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Newsletter July 2014



Sustainable

The brewery is in constant evolution. Both in terms of sustainability, which has become a top priority as we aim to become the most sustainable brewer of Belgium, and in terms of offer. In April of this year we proudly presented – together with the Abbey community of Averbode – the Averbode Abbey beer. Moreover, Delirium Tremens has won an award and is celebrating its ...

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25th anniversary Delirium Tremens

Throughout the entire year the brewery will be celebrating the showpiece of the brewery: Delirium Tremens. On our website, Facebook and Twitter account various jubilee activities have already started.

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Jubilee beer and prizes

Anyone who is also celebrating a 25th anniversary or jubilee this year, can win a nice prize. Moreover, brewery Huyghe will launch a limited edition jubilee beer. The type of beer has already been determined: it will be an IPA with 49 EBU of bitterness level. In order to be able to compare: the bitterness of a lager is around 20 EBU. The new jubilee ...

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Your Delirium Tremens moment

These past 25 years many Delirium moments – caught on photo or video – undoubtedly have taken place. As of 1 July onwards we ask our fans to send their favourite Delirium photo moment to fiona@delirium.be. On the occasion of the 25th anniversary all these moments will be merged into a 25 years of Delirium Tremens compilation.

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Lion of the Export

Also this year, Brewery Huyghe has decided to participate in the Lion of the Export competition. The winner will be announced on 17 September 2014. Will the Brewery finally manage to win this renowned export prize? We will keep you informed via Twitter and Facebook. We have also foreseen a number of fun activities linked to this competition. More information about the Lion of the ...

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Most sustainable brewer in Belgium

Brewery Huyghe aims to become the most sustainable brewer of Belgium. In that respect many huge milestones have been reached over the past years. The new brew room has resulted in impressive energy, water and raw material savings. Also in 2014 the brewery will participate in the environmental charter. As part of that engagement, the brewery has already implemented several innovations: there is a new ...

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Introduction Abbey Averbode beer

On 22 April 2014 the abbey community presented a basket of products launched under the brand name Abbey Averbode. Bread, cheese and beer were presented, produced respectively by La Lorraine Bakery Group, Milcobel and Brewery Huyghe. The abbey beer is sold exclusively at Delhaize in Belgium, but in the meanwhile the beer is also being exported. This will be a step-by-step approach as the brewery ...

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Delirium Tremens wins

Earlier this year the brewery won a bronze medal for Delirium Tremens at the World Beer Cup. This competition is regarded as the Olympic Games among the beer competitions. Delirium Tremens won the bronze medal in the category Belgian-Style Tripel, a category with 59 participants. In this category, the gold and silver medals were won respectively by an American and Canadian brewery.

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Q-music Joke Beer

On June 6 2014 q-Music DJ Wim Oosterlinck presented Joke beer to the pres. Huyghe brewed this beer, made after ex-Miss Belgium Joke Van de Velde, in a very limited edition: only 1000 bottles were made available and were distributed among the q-Music audience. JOKE is a blonde beer with a strong character (alc. Vol 9°), with malty and fruity aromas, slightly herbal and with ...

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Did you know that...

- Brewery Huyghe will be building new loading platforms with 450 m2 stock room?
- The figures have increased by 11% in volume and by 18% in terms of turnover?
- The brewery has hired a new sales representative, Kristof Pellens?
- La Guillotine, Delirium Tremens and Red are now available in mini barrels of 5 liter?
- Delirium Tremens in small cans are now being produced and will ...

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Brewery Huyghe

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