





# **VAN EECKE**

1624 - The city of Watou near Poperinge was granted the privilege of becoming an earldom for the Earls van Yedegem. This family owned the castle of Watou, to which they constructed a brewery.

1820 - During the French Revolution the brewery was rebuilt by a local farmer, under the typical Belgian slogan "Revolt all you want, but we still need beer here".

1862 - The Family Van Eecke became the new owners of the brewery by marriage, and started brewing top fermenting country ales.

1950 - With the revival of the authentic local ales in combination with modern marketing, the beautifully delicious beers of the brewery became a hot commodity in bars, cafés and fine restaurants all over Belgium and Northern France.

1962 - The Leroy family, a well respected brewing family for 7 generations, from the neighbouring town of Boezinge, inherited Brewery Van Eecke. They maintained the high quality standard combined with the traditional craftsmanship of brewing and the first steps toward international exportation were successfully taken.

1981 - The creation of our famous Poperings Hommelbier by Karel Leroy, due to the demand for a special beer for the Poperingse Hop Festival. This triennial celebration for the harvesting of the hops of Poperinge (by the way: 'hommel' is the local dialect for 'hops'). This exceptional and hoppy ale has since then been worldwide rewarded with several awards.

1995 - Due to the large demand for our abbey beers, Hommelbier and Watou white beer, all bottling has been transferred to our modern brewery Het Sas.

#### **BRANDS**

- Poperings Hommelbier 7,5%
- Cuvée Watou 8%
- Watou's Witbier 5%
- Kapittel Tripel Abt 10%
- Kapittel Prior 9%
- Kapittel Dubbel 7,5%
- Kapittel Blond 6,5% - Kapittel Pater 6%

- Employees: 45

# **FACTS & FIGURES**

- Founded in: 1624
- Total production (2012): 35.000 hl
- Export (2012): 13.000 hl
- Number of breweries: 2 locations

#### RECENT AWARDS

Kapittel Blond - Monde Selection Wiesbaden - Gold 2010 - Blond Abbey Ale

Poperings Hommelbier - Monde Selection Wiesbaden - Silver 2010 - Special Ale

Watou's Witbier - RASV Australia - Gold 2010 - Wheat Beer

Kapittel Pater - Beer & Whiskey Festival Stockholm - Silver 2013











## CONTACT **Brewery Van Eecke**

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## **DIVERSITY**

Having a tradition of abbey ales for centuries, we created in 1981 the Poperings Hommel Ale, which was a completely different style in the market. In those days it was considered to be exceptional to brew ale with a strong hoppy taste. Due to the Poperings Hommel Ale, we had the opportunity to export an exceptional new Belgian ale in a class of its own.

## **QUALITY**

We have a brewing tradition since 389 years, which has always been based on the principle that good ale starts with premium ingredients. We only use water from our own well, local barley, local hops and our own yeast strings.

Our brew master (who is the son of the former brew master, who was the son of the brew master before him) and our chemical engineer are constantly checking the quality in our own laboratory. They are supported by a team of professionals that are supervising the whole brewing and bottling process.



## **BREWING EQUIPMENT**

Beside the traditional brewing process, we are constantly investing in new technology, to keep our production up to date. In 2009 we invested in a laser operated bottle inspection machine, and a new centrifuge. This year we installed a new labeller and for the beginning of next year we are planning the installation of 2 new 75.000L CCT's.

### MARKET ACTIVATION

The first export market was (and still is) France due to its geographical location and appreciation of the Belgian ales.

In the 90's we started exporting to Holland, Spain and Italy. Since the 21st century we expanded our markets toward Denmark, Japan, the USA and Canada. Since 2009 an export manager joined the company and the sales expanded in the existing markets as well as new markets like: Finland, Sweden, Iceland, Australia, and Brazil.

The objective is to create more volume and at the same time increase our



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