



100% BELGIAN, FAMILY-OWNED AND INDEPENDENT



BROUWERIJ
HAACHT
BRASSERIE

A RICH HISTORY



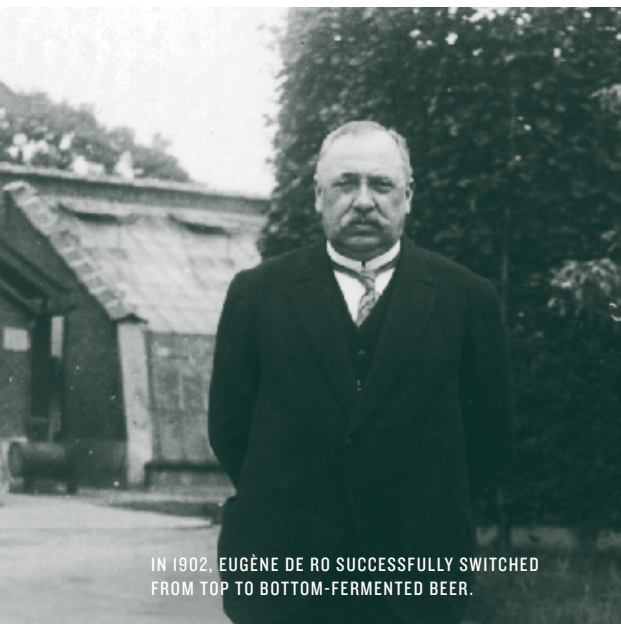
THE FIRST BREWAGE

The 14th of June 1898 is an important date in the history of Haecht Brewery. On this day, Eugène De Ro, who was a fermentation engineer, brewed his first beer. The existing 'Melkerij van Haecht' ('Haecht Dairy') was immediately re-named 'Brouwerij en Melkerij van Haecht' ('Haecht Brewery and Dairy'). Back then, Belgium had a total of 3,223 breweries, of which 372 were located in the Brabant region. Which meant it was risky to introduce another beer brand on the market. That's why Eugène De Ro made some drastic changes to the production process in 1902, and started

brewing bottom-fermented beer. It was a wise decision, because only ten years later our brewery belonged to the absolute leaders of the world of Belgian brewing.

FOCUS ON BEER

Our beers quickly became famous in Brussels. And although the distance between our brewery and Brussels was quite large in that time, the 'beer tram' – the steam powered tram between Brussels and Haecht, which was electrified in 1924 – enabled us to transport the beer more easily. In Schaarbeek,



IN 1902, EUGÈNE DE RO SUCCESSFULLY SWITCHED FROM TOP TO BOTTOM-FERMENTED BEER.



the barrels of beer were loaded onto carts and delivered to the Brussels beer merchants and cafés. In 1929, the dairy-related activities came to a stop, after which we focused all of our attention on brewing beer. It was the start of the Haacht Brewery. Production was expanded with Bock, Export, Pilsen and Stout Ale. In 1937, our brewery produced 523,000 hectoliters of beer – a pre-war record.

