



HAACHT BREWERY

the traditional Belgian family brewer



A RICH HISTORY

independent and family-owned



THE FIRST BREWAGE

14th June 1898 is an important date in the history of the Haecht Brewery. Eugène De Ro, who was a fermentation engineer, brewed his first beer on that day. The existing “Haecht Dairy” was renamed the “Haecht Brewery and Dairy”. At the time, Belgium boasted 3,223 breweries, of which 372 were located in the province of Brabant, so it was a risky business to launch yet another beer onto the market. In 1902, Eugène De Ro made a major change to production by introducing the brewing of bottom-fermented beer. It was worth the effort, however, because by 1913, the Haecht Brewery was one of the leaders in the world of Belgian brewing.

PRODUCTION & TRANSPORT

In 1924, the steam-driven tram that ran between Brussels and Haecht was electrified. Now, thanks to the “beer tram”, barrels of beer could be transported more easily to Schaarbeek, where it was loaded onto carts and delivered to beer merchants and cafés in Brussels. 1929 saw the closing of the dairy, so all attention could then be focused on brewing beer. Production was expanded to include Bock, Export, Pilsen and Stout Ale. In 1937, the Haecht Brewery achieved a pre-war production record of some 523,000 hectolitres.



In 1902, Eugène De Ro made the change from top-fermented to bottom-fermented beer.

In 1924, Prince Leopold – later King Leopold III – visited the Haecht Brewery, a fact that demonstrated its importance as a provider of employment and an industrial front-runner.

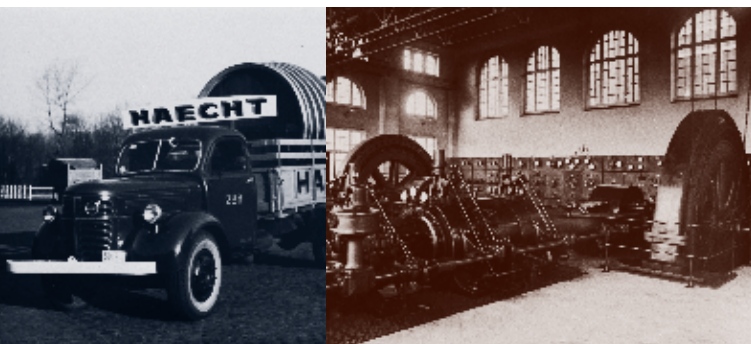
REAL ESTATE AND SALES POTENTIAL

In 1950, production was expanded from beer in barrels to include bottled beer as well. The next year, Alfred van der Kelen, Eugène De Ro's son-in-law, took over the running of the brewery.

Upon the death of Alfred van der Kelen at the end of 1968, his son Frédéric van der Kelen became the managing director of the Haacht Brewery. Under his leadership the real estate holdings were increased and sales were expanded to the North of France and the South of the Netherlands thanks to the take-over of multiple breweries in the 70s, 80s and 90s.

COMPLETE MODERNIZATION

In recent decades, the Haacht Brewery has been investing heavily in new production technology. After the upgrading of the fermentation, lagering and filtration units in 1990 and the brewing house in 1994, the implementation of the new bottling hall in 2002 was the next step. In 2006 the brewery invested in the construction of the 'warm chambers' for the refermentation of the Tongerlo Abbey Beers. The full modernization of the production line was completed by building a new filling hall for kegs in 2010.



Painting on parchment made in 1598 of the "Paradijsvogel" (Bird of Paradise), proving the existence of this brewery.

THE CRAFT OF BREWING IN OUR REGION

THE "BIRD OF PARADISE"

It is a well-known fact that beer has been brewed in Haacht and the surrounding area for at least four centuries. At the end of the 16th century, the brewery-cum-inn, The "Bird of Paradise", was serving a generous drop of beer to passers-by on the "herbaene van Loven op Lier", which was situated in a strategic location on the Hansbrug bridge over the River Dijle. The final owners, the Herckenrode family, showed little interest in the brewing activities and the brewery fell into disuse. By 1777, it was no more.

BRASSERIE DE LA DYLE

On the other side of the Hansbrug, a successor soon appeared. On the territory of Keerbergen, barely fifty metres from the Dijle, the new brewery "Brasserie de la Dyle" was made up of more than seven main buildings and out-buildings. But it was particularly in the 19th century that business at this mid-sized company got into full swing. In 1899, the brewery passed into the hands of Pierre Devogelaer, who brewed the bitter-tasting "Keerbergen Brown" there. Like many other breweries in Belgium, this brewery was destroyed in the war in 1914 and never rebuilt.

