

## TIMMERMANS

At Itterbeek, just outside Brussels, Timmermans has been brewing lambic beers for over three hundred years, making it the oldest lambic brewery in the world. In 1702, when the brewery was called “La Taupé” (“The Mole Brewery”), also comprising a farm, an orchard, a malthouse and a café.

Today, Anthony Martin and his Master Brewer Willem van Herreweghen have combined the old brewing recipes and classic methods to restore authenticity while benefiting from the unique expertise provided by Martin’s “Finest Beer Selection”, a truly unique range of the finest beers.

Timmermans only brews traditional lambic. This basic beer is attained through the process of “spontaneous fermentation”. Brewing lambic, without adding yeast, is a complex and subtle art requiring skill, patience, and recipes passed from generation to generation, thanks to the presence of two micro-organisms that exist only in the Senne Valley: *Brettanomyces Bruxellensis* and *Brettanomyces Lambicus*.



### BRANDS

- Timmermans Oude Gueuze
- Timmermans Oude Kriek
- Timmermans Kriek Retro Lambicus
- Timmermans Faro Lambicus
- Timmermans Blanche Lambicus
- Timmermans Strawberry Lambicus
- Timmermans Framboise Lambicus
- Timmermans Peche Lambicus
- Timmermans Kriek Lambicus

### FACTS & FIGURES

- Foundation year: 1702
- Total production (2014): 22,000 hl
- Export (2014): 50%
- Breweries: 1
- Employees: 18

### CONTACT

#### Timmermans Brewery

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 Belgium

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### RECENT AWARDS

#### Timmermans Oude Gueuze

- World Beer Awards - Silver 2013
- ITQI 2010

#### Timmermans Peche Lambicus - Asia Beer Award - Silver 2010

#### Timmermans Strawberry Lambicus - Asia Beer Award - Gold 2010



### DIVERSITY

Timmermans Brewery proposes a wide range of beers, all based on Lambic. We distinguish three categories:

- The Originals, comprising Oude Gueuze and Oude Kriek, both based on old lambic, brewed and bottled as our ancestors did!
- The Traditions, including Faro, Blanche Lambicus and Kriek Retro: all three beers brewed according to traditional rules, but with a hint of modernity.
- Both the Originals and the Tradition range come in the original 37.5cl green bottles with champagne corks and muselet.
- The Fruit beers, such as Kriek, Framboise, Strawberry and Peche: based on Lambic with the addition of natural fruit juices and flavors.
- The Fruit range is available in brown 33cl bottles with a crown-cap.

POS material uses black and white pictures of the brewery (anno 1702) for all three ranges to maintain a certain uniformity.



### QUALITY

At Timmermans our absolute objective is to deliver the “Finest Quality” at every level: product, people and service.

We have a permanent food-safety system, officially certified by Comeos Food Certification. There is also a permanent quality analysis of all the products, from raw materials to Lambic and the finished products. These analysis are done in both our own laboratory and in collaboration with independent recognized laboratories.

All our products are tested at critical points in time, and samples are aged by forcing-tests to determine in what state the product will be at the end of the shelf life. Samples of all these productions are inventoried and tested while aging. All productions are traced from raw material up to the final product that reaches the customer in our ERP-system.

The demand for new products usually comes from our customers. First, there are small scale tests in our laboratory, which are evaluated internally. A small production is then presented to our customers.

### BREWING EQUIPMENT

Timmermans Brewery strives to combine the very old specific ways of lambic brewing with spontaneous fermentation and maturing lambic in aged wooden casks using the latest technologies in kegging and bottling.

To brew lambic we still rely on traditional equipment as used by our ancestors, and yes, it is still as efficient and even necessary to produce our finest lambic today.

The maturing of Lambic takes place in wooden casks and takes a minimum of six months up to more than three years! In 2014/15, we invested greatly in wooden cask storage (oak and chestnut, from Portugal) to keep up with the growing demand for authenticity.

Our aim is to produce high-quality products at every level (product & packaging). To meet all packaging demands of our customers we have one of the most flexible bottling lines (from 18cl bottles up to 75cl bottles), producing more than 200 SKU's (sleeves, paper labels, self-adhesive labels,...)

At each step of the process “Finest Quality” remains our absolute objective.

### MARKET ACTIVATION

Authenticity is key in our overall communication. It is translated through the black and white pictures we use on all of our publications and reflected in our market activation. Timmermans Brewery strives to avoid promotions without added value. The main purpose is always to inform and convince consumers of the complexity and rich history of Belgium’s genuine Lambic beers.

As the lambic beers of Timmermans Brewery are sold all over the world, market activation is adapted to the local culture and habits.

Overall, it just boils down to tasting the history of **the world’s oldest lambic brewery. There can be only one!**