SERIOUS EXPANSION

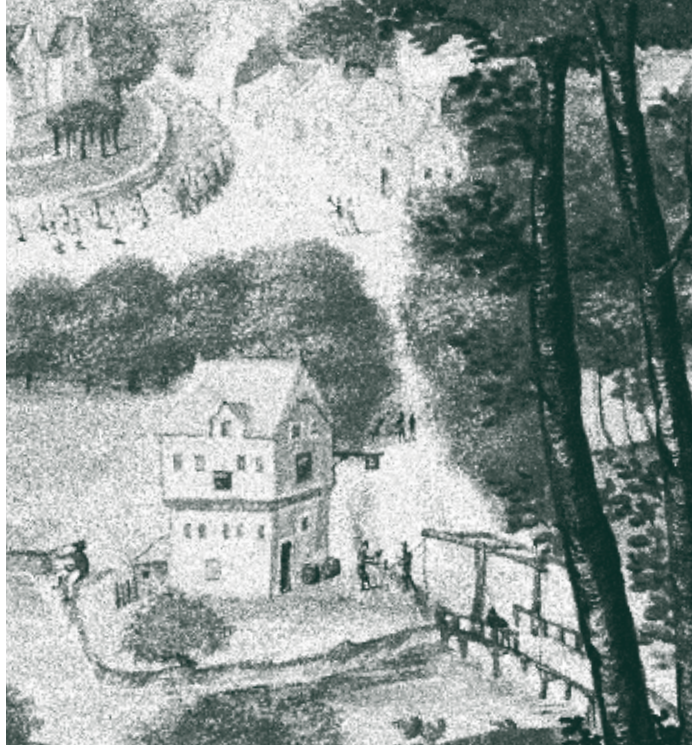
We opened our first bottling hall in 1950. This allowed us to introduce bottled beer in addition to beer in barrels. In 1951, Alfred van der Kelen, who was Eugène De Ro's son in law, was put in charge of the brewery. Since his passing in 1968, his son, Frédéric van der Kelen, has been Haacht Brewery's managing director. He was the driving force behind the expansion of our real estate heritage and made sure that our sales were expanded to the north of France and the south of the Netherlands thanks to the acquisition of various breweries in the 70s, 80s and 90s.

COMPLETE MODERNIZATION

The past few decades, Haacht Brewery has been investing heavily in new production techniques. After the complete upgrade of the fermentation, lagering and filtration units in 1990, and the brewing house in 1994, a new bottling hall was opened in 2002. In 2006, we introduced the 'warm chambers', where the refermentation of the Tongerlo abbey beers takes place, and the new keg filling hall in 2010. The latest addition to the production department was the syrup plant, which opened in 2016. Today, Haacht Brewery is an ultra-modern brewery, inspired by the past, but more than ready for the future.



IN 1924, THE THEN 23-YEAR OLD PRINCE LEOPOLD - LATER KING LEOPOLD III - VISITED HAACHT BREWERY. IT UNDERLINED OUR IMPORTANCE AS AN INDUSTRIAL PIONEER AND PROVIDER OF EMPLOYMENT.



THE CRAFT OF BREWING IN OUR REGION

THE BIRD OF PARADISE

Haacht and the surrounding area have been brewing beer for at least four centuries. At the end of the 16th century, the brewery-inn, the 'Bird of Paradise', served a generous glass of beer to passers-by on the 'herbaene van Loven op Lier', now known as the Keerbergsesteenweg. The 'Bird of Paradise' was strategically situated on the Hansbrug bridge over the River Dijle. However, the final owners, the Herckenrode family, showed little interest in the brewing activities, and by 1777 the brewery part of the inn no longer existed.

BRASSERIE DE LA DYLE

On the other side of the Hansbrug bridge, in Keerbergen, a successor soon appeared, named 'Brasserie de la Dyle'. But it wasn't until the 19th century that business at this mid-sized company really took off. In 1899, the brewery passed into the hands of Pierre Devogelaer, who brewed the bitter-tasting 'Keerbergen Brown'. Unfortunately, like many other Belgian breweries, this brewery was destroyed in the war in 1914 and never rebuilt. And that's when Haacht Brewery became the only brewery in the area to continue local brewing traditions.

ACTIVITIES

FOCUSED ON THE FUTURE

Haacht Brewery is still a family-owned, independent and 100% Belgian brewery. It's an identity we're incredibly proud of!



Our best-known brand is our pilsner, Primus. In addition, we brew a wide range of specialty beers, including SUPER 8, Charles Quint, Tongerlo abbey beers and Mystic fruit beers. We're mainly active in the Belgian hospitality industry, but we also focus on France (Brasserie du Coq Hardi) and the Netherlands (Bierbrouwerij De Leeuw). Additionally, our export activities to other countries are being expanded as well.

In order to offer our clients a complete range of drinks, we produce our own mineral water and soft drinks, named VAL.

