



Newsletter July 2013



The summer is back!

Despite the bad weather during springtime Brewery Huyghe is performing well: the first half of 2013 sales increased by 10 %. This is mainly thanks to export and we are working hard to expand our export markets even more. The nomination of the Lion of the Export also was another opportunity to put us – and Belgian beer in general – in the spotlight. And ...

[Read more](#)

Lion of the Export

Just like last year Brewery Huyghe was among the 3 nominees to win the Lion of the Export. Tens of companies had entered their file to win the most important export award of Flanders.

Alain De Laet: "It is a pity we did not win the award. It seems to be a bit of a tradition to win the award only after ...

[Read more](#)



Brewery Huyghe develops abbey beer Averbode

On 9 July 2013 abbey Averbode presented its plans with regards to the restoration and reallocation of some its buildings, which will be given a new function. As part of this new strategic approach the Averbode Abbey also revealed that it would launch a new abbey beer. They appointed brewery



Huyghe as their preferred partner, because both share the same key values such as tradition ...

[Read more](#)



Deliria

On 23 March 2013 – International Women's day – 10 women were given the opportunity to brew a new beer, Deliria, which turned out to be a big success. In the meantime a label for this new beer has been chosen and negotiations with various retailers are taking place to market this new beer, both on the national and international market. Very soon the 10 ...

[Read more](#)



Sustainable developments

In our previous newsletter we already dedicated some attention to the sustainable developments within the brewery. A new element is that Brewery Huyghe has decided to participate in the Environmental Charter of the province of East Flanders. As part of this, the brewery has engaged itself to implement measures to bring water and energy consumption even further down. Also air quality and a sustainable approach ...

[Read more](#)

Did you know that:

- The website will soon be available in Chinese as well.
- The first shipment of Delirium to Turkey will take place by the end of August. At this moment Brewery Huyghe is exporting to 60 countries. The aim is to be active in 75 countries by the end of this year. This will not be an easy task as the African continent is a difficult ...

[Read more](#)

Brewery Huyghe

[History](#)
[Awards](#)
[Contact](#)

Beers

[Delirium](#)
[Floris](#)
[Campus](#)

[St. Idesbald](#)

[La Guillotine](#)

[Blanche des Neiges](#)

Follow us on:



Would you no longer receive this newsletter? Then you can easily [unsubscribe](#) on the website.