

## HET ANKER

Brewery Het Anker is one of the oldest breweries of Belgium. Located in the former hospital of Mechelen where the nuns brewed beer since 1471, Het Anker is now owned by the fifth generation of the family who bought it in 1872.

When the brewery definitively stopped with production of lager and pilsner beers in 1962, and only continued with a much smaller production of high density beers, it was also the precursor for the revival of the specialty beers in Belgium with the brand Gouden Carolus.

When Charles Leclef, 5th family generation, took over from his uncle in 1990, he was confronted with a brewery in dire shape which was in critical need of modernisation. Long years of rebuilding and renovation followed, including the installation of high quality production infrastructure, a controlled and qualitative expansion of the Gouden Carolus range and the founding of a publicly accessible brewery concept with guided tours, brewery hotel and an on-site café-restaurant. Since 2010, Het Anker has been distilling single malt whisky, starting from the mash of its Gouden Carolus Tripel beer, at the nearby distillery De Molenberg.

Embedded in a century long history, Het Anker guarantees a unique taste sensation and experience.

### BRANDS

- Gouden Carolus Classic
- Gouden Carolus Tripel
- Gouden Carolus Ambrio
- Gouden Carolus Hopsinjoor
- Gouden Carolus Cuvée van de Keizer

### FACTS & FIGURES

- Founded in: 1471
- Total production (2014): 28.000 hl
- Export (2014): 14.000 hl
- Number of breweries: 1 brewery, 1 distillery
- Employees: 53

### RECENT AWARDS

- Gouden Carolus Hopsinjoor - World Beer Awards - Europe Gold 2014 - Imperial IPA
- Gouden Carolus Classic - World Beer Awards - Gold 2012 - World's Best Dark
- Gouden Carolus Tripel - World Beer Awards - Gold 2012 - World's Best Belgian-Style Tripel



### CONTACT

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### DIVERSITY

Following the roots of the original Gouden Carolus Classic, we began creating a range extension in the categories of traditional Belgian brewing craftsmanship. The first quality issue was to continuously improve and guarantee this quality even if volumes increase. This challenge will always be a priority before any new creation.

Innovations are also not a goal as such, they need to be part of the overall "Het Anker project". For example the brand Lucifer: a beer we repositioned as a dynamic, more playful brand complimentary to the Gouden Carolus range. Another example is Gouden Carolus Single Malt, which opens up the taste experience to a new level.

The recent installation of a professional micro-brewery will also give more possibilities in the future to look at interesting tastes, in line with the overall project vision.

### QUALITY

Quality is an essential point at all levels, but it's also the most difficult to describe. As precursors of the image of Belgian beer we are obliged to make no concessions about this. This value needs to remain the authentic unique selling proposition of our beers. We cannot be critical enough and high quality standards continuously have to be improved in all different aspects of business (production, sales, marketing).

- Product: technical and brewing quality combined with a taste which is true (not forced) and well balanced
- Presentation: professional and credible marketing and communication
- Distribution and sales: quality in relationships with commercial partners with the same vision

### BREWING EQUIPMENT

Technology is a real challenge for small breweries in the long term. Technology and authenticity need to be matched together in order to run a brewery with small production levels. Investments are extremely high for the smaller ones, but there is no excuse not to arrive at the highest standards of production technology. This will be essential to guarantee quality assurances in the long term and for larger volumes, of course if authenticity and credibility are the management's standards.

Het Anker set up a new bottling line in 2012 and introduced state-of-the-art bottling equipment in March 2015. The brew house was also completely renovated in the fall of 2014, except for the original, copper brew kettles from 1946 which are still in use today.



### MARKET ACTIVATION

Sales are driven by an overall vision on the development of the "Het Anker project". As family brewers at the center of our home community Mechelen since 1471, we attach great importance on the development of regional sales, partnerships and recognition of our vision. Activation of local key accounts, sponsorships and the organization or support of events aimed at connecting with the local consumer are key elements in this approach.

The brewery hotel, daily guided tours, an on-site café-restaurant and future opening of the first Belgian whisky center annex distillery open up the project to visitors from all over the world, looking for an authentic taste experience. Our continued investment in this publicly accessible concept plus intensified regional sales development result in a healthy balance between increasing national sales and international expansion.