We also serve as the bottler and distributor of Pepsi for the Belgian hospitality industry. In Saint-Emillion, we own our own wine castle, Château La Grande Barde, and we import wines from all over the world, which are marketed under the name of Caves Saint-Christophe. We've also been selling our own coffee since 2009: Fuerto. On an annual basis, we produce more than 750,000 hectoliters of drinks. Our 400 employees contribute to a total turnover of approximately 100 million euros.





Haacht Brewery has expanded organically in its green environment. Here, more than 100 years of industrial heritage is maintained with the greatest respect. As a result of the constant attention that was and still is being paid to the architecture of the buildings, the current Haacht Brewery site has grown into a beautiful and valuable complex. The brewery site combines authentic and modern elements and has managed to find a perfect balance between these elements.



OUR SITE

- 1 WAREHOUSE FOR FULL CRATES OF HAACHT PRODUCTS
- 2 WAREHOUSE FOR WINE AND COFFEE
- 3 EMPTIES STORAGE
- 4 WAREHOUSE FOR FULL CRATES OF PEPSI PRODUCTS
- 5 WARM CHAMBERS
- 6 OLD BOTTLING HALL
- 7 NEW BREWING HOUSE
- 8 TECHNICAL DEPARTMENT
- 9 NEW BOTTLING HALL
- 10 SYRUP PLANT
- 11 GARAGE
- 12 FUEL STATION
- 13 WASTEWATER TREATMENT PLANT
- 14 EMPTIES STORAGE (BACK-UP)
- 15 SPRING OF VAL MINERAL WATER
- 16 STEAM PRODUCTION
- 17 WATER TREATMENT
- 18 OLD BREWING HOUSE
- 19 KEGS STORAGE
- 20 KEG FILLING HALL
- 21 BRASSERIE BROUWERSHOF
- 22 HAACHT BREWERY CAR PARK
- 23 ADMINISTRATION BUILDING
- 24 I3 TANKS BRIGHT BEER
- 25 FILTRATION AREA
- 26 CONTROL ROOM, FERMENTATION & LAGERING DEPARTMENT
- 27 33 CYLINDROCONICAL TANKS FOR FERMENTATION & LAGERING
- 28 GATEKEEPER'S ROOM
- 29 POWER STATION
- 30 LABORATORY
- 31 PARKING AREA FOR TRUCKS
- 32 DISCOVERY & TRAINING CENTER 'THE OAST HOUSE'
- 33 MUSEUM
- 34 RECEPTION HALL
- 35 SERVICES CENTER
- 36 SALES DEPARTMENT HAACHT
- 37 CENTRAL WAREHOUSE
- 38 VENDING & BEER TAP EQUIPMENT WORKSHOP
- 39 PUBLICITY WORKSHOP
- 40 RENTAL SERVICES BEER TAP EQUIPMENT
- 41 CARPENTER'S WORKSHOP

RAW MATERIALS



PURE, NATURAL AND HEALTHY

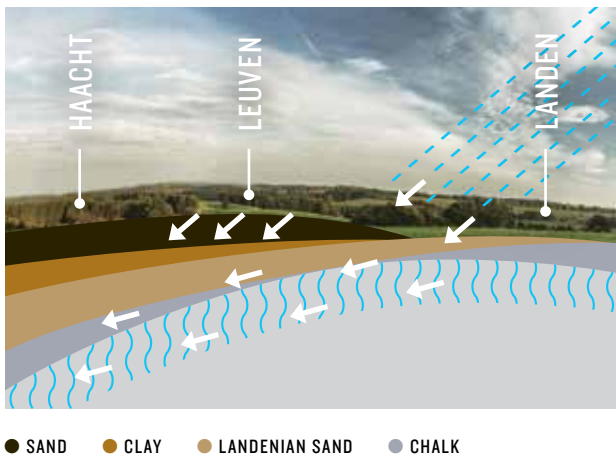
Brewing requires four pure raw materials: water, hops and yeast.
The art of brewing lies in selecting, combining and processing
those ingredients.