At that point, the Haacht Brewery, which had been in operation since 1898, became the only brewery left in the area to continue the local brewing traditions.



The "old Hansbrug" was completely renovated in 2005.

OUR ACTIVITIES

focused on the future



Today, the Haacht Brewery is still a family-owned, independent and completely Belgian brewery. It's an identity we're very proud of!

With our Primus we are the third producer of pilsner on the Belgian market. Besides pilsner, we also brew a wide range of specialty beers, such as Charles Quint, Tongerlo Abbey Beers, Mystic fruit beers, ... We focus our activities mainly on the hospitality industry, but outside of Belgium we are also present on the French market (Brasserie du Coq Hardi) and in the Netherlands (Bierbrouwerij De Leeuw). The export to other countries increases every year.

In order to offer our clients a complete range, we also produce Val mineral water and soft drinks and we operate as a bottler and distributor for



Pepsi for the Belgian hospitality industry. Furthermore we own a vineyard in France, Château La Grande Barde, and sell wine under the name of Caves Saint-Christophe. Finally, since 2009 we have been selling our own blend of coffee named Fuerto.

Our annual production of drinks amounts to more than 1 million hectolitres, with our 400 employees contributing to a turnover of 100 million euros. The Haacht Brewery has expanded organically in a green field setting around the central administration building and the brew-house. More than 100 years of industrial heritage is maintained here with great respect. As a result of the constant attention paid to the architecture of the buildings, the current site of the Haacht Brewery has grown into a beautiful and valuable complex that combines authentic and modern components in a well-balanced way.



- 1 Warehouse for full crates of Haacht products
- 2 Empties storage
- 3 Warehouse for Pepsi full crates
- 4 Warm chambers
- 5 Old bottling hall
- 6 Syrup plant
- 7 New brew-house
- 8 Technical department
- 9 New bottling line
- 10 Garage
- 11 Fuel station
- 12 Wastewater treatment plant
- 13 Empties storage (reserve)
- 14 Val mineral water spring
- 15 Steam production
- 16 Water treatment
- 17 Old brew-house
- 18 Kegs storage
- 19 Production hall kegs
- 20 Brouwershof
- 21 Car park for Haacht Brewery
- 22 Administration building
- 23 13 tanks bright beer
- 24 Filtration area
- 25 Control room, fermentation and lagering department
- 26 33 cylindroconical tanks for fermentation and lagering
- 27 Gatekeeper's room
- 28 Electricity cabin
- 29 Laboratory
- 30 Parking area for trucks
- 31 Discovery and training centre 'The Oast-house'
- 32 Museum
- 33 Reception hall
- 34 Services centre
- 35 Sales department Brabant
- 36 Central warehouse
- 37 Vending and beer tap equipment workshop
- 38 Publicity workshop
- 39 Storage for beer tap equipment

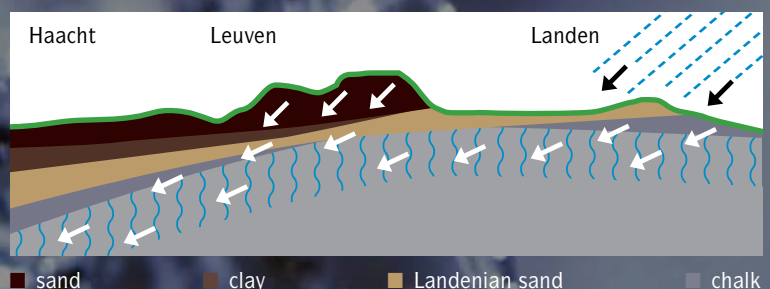
RAW MATERIALS

pure, unadulterated and healthy

BREWING REQUIRES FOUR PURE RAW MATERIALS: WATER, MALT, HOPS AND YEAST. THE ART OF BREWING LIES IN SELECTING, COMBINING AND PROCESSING THESE INGREDIENTS THE RIGHT WAY.

OUR OWN WATER

You can't make beer without water. Fortunately, the area in and around Haacht has ample supplies of pure, natural mineral water under the ground. The water we need for producing our beers is pumped out of a deep deposit of water 70 metres below the ground. Any iron is removed from the pure water and it is partially softened before it is used for brewing.



