feuillien du Roeulx. The Abbey prospered until the upheavals of the French Revolution. During these troubled times, it was condemned by the revolutionaries but St-Feuillien's legacy continues as a brewery of the same name.

Four generations later, the Friart family is still in charge of the brewery, keeping alive for scores of ale enthusiasts worldwide, brewing beer with passion and knowledge to stand the test of time.



CONTACT

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BRANDS

- ST-FEUILLIEN Blonde, Brune, Triple, Noël.
- St-Feuillien GRAND CRU
- SAISON from St-Feuillien
- CAR D'OR
- LA BLANCHE

FACTS & FIGURES

- Founded in: 1873
- Total production (2014): 40.000 hectoliters
- Export (2014): 13.000 hectoliters
- Number of breweries: 1
- Employees: 25

RECENT AWARDS

ST-FEUILLIEN BLONDE

- World Beer Awards; Gold 2010; Category: World's Best Abbey/Trappist Pale Ale.

St-Feuillien GRAND CRU

- World Beer Awards; Gold 2012; Category: World's Best Belgian Style Strong Pale Beer.
- European Beer Star; Gold 2011; Category: Belgian Style Strong Ale.

CAR D'OR

- European Beer Star; Gold 2014; Category: Belgian-Style Ale
- Brussels Beer Challenge; Gold 2014; Category: Pale & Amber Ale – Bitter Blond/Golden Ale.



DIVERSITY

Launching new products is, of course, an answer to a demand or a trend, but not only. It represents also a challenge in terms of know-how, technology and portfolio strategy, respecting the image and the values of the Brewery.

- Saison from St-Feuillien was launched in 2009, initially to respond to a request of the American market. This beer was a new version of the original Saison brewed at St-Feuillien in 1920's. Our goal was also to reintroduce this particular hoppy style in Belgium where it used to be very popular years ago.
- St-Feuillien beers are renowned for the use of spices. In 2011, St-Feuillien Grand Cru was a "première", standing out from other beers in this category by its absence of spices. The secret lies in the quintessential blend of the most noble hops and the finest aromatic ingredients. A champagne yeast is used as well.
- In April 2014, as part of "Mons 2015, European Capital of Culture", a thirst-quenching beer was launched: Car d'OR, referring to the historical procession of the Doudou festival. This popular product won immediately two gold medals.

QUALITY

Since 1986, the Friart family has constantly invested in equipment, devoting their unwavering attention to the quality of the beers they market. The St-Feuillien Beers brewed with first quality and naturally pollution-free water. The artesian well is located inside the brewery itself and only the best malts and hops are used for our products.

Unique features of St. Feuillien beers:

- Natural, additive-free, top-fermenting beers.
 - Top-quality European aromatic hops.
 - Unique spices' formulations
 - Selected malts.
 - A traditional infusion brewing method handed down from generation to generation, guaranteeing an authentic product.
 - Traditional fermentation followed by maturation in horizontal cylindrical tanks for 1 month.
 - Secondary fermentation in the bottle for at least 15 days.
- The introduction of new beers is always respecting the long tradition of fine bitterness and the use of special ingredients and methods like spices and dry-hopping.

BREWING EQUIPMENT

In less than ten years, St-Feuillien Brewery renewed completely its production facilities with brand-new all-stainless steel tanks, pipe-lines and automation. All the suppliers are Belgian.

The goal was clear: maintain and increase the quality at the top level, respecting the Belgian brewing art. In 2013, a new Belgian brewhouse has been built with a state-of-art technology grade never achieved before at this size of production volume.

A new filtration line and a new keg washing and filling line were also installed. These investments mix quality mastery, economic efficiency and ecology to an uncommon level.

The beer quality remains unchanged but consistency and long-term stability are constantly improved.

MARKET ACTIVATION

Attentive, creative and dynamic.

Always improving the quality of its beers is St-Feuillien Brewery main concern. Our extended portfolio goes from tradition to innovation and each brand is unique. The final consumer, worldwide, will be able to find, at least, his "dedicated" beer.

- St-Feuillien Abbey range of beers (Blonde, Brune, Triple) are obviously classified in the category of authentic, traditional Belgian beers, linked to history and culture. These three beers will completely satisfy the taste of a beer connoisseur, found of fine and rich authentic beers.
 - Grand Cru will definitely be more sophisticated and elegant: white head, subtle lacy effect, clarity and brilliance, symphony of aromas and flavors, for gourmet palates.
 - Saison is a "beer of the terroir", with a rugged and charming character, accessible to all hoppy beer lovers.
- The export market at St-Feuillien represents today about 1/3 of the total production volume.