OUR OWN WATER

You can't make beer without water. The water we use to brew beer originates from a 70-meter deep well that is located on our own brewing site. The water is so pure, we only need to remove the iron from it and partially soften it before we use it for brewing.

The water we use to produce our VAL mineral water and soft drinks is pumped up from 150 meters below the ground and comes from a layer of fine sand grains that is rich in water. The water originates from the triangle formed by Landen – Tienen – Sint-Truiden. The water flows several kilometers through this 'landenian' region toward Haacht, all the while with thick layers of clay protecting it from harmful infiltration. The long underground path (more than 30 kilometers in length) and the consistent 15-degree temperature ensure the water is naturally filtered, maintaining its bacteriological purity. That is why our VAL water has been recognized as natural mineral water since 1989.



HOPS

By adding hops to the brew, beer gets its specific aroma and pleasant bitterness. After picking, the flower cones of the hop plant are dried, pressed and processed into pellets or extract. The different hop varieties give each beer its own specific flavor. For our bottom-fermented beers, such as Primus and our table beers, we use bitter hop varieties. Tongerlo and Charles Quint are top-fermented beers, for which we use finer, aromatic hop varieties.



MALT

The brewer needs raw material that contains generous amounts of starch, such as barley. First, the barley is germinated, dried and – depending on the type of beer – roasted in the malting plant. From then on, it is called malt. Because the quality of the malt is extremely important, we are very critical during the selection process. During the brewing process, the starch in the malt is converted into sugar, which is an essential part of the process. For certain types of beers, we also use raw grains, such as wheat (e.g. in our SUPER 8 Blanche) and corn.

OUR OWN YEAST

Yeast, too, is an essential ingredient of the brewing process. Yeast converts sugars into alcohol and carbon dioxide, and determines the flavor of the beer in combination with the hop variety. Carbon dioxide is needed to give the beer a nice layer of foam.

Each yeast culture is unique, which is why we cultivate our own yeast. This allows us to guarantee that the flavor of our beers will always be the same.

