

LINDEMANS

Six generations of exquisite lambic beers

Since 1822, six generations of the Lindemans family have crafted authentic lambics of exquisite taste and complexity in the Pajottenland region, southwest of Brussels. Lambics are among the world's rarest and most mysterious beers: they are the only beers fermented via wild, airborne yeast. The unusual and unique flavors that come from spontaneous fermentation are unmatched in the world of beer.

At Lindemans Brewery, we use the traditional lambic fermented on oak to produce all our specialty beers.

They include:

- the authentic Old Gueuze Cuvée René and Old Kriek Cuvée René, refermented in bottle, characterized by a sparkling and slightly sour flavor with a dry finish
- the filtered Gueuze Lindemans with its softer and slightly sweeter flavor
- the Faro, a traditional pearly brown Brussels Lambic beer from Breughel's era

We also brew fruit beers made from unsweetened, freshly squeezed juice, macerated in casks with lambic: Framboise, Pecheresse, Cassis, Apple and of course the world famous Lindemans Kriek, exclaimed by beer hunter Michael Jackson as one of the 5 best beers of the world.

Over the past decade, the total production of Lindemans beers has increased from 50.000 to 85.000 hectolitres per annum. Thanks to the unique and characteristic flavor of our beers, our family brewery has earned its distinguished position of leading Belgian exporter of fruit beers to the US.

Today, the day-to-day management is the responsibility of the cousins Geert and Dirk Lindemans. They continue to expand the family brewery while remaining true to their roots and adopting a healthy vision of the future.

BRANDS

- Old Gueuze Cuvée René
- Gueuze Lindemans
- Old Kriek Cuvée René
- Kriek Lindemans
- Faro Lindemans
- Pecheresse
- Framboise Lindemans
- Cassis Lindemans
- Apple Lindemans

FACTS & FIGURES

- Foundation year: 1822
- Total production (2012): 85.000 hl
- Export (2012): 48.000 hl
- Breweries: 1
- Employees: 30

RECENT AWARDS

- Old Kriek Cuvée René** - World Beer Awards - World's Best Sour Beer 2013
- Old Gueuze Cuvée René** - World Beer Awards - World's Best Gueuze 2013
- Kriek Lindemans** - Beer International Recognition Award (BIRA) - Double Gold 2011 - Fruit Beers
- Apple Lindemans** - World Beer Awards - Europe's Best Lambic 2013
- Framboise Lindemans** - International Beer Awards - Gold 2010 - Fruit Beers
- Cassis Lindemans** - Australian International Beer Awards - Gold Award 2014
- Pecheresse Lindemans** - US open beer competition - Gold Award 2014



CONTACT

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DIVERSITY

With a large portfolio of 9 brands grouped into 3 categories (Old Gueuze & Old Kriek, Gueuze & Faro, fruit lambic beers) Lindemans offers a great variety of beers based on traditional lambic.

Due to limited production capacity on one hand (e.g. capacity of storing lambic) Lindemans's priority in the last years has been to ensure a broader availability of our beer instead of focusing on new product development. This has resulted in expansion works which ended in Q2 2015 (see below).

QUALITY

Lindemans lambics are a gift from nature. Everything needed to make our complex beers is derived from natural elements. In order to brew delicious beers based on spontaneous fermentation, we rely on all the advantages of our location right in the heart of the Pajottenland. It is the Senne Valley itself that gives our lambic its unique and characteristic flavor. Wort fermentation occurs totally naturally thanks to the micro flora of the wild yeasts that are specific to our brewery. In total, more than 80 ferments play their role in the elaboration of our beers.

We carefully select the finest ingredients in order to bring the best possible beers: local barley, unmalted wheat, hop, fresh fruit and water. The purity, proportions and intrinsic quality of the individual ingredients profoundly influence the characteristics of the final beers.

The complex brewing process of lambic beers takes up to 2 years. Ultimately, it is the experience and craftsmanship of Lindemans brew masters that transforms the natural ingredients into delicious lambic beers.

BREWING EQUIPMENT

At Brewery Lindemans, lambic is not only handled in a creative way, but experiments are done in the field of production technique too. Lindemans pioneered in the production of Kriek using juice. We were the very first with Kriek in 25L barrels. Next to wooden barrels, Lindemans also decided to invest in stainless steel tanks to which wood shavings are added, a technique adopted from the French wine world.

Investments are very important to improve quality and efficiency of our production. As the brewery reached its maximum capacity 6 years ago, Brewery Lindemans decided to invest 15 million euro in a new production facility. Thanks to the expansion works, the brewing, bottling and storage capacity has been doubled. The expansion of the brewery's capacity was necessary to provide enough space to store more lambic that is used to make our 9 different beers. In order to meet new quality standards, Brewery Lindemans also invested in lowering ecological footprint by reducing the use of water and electricity.

MARKET ACTIVATION

The marketing strategy of Brewery Lindemans is based on our brand values:

- Authenticity: a two-centuries old experience in lambic beers, with respect for tradition
- Quality: focus on the unique brewing process (spontaneous fermentation) and the composition of the finest ingredients.
- Family: Brewery Lindemans is a story of pioneers.

In our main market (Belgium), Lindemans's priority is to build strong relationships with consumers, on-trade partners and local organizations via PR, events and activations.

Brewery Lindemans has always had a special affinity for art. We use Art-Nouveau concepts in all our visuals, an elegant decorative art style developed in Belgium more than 100 years ago. This art is timeless, ageless and complex as lambic is.

As we export to more than 40 countries, Lindemans gives a global strategy some local accents. We plan regularly activation campaigns in our major export markets, in collaboration with our local importers. The aim of Brewery Lindemans is to follow the always-changing market on a creative way, but still with respect towards the traditional "mother-beer": lambic.