The water to produce Val Mineral water and soft drinks is pumped from 150 metres below the ground, out of a layer of fine sand grains, rich in water, called the "Landenian" region. The water comes from the triangle formed by Landen, Tienen/Tirlemont and Sint-Truiden. The water flows kilometres through the Landenian region to the Haacht area, protected against any harmful infiltration by thick layers of clay. The fact of flowing for 30 km under the ground at a constant temperature (15°C) provides the ideal natural filtering action for the water, which retains all of its organic purity. That is why our Val water is recognized as natural mineral water.



M A L T

To be able to make beer, the brewer needs raw materials that contain plenty of starch, such as barley. Barley is soaked, germinated, malted and possibly roasted in the malting plant. From then on it is called malt. Only pure and healthy-smelling barley with even-sized grains and high germinating ability guarantees top-quality malt. That is why we are very critical in selecting the malt, as to its origin.

For certain types of beers, raw cereals such as wheat (wheat beer) and maize are needed.



H O P S

Adding hops to the brew gives beer its special aroma and pleasant bitterness. The flower cones of the hop plant are picked, dried and pressed. Hops are used in the form of pellets or extract. The different varieties of hop create individual flavours for each beer. For the brewing of bottom-fermenting beers (such as pilsner or table beer) we mainly use bitter hops. For top-fermenting beers (Charles Quint, Tongerlo,...) more aromatic hops are needed.



O U R O W N Y E A S T

Yeast is a micro-organism that occurs spontaneously in nature, but it can also be cultivated. Each beer has its own yeast strain. Pilsner-style beers use bottom fermenting yeast, while special beers use top fermentation.

We propagate our own yeast cultures to ensure a consistent flavour. To a large extent, yeast determines the creation of components in the beer that dictate flavour and converts sugar into alcohol and carbon dioxide. Carbon dioxide is needed to give the beer a good layer of foam.



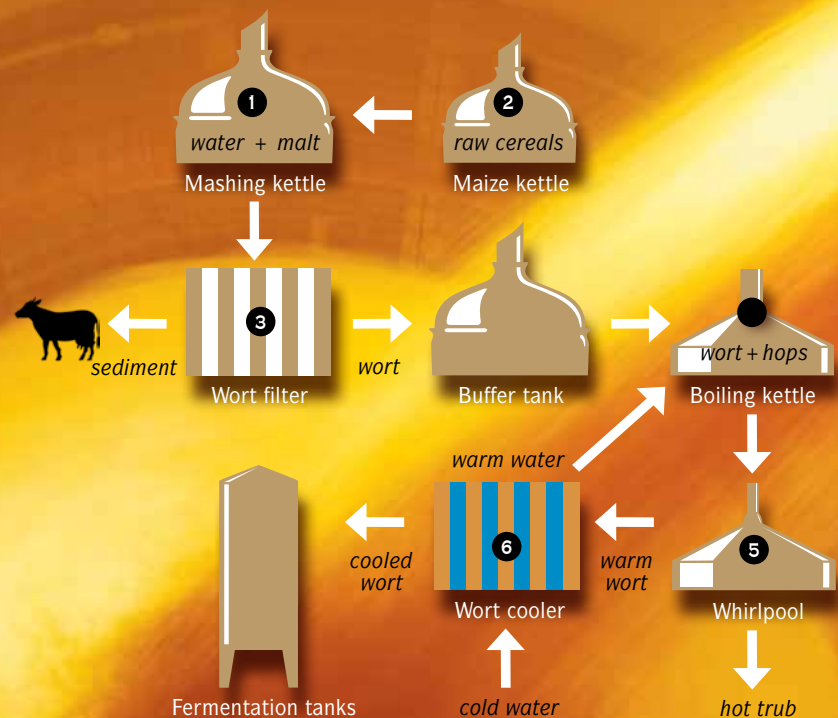
THE BREWING

an art and a passion

IN OUR BREW-HOUSE, WE ARE CAPABLE OF BREWING 7,200 HECTOLITRES OF BEER EVERY DAY. THE CONSUMER EXPECTS HIS FAVOURITE BEER TO BE OF A PERFECT AND CONSTANT QUALITY. THAT IS WHY THE WHOLE PROCESS IS CONTROLLED BY COMPUTERS, FROM THE RECEIPT OF THE RAW MATERIALS AND THE MILLING OF THE MALT, THROUGH TO THE MANUFACTURING PROCESS AND THE COOLING AND CLEANING OF THE BREWING KETTLES AND PIPES.