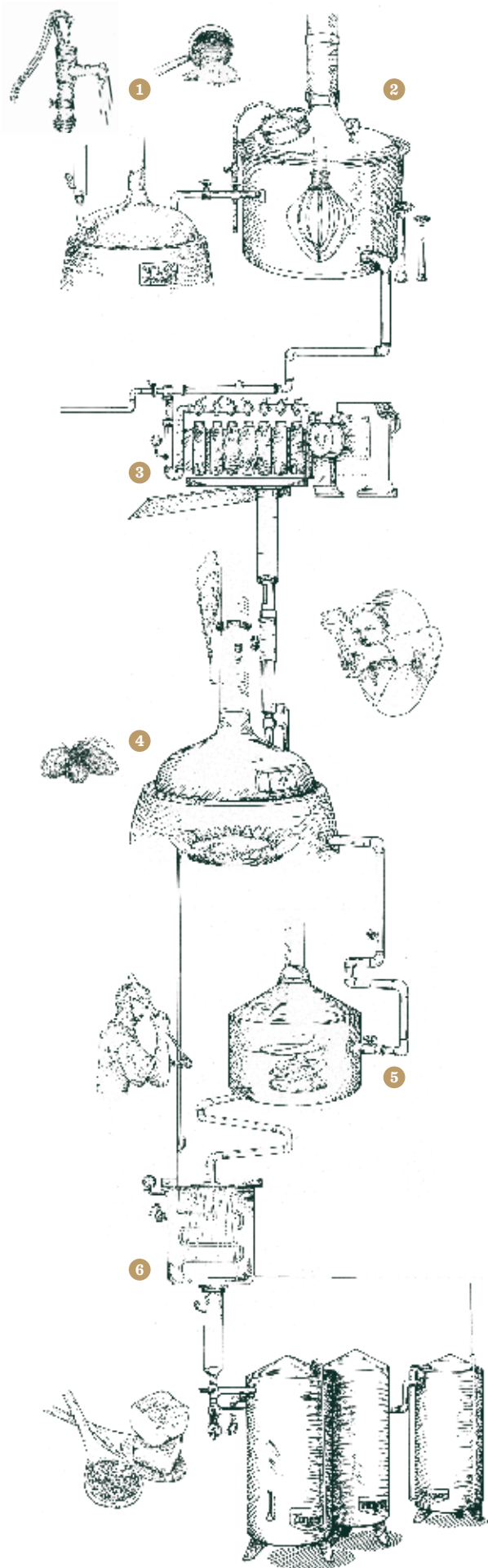


BREWING

AN ART AND A PASSION

In our brewing house, we brew 4 to 5,000 hectoliters of beer a day. The consumer expects his favorite beer to have a perfect and consistent quality. That is why computers control the entire process: from the delivery of the raw materials and the milling of the malt to the manufacturing process and cooling and cleaning of the brewing kettles and pipes.





BREWING PROCESS

1 FIRST, THE MALT IS MILLED AND Poured INTO THE MASHING KETTLE. NEXT, THE PURE SPRING WATER IS Poured IN, AFTER WHICH THE MASH IS MIXED AND HEATED GRADUALLY. THIS CAUSES THE STARCH IN THE MALT TO CONVERT INTO SUGARS.

2 THE RAW GRAINS, SUCH AS THE WHEAT AND CORN, ARE SENT TO THE MAIZE KETTLE, WHERE THE GRAINS ARE BROUGHT TO THE BOIL. NEXT, THEY ARE ADDED TO THE MALT AND WATER IN THE MASHING KETTLE.

3 AFTER THE SACCHARIFICATION PROCESS IS COMPLETE, THE MASH IS PUMPED INTO THE WORT FILTER. HERE, THE WORT (THE MASH FILTRATE) IS SEPARATED FROM THE SPENT GRAINS (THE LEFT-OVER MASH INGREDIENTS). AFTER FILTRATION, THE WORT FLOWS TO THE BUFFER TANK, WHERE IT WAITS FOR THE BOILING KETTLE TO BECOME AVAILABLE.

4 ONCE THE BOILING KETTLE IS FREE, THE WORT IS TRANSPORTED INTO IT. THIS IS ALSO THE MOMENT THE HOPS ARE ADDED AND EVERYTHING IS BROUGHT TO THE BOIL. THIS PROCESS TAKES ABOUT AN HOUR.

5 TO MAKE SURE NO HOPS OR PROTEIN END UP IN THE FERMENTATION TANKS, THE BREW MOVES FROM THE BOILING KETTLE TO THE WHIRLPOOL. HERE, THE HOT TRUB (HOPS AND PROTEIN) IS REMOVED BY CENTRIPETAL FORCE.

6 THE BREW IS COOLED USING A WORT COOLER AND THEN PUMPED TO THE FERMENTATION TANKS.



MAIN FERMENTATION AND LAGERING

After the brewing process, the beer is stored in the fermentation and lagering tanks for several days.

Our top-fermented beers, including most of our specialty beers, take 5 to 6 days to ferment at a temperature between 18 and 22 degrees. The bottom-fermented beers, including pilsner beers, take between 8 to 10 days to ferment at a temperature between 10 to 12 degrees.

The descriptions bottom and top-fermented don't just involve different temperatures, they mainly refer to the yeast. When it comes to top-fermented beers, the yeast rises and forms a thick layer on top of the beer. In the case of bottom-fermented beers, the yeast sinks to the bottom of the tank.

Once the fermentation process is complete, we analyze and taste the beer. And after we've approved it, we filter the beer

and condition it in bottles, kegs or cans. Our 33 cylindrical tanks have a shared capacity of more than 85,000 hectoliters, or 34 million glasses of beer.

