

## VAN HONSEBROUCK

Amandus Van Honsebrouck, born in 1811, farmer and mayor of Werken, starts the first brewery around 1850 in Werken. Later his son Emile takes over and moves to Ingelmunster. In 1900 the St-Josef brewery is founded. Emile's sons, Paul and Ernest, continue and expand firmly in the thirties. At that moment, the focus still is on low fermented beers: bock, export and lager.

Luc, son of Paul, goes to brewery school and learns the trade as an apprentice in Germany and Wallonia. When Luc takes over in 1953, he changes the name into "Brewery Vanhonsebrouck" and decides to stop brewing lager beers in order to focus on an 'old Flemish brown', called Bacchus.

In 1957 he starts brewing lambic beers with Gueuze and Kriek under the brand name Saint Louis. During the seventies, Brewery Vanhonsebrouck becomes the second largest brewery of Gueuze, thanks to the combination of good quality and a successful marketing strategy, as there is shirt sponsoring of FC Bruges, one of the major football teams in Belgium.

In 1980, responding to the growing demand for heavy blond beers, Luc launches Brigand, named after the farmers' uprising against French occupation in 1798.

In 1986 the family buys Ingelmunster Castle and 3 years later, the famous Kasteelbier is born. It starts with 'Donker', than 'Tripel' and later on 'Kasteel Rouge' and 'Blond' complete the range.

In 2009, the 5th generation, Xavier Van Honsebrouck, takes over. His first achievement is the 'Cuvée du Château' and in 2012, the highly exclusive Trignac is brewed. Kasteel Hoppy follows in 2013.

In commemoration of a 100 years World War I, 'Passchendaele', a top fermented blond beer, with only 5,2° alcohol is brewed under the authorities of the community of Zonnebeke. This remembrance beer, named after the big battle of Passchendaele, contributes to the events and monuments honouring that period in time.

Recently the brewery launched two new beers, Barista Chocolate Quad "by Kasteel" and FILOU, a strong blond Belgian Ale of 8.5 % .

Due to the growth over the last decade and the will to keep up with the best quality and permanent innovation, Xavier Van Honsebrouck decides to invest in the construction of a new brewery. Construction has started the end of last year and is planned to be completed by the end of 2016. This investment of more than 30 million euros will be a big challenge for the entire team in the coming years .

### BRANDS

- Bacchus
- Bacchus Framboise
- Bacchus Kriek
- Saint Louis Premium Gueuze
- Saint Louis Gueuze Fond Tradition
- Saint Louis Premium Kriek
- Saint Louis Premium Framboise
- Saint Louis Premium Pêche
- Saint Louis Premium Faro
- Brigand
- Kasteel Donker
- Kasteel Tripel
- Kasteel Rouge
- Kasteel Blond
- Kasteel Hoppy
- Cuvée du Château
- Trignac
- Passchendaele

### FACTS & FIGURES

- Founded in: 1900
- Total production (2014): 95.000 hl
- Export (2014): 43.000 hl
- Number of breweries: 1
- Employees: 89



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### DIVERSITY

Castle brewery increased the diversity of Belgian beers on many occasions, not only brew-technically but also in marketing:

The first step in diversity of the brewery was the decision of Luc Van Honsebrouck to break with the traditional brewing concept of concentrating on lager beers. So in 1957 Luc Vanhonsebrouck started to brew lambic and gueuze in Ingelmunster. He was the first of the traditional region of de Zenne river to do what was considered as impossible by the traditional lambic breweries.

In the marketing of specialty beers, there is a long tradition of referring to Christian buildings and persons to make the beer sell. There are the famous 'Trappists', which are brewed within the walls of Trappist monasteries. On the other hand there are the abbey beers, which should be brewed in or at least under licence of the abbey where they were initially made. Luc Vanhonsebrouck instead linked his beers to an object or building of the laity or local historical context. First there was Brigand, referring to the famous Flemish freedom fighters of the late 18th century. Also the packaging was different from the other strong blond beers at that moment, using a 37,5cl bottle with a real cork. The purchase of Ingelmunster castle and, of course, with the French tradition of winemaking in mind, the Kasteel brand was created. This was revolutionary in the world of beer making (brewing) at that moment.

