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## Newsletter April 2012



### Open door day 22 April 2012

The new brew room is now in use and is the culmination of a 7 million euro investment that the brewery announced last year. As part of the investment a brand new brew room and warehouse of 2,700 m<sup>2</sup> were constructed, next to refurbishing and renovating the current building and infrastructure.

We want to celebrate this achievement with you and therefore brewery Huyghe opens its doors...

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### Special pink elephant action on 22 April 2012

Especially for the opening of the new brewery, Huyghe is organising a pink elephant action. The first 25 people who appear - dressed as a pink elephant - on 22 April 2012 at 10h at the gates of the brewery will receive a **free Delirium during a whole year, or 365 free Deliriums!** But even if you are not among the 25 first ones, you will receive a Delirium gift pack, p...

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## New label La Guillotine

The beer La Guillotine was given a new label, combining heritage with a more contemporary look. This beer – which has already won several silver and gold medals at beer competitions – has a citrus flavor, followed by hop aromas of Saaz, Brewers Gold and Amarillo. Because of its high bitterness, this is a fresh beer that deserves a fresh label.

[Read more](#)

## Beer High Tea major success

On Feb 16 2012 over 100 women visited the Beer High Tea at brewery Huyghe in Melle. Together with the independent platform bierenvrouw.be all participants were served 8 different beers, 4 of which were accompanied by an appetizer. Before the women were informed about which beer they were tasting, they were asked to note down their findings. Delirium Tremens received the highest score on tast...

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## Did you know that ...

- The website of brewery Huyghe [www.delirium.be](http://www.delirium.be) currently has more than 11,000 unique visitors a month, from over 100 countries in the world?
- The brewery saw its sales rise by 32% in the first quarter of 2012
- The brewery has a Facebook action once a month with wonderful prizes. You can 'like' our page [Read more](#)

## Webshop

The past months we have worked hard on optimizing our web shop. We now have special package discounts if you order several products at once. We have also divided the web shop into different sections: clothing, glass and other.

**Especially for the opening of the new brewery, there will be special actions in the web shop. Anyone ordering on 19, 20, 21 and 22 April will receive an e...**

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