REFERMENTATION

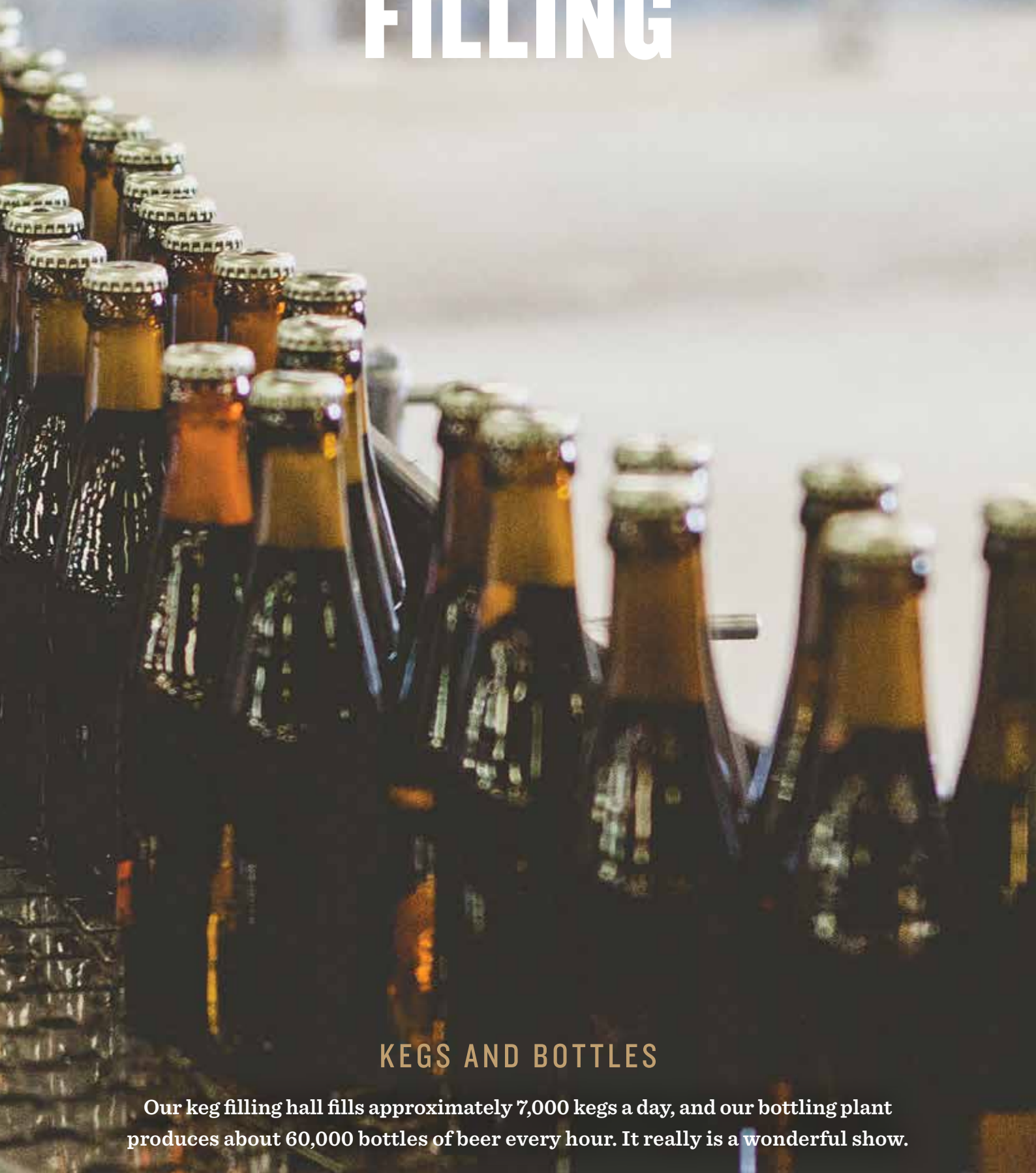
Our Tongerlo abbey beers and our Ommegang beer go through a second fermentation process in their bottles. To kickstart that process, we add sugar and pure culture yeast to the bottle after filling it. Next, we put on the crown cork and store the beer in our 'warm chambers' for several weeks. The extra yeast in the bottle causes a second fermentation process which results in new aromas.