Another aspect of innovation was the diversity of beers within a brand. For example Kasteel has besides its traditional Donker Tripel and Blond, also the Kasteel Rouge, which has become our first beer in export, creating opportunities in countries without a real beer culture. On top of that it also opened the Kasteel range to younger consumers on the Belgian market and so became the leading beer of the brewery . The new technique of beer making was, and still is, the creation of this Kasteel Rouge, which is a blend of an existing beer, Kasteel Donker, with a liquor (cherry liquor). Fruit and fruit syrups were used before, but never a fruit liquor. Cuvée du Château on the other hand can be considered as a "side kick" of the Kasteel Range. The idea was born while tasting Kasteel Donker bottles aged for ten years and more in the cellar of the Castle. Castle brewery was also the first to age their beer in used cognac casks. The famous Trignac owes its subtle cognac aroma thanks to that technique. The latest innovation " by Kasteel" is the Barista Chocolate Quad, a dark strong brew with Belgian Chocolate and Coffee flavour.

Passchendaele, brewed in collaboration with the village of Zonnebeke in remembrance of the Great War and the battle of Passchendaele, is a blond crispy top fermented beer and with an alcohol degree of only 5,2 % . This means that this rich, tasteful and slightly hoppy beer can be drunk as easily as a lager. End of 2014, we launched FILOU, a strong blond Belgian ale of 8.5 % . It is an honest and pure beer, brewed using only water, yeast, hops and malt .

In general we can say that, seen the fact that the beer market and consumers change permanently, one has to innovate and diversify all the time. For our brewery this means over the last 10 years that the volume coming from diversifying represents 25% of our today's volume and more than 50% of our exports. It also allowed us to reach new customers in other segments on the local market.



### QUALITY

Constant quality has become one of the key priorities of our brewery, as it can make the difference in entering and/or keeping markets and differentiates us from copies. We are convinced this is essential to keep developing a solid future.

Every day we are looking for improvement on all levels, going from production, over IT to logistics and services in general.

To keep track, we have our internal people challenged and supported by external experts all the time. Every 2 weeks we have a tasting and discussion with professionals from outside the brewery. Working on quality for us also means benchmark with other brewers or beverage producers on the market.

In order to be able to improve quality, we optimised our procurement of direct materials completely over the last 5 years and so challenge our own suppliers on a permanent base and on all levels.

Although innovation is key, we rather work a couple of months longer on a new liquid, instead of putting just anything on the market.

### BREWING EQUIPMENT

Over the last 10 years, we invested on average each year more than 10 % of our yearly turnover in optimizing or replacing our production equipment. In order to keep up with modern technologies, we also hired several new people, having the corresponding skills on each level and domain.

Today, we are working on the development of a completely new craft brewery on a new location. This is a company project that will allow us to brew on the highest quality level, combined with increased flexibility and efficiency, but with respect for the traditional way of brewing. Modern technology will be combined with traditional equipment.

### MARKET ACTIVATION

To maintain organic growth, we are continuously searching for new markets. Combined with innovation this a must to survive long term, especially within the context of the new Brewery, which will have twice the capacity of the actual production site.

This year we invested more than 5% of our turnover in our leading brand "KASTEEL" and the results are clear. Brand strength comes next to quality for us.

As our export volume more than doubled over the last five years, we more and more look at local markets together with our importers. Increase in export is nice, but without daily activation or observation we are very vulnerable, as markets change all the time, even from one day to another. One legal change can kill a market in one day.

Importers without support will not perform, as they have more alternatives every day. Market activation and support might be as important as sales conditions. One can give the highest discount and the best price, but when the beer doesn't sell no one earns anything. Consumers get more choice every day, so activation helps to draw their attention. Not seen means not drunk.