- 1 The malt is milled and poured into the mashing kettle. After adding the water, the mash is gradually heated until it reaches the temperature of saccharification and the starch in the malt is converted into sugars.
- 2 Raw cereals such as wheat and maize are first brought to the boiling point in the maize kettle, before being added to the mashing kettle with malt.
- 3 After saccharification, the mash is pumped into the wort filter. The filtrate (the wort) flows to the buffer tank, waiting for the boiling kettle to be available. The sediment or spent grains are taken to a silo to be used as cattle feed.
- 4 In the boiling kettle, hops are added, the boiling process takes about an hour.
- 5 The hot trub is removed in the whirlpool by centrifugal force.
- 6 The brew is cooled using a heat exchanger or wort cooler and is pumped to the fermentation tanks.

BREWING PROCESS





REFERMENTATION

The abbey beers of Tongerlo go through a second fermentation in the bottle. After filling the bottles and before the crown cork is put on, sugar and pure culture yeast are added to the beer. Then they are stored in the 'warm chambers' for a few weeks, which results in a refermentation in the bottles. Afterwards the beer stays in another storage room for a few more weeks in order to mature. Thanks to the refermentation in the bottle new flavours are developed, making the taste palette richer and more intense.



MAIN FERMENTATION AND LAGERING

After the brewing, the beer is sent to the fermentation and lagering tanks.

Top-fermented beer takes 5 to 6 days to ferment at a relatively high temperature of 18 to 22°C. The yeast rises and forms a thick layer on top of the beer. Most regional and special beers are top-fermented beers.

Bottom-fermented beer needs to ferment for 8 to 10 days at a low temperature of 10 to 12°C. The yeast sinks and lies on the bottom of the fermentation tanks. All pilsner-style beers use bottom fermentation.

After some analysis and tasting, the beer is ready for filtering and conditioning in bottles, kegs or cans. Our 33 cylindroconical tanks have a capacity of more than 85,000 hl altogether. This represents about 34 million glasses of beer.



THE FILLING

of kegs and bottles



BOTTLES

Our bottling plant consists of two filling lines, one for beer and the second for mineral water and soft drinks. Its capacity is of 25,000 bottles per hour for litre-sized bottled and 60,000 per hour for 25cl bottles. Both lines meet the strictest requirements for hygiene and safety and particular attention is paid to in-line controls during the various stages in the filling process. This applies both to the product and its packaging.

A few examples of this are:

- electronic bottle inspection after cleaning, both inside and outside the bottle
- constant measurement of carbon dioxide content, original gravity (for beer) or sugar content (for lemonade) and dissolved oxygen in the product before filling
- fill-height checks (contents checks) on filled bottles





OUR PEOPLE

In addition to constant improvements to quality through investments in high technology, our people and their working environment are also essential to us. For this reason, great attention is paid to ergonomics when designing the filling lines in the bottling hall and the keg hall. To ensure that the entire filling process is conducted impeccably, we provide an in-depth training programme for both maintenance staff and operators.