After this refermentation, the beer continues to mature in storage for another few weeks. The entire refermentation process gives this beer an even richer and more intense flavor.





FILLING



KEGS AND BOTTLES

Our keg filling hall fills approximately 7,000 kegs a day, and our bottling plant produces about 60,000 bottles of beer every hour. It really is a wonderful show.





KEGS

Up until the mid-20th century, the beer was contained in wooden kegs. The wood was first replaced by aluminum and later by stainless steel. These stainless steel kegs are hermetically sealed and extremely hygienic.

Our stainless steel kegs are always washed and cleaned on the inside and outside before they are filled. The keggling plant is able to fill six kegs at a time, which translates into 480 50-liter kegs an hour or approximately 7,000 kegs a day.



BOTTLES

Our bottling plant has a separate filling line for beers and for waters and soft drinks. Both lines meet the strictest requirements in terms of hygiene and safety and we pay particular attention to the quality of both the product and the packaging.

Some examples:

- Electronic bottle inspection of both the inside and outside of the bottles, after cleaning them.
- Continuous monitoring of the carbon dioxide levels, original gravity (for beers) or sugar levels (for soft drinks) and dissolved oxygen in the product before filling takes place.
- Content checks: checks of amount of liquid in filled bottles.

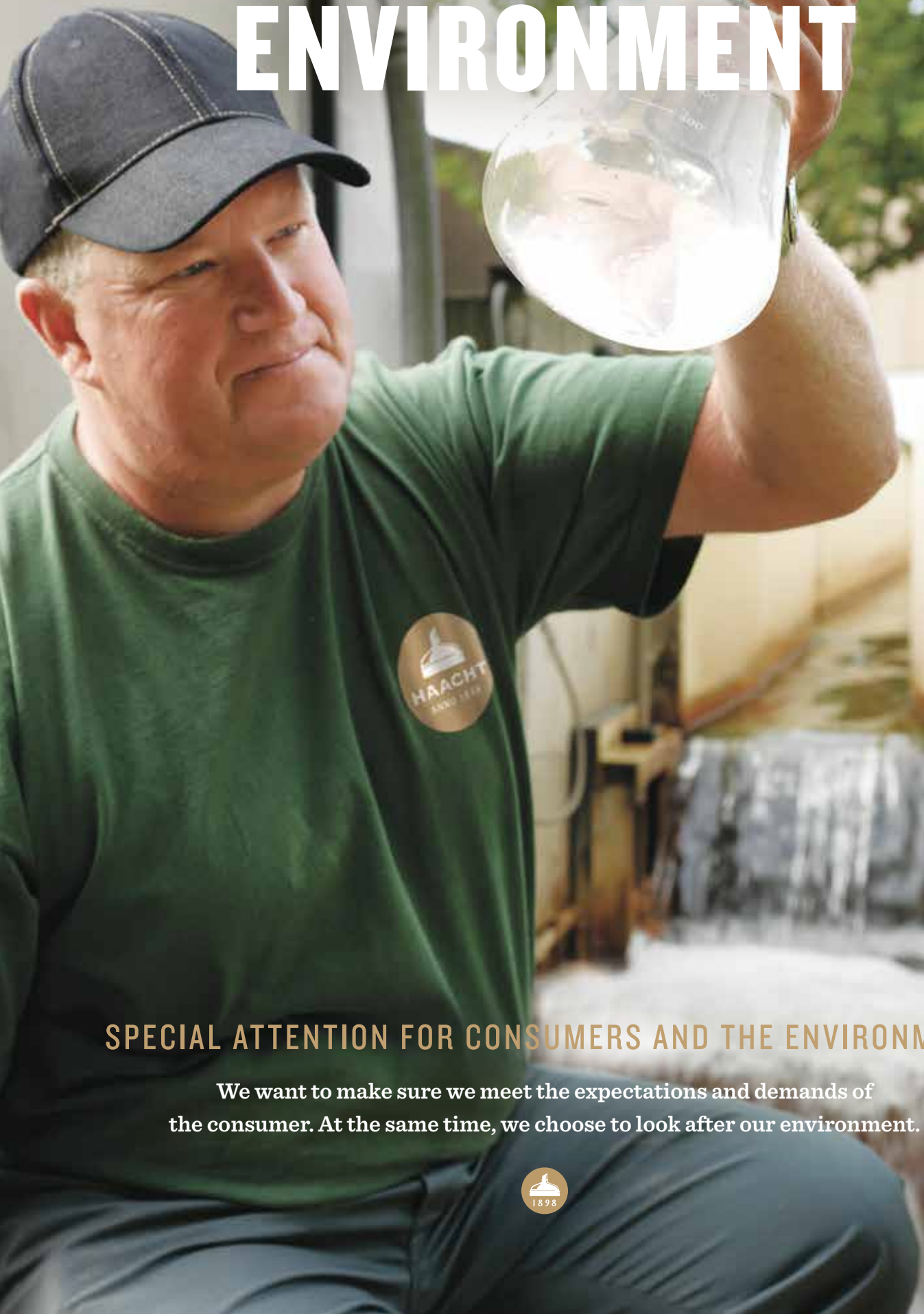
OUR PEOPLE

In addition to continuous quality improvements via investments in advanced technology, our people and their working environment play an important role as well. For this reason, we made sure to pay attention to ergonomics while designing the filling lines in the bottling and keg filling hall.

An extensive training program for both maintenance employees and operators guarantees a smooth filling process.



