

## VERHAEGHE-VICHTE

The history of the brewery dates back to 1885. Today it is the fourth generation of the family Verhaeghe who owns the brewery.

Brewery Verhaeghe focuses on the identity of its quality beers and feels confirmed in its choice: not only in Belgium, but also far outside the Belgian borders, the consumer prefers more and more beers of high quality with a unique identity.

The commercial success of the "Duchesse de Bourgogne" is the best proof. The Duchesse de Bourgogne is a Flemish red brown ale, matured in oak casks and is brewed according to an ancient method that is geographically linked with the southwest of the province of WestsFlanders.

Lately brewery Verhaeghe also started with a new series of Barbe: Barbe d'Or, Barbe Rufa, Barbe Ruby and Barbe Black.



### BRANDS

- Duchesse de Bourgogne
- Echt Kriekenbier
- Barbe d'Or
- Barbe Rufa
- Barbe Ruby
- Barbe Black

### FACTS & FIGURES

- Founded in 1885
- Total production (2012): 10.500 hl
- Export (2012): 6.000 hl
- Number of breweries: 1
- Employees: 8

### CONTACT

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### DIVERSITY

Brewery Verhaeghe-Vichte is known for its West-Flemish red-brown ale and has a long experience with top fermented beers, brewed for special occasions. The last years brewery Verhaeghe-Vichte was evolving to a mono-product brewery by the success of the beer "Duchesse de Bourgogne". This success could have some negative effects on the brewery in the future. So in order to assure the brewery a greater stability in the long run, the brewery started to diversify and brew new beers. The last evolution has been the introduction of the different Barbe beers which are complementary beers to the typical West-Flemish ales. This diversity was highly appreciated by the customers and is reflected in a steady growth of the brewery.

### QUALITY

Since many years the brewery Verhaeghe focuses its efforts on quality improvement of its traditional ales, the West-Flemish red-brown. Quality improvement is driven by the concern to assure the unique identity of the ales to the consumer and is done by using the best technology available.

The quality of our beers is constantly followed up by performing analyses. Certificates delivered to the clients guarantee the focus on high quality.

### BREWING EQUIPMENT

The impact of technology can be considered on 2 axes: investments in new equipment and keeping the essential traditional techniques in honour.

In the last two years the brewery Verhaeghe-Vichte invested in complete new fermenting, lagering and filtering equipment. These new equipment is needed to increase the production and fulfil the strict quality rules the brewery has set for itself.

The brewery is also renewing and expanding its capacity of oaken casks. The technique of using oaken casks is a maturation technique assuring the unique taste of its West-Flemish ales. The choices are made based on the best technology as long as it does not conflict with the unique character of its ales. The pride of the brewery still lays in the ability to use the traditional brewing techniques used by previous generations.

### MARKET ACTIVATION

Brewery Verhaeghe is brewing the traditional ale of the region where it is located for more than 125 years. The brewery adapts itself constantly also to new market circumstances and demands. The brewery started to brew lager beers after the Second World War and more recently with a new series of top fermented Barbe beers. Export of our beers over the world is an opportunity, but also a challenge as the brewery Verhaeghe-Vichte wants to preserve its "identity" in the long term.