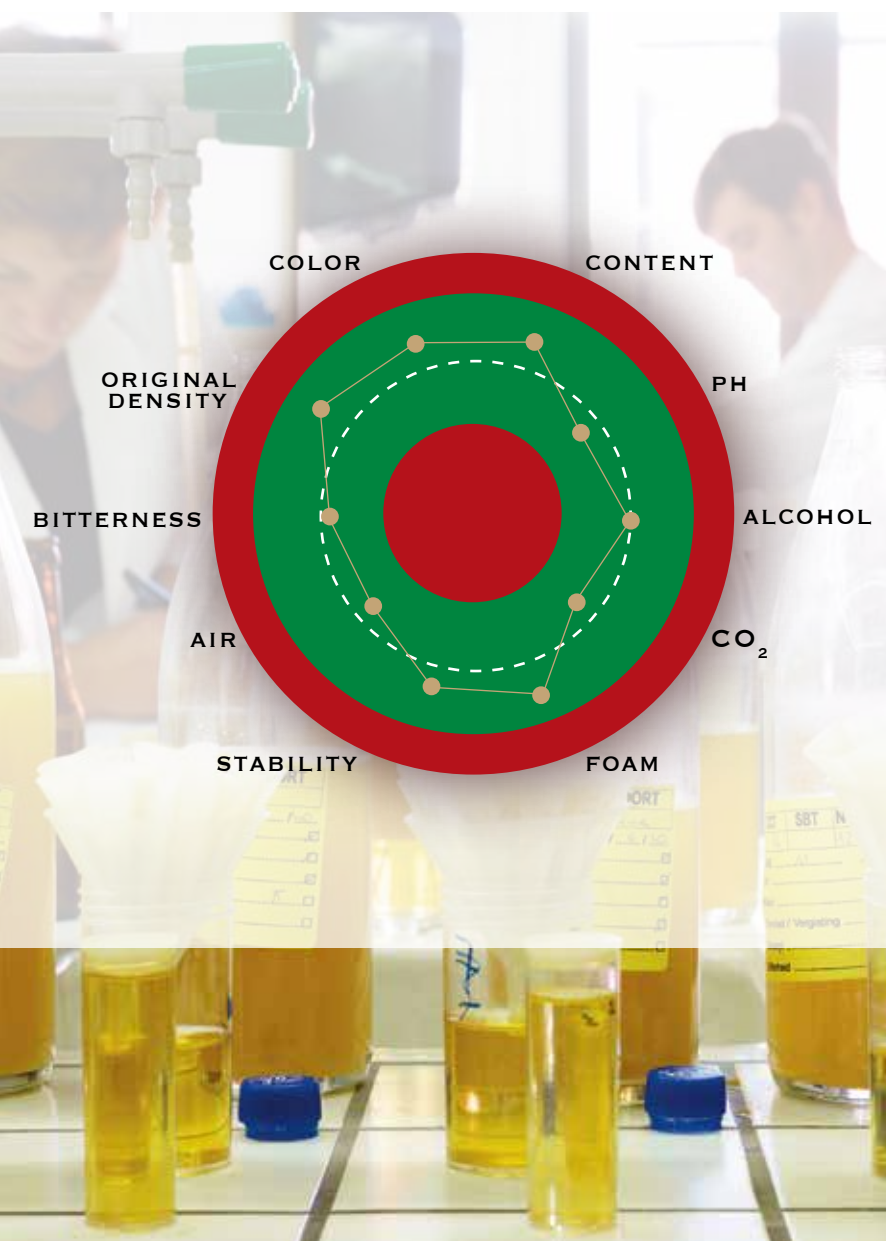
KEGS

Up until the mid-20th century, the beer was contained in wooden kegs. The wood was replaced first by aluminium and later by stainless steel. These stainless steel kegs are hermetically sealed and extremely hygienic. They hold 20, 30 or 50 litres.

The kegs are washed and rinsed both on the inside and outside, before being filled. Six kegs are filled at a time, making 480 kegs of 50 litres an hour, or up to 7.000 kegs per day.



Aware of **QUALITY**



QUALITY CARE

Our aim is to meet the expectations and requirements of consumers as much as possible. To achieve this, we apply ongoing quality controls at every stage of the process, from the moment the raw materials and packaging materials are delivered, through to the production process and on to the shipping of the finished products. We can guarantee the traceability every step of the way.

Professional product development and tight quality controls require an on-site laboratory fitted out with all the high-tech equipment required. Our team of engineers and laboratory workers keeps a close eye on the entire production process, in order to be able to make adjustments where necessary.

We also feel very strongly about service after sales: the handling of potential complaints, the maintenance of the beer tap equipment by our own specialised Horeca Service Team and our specially adapted Horeca Training for our clients, basically hospitality managers, are just a few examples.



& ENVIRONMENT

ENVIRONMENTALLY AWARE

Saving water and energy, and sorting and limiting waste, is a mission of every employee in our brewery. All waste water generated during production is organically purified in our own wastewater treatment plant. Local farmers use the sediment to improve their soil.

In 2008 we switched from heavy fuel to natural gas for the production of steam. The roof of our keg filling hall has been provided with 200 m² of solar panels, producing 30,000 kWh of clean energy every year. Rainwater is collected to be used, among other things, for the cleaning of trucks and buildings.

On top of that we are a member of the “Energy Audit Agreement Flanders”, which includes our engagement to invest each year in reducing the emission of CO₂.









HAACHT BREWERY PLC

Provinciesteenweg 28
3190 Boortmeerbeek, Belgium
Tel. +32 16 60 15 01
Fax +32 16 60 83 84
E-mail info@haacht.com
www.haacht.com