QUALITY & ENVIRONMENT



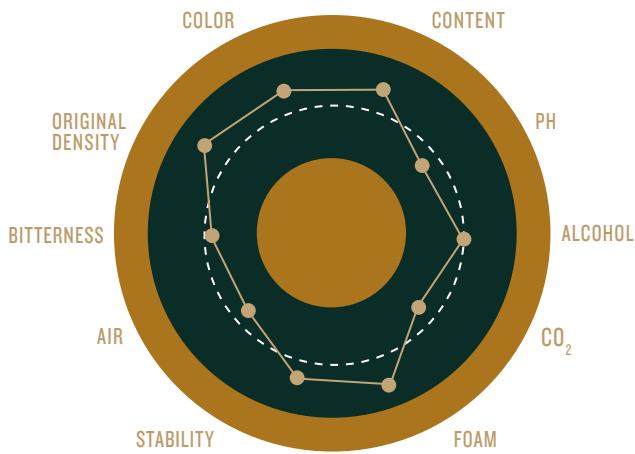
SPECIAL ATTENTION FOR CONSUMERS AND THE ENVIRONMENT

We want to make sure we meet the expectations and demands of the consumer. At the same time, we choose to look after our environment.





QUALITY CARE



We apply quality control at every stage of our production process: from the moment the raw materials and packaging products are delivered, to the actual production and transportation of the finished products. Haacht Brewery guarantees full traceability during every phase.

Professional product development and strict quality control require a laboratory that is equipped with high-tech equipment. Our team of engineers and lab technicians closely monitor the production process and make adjustments if necessary.



At Haacht Brewery, we also pay special attention to after sales services. Complaints are always resolved quickly and correctly, we have our own specialized Hospitality Service Team that maintains beer tap equipment, and we organize hands-on hospitality trainings for our clients; each of these examples receive the highest priority.

ENVIRONMENTALLY CONCIIOUS

We encourage all of our employees to save water and energy, and to limit waste as much as possible. All of the wastewater that is generated during the production process is organically purified in our own wastewater treatment plant. The sediment that results from this is used by the farmers in the area to improve their soil.

In 2008, we switched from heavy fuel to natural gas to produce steam. And the roof of our keg filling hall is covered with 188m² of solar panels. These panels generate 25,000kWh of clean energy a year and cover all of the energy consumption of the robots in the keg filling line. We also recycle rainwater and use it to wash the trucks and maintain our buildings.

On top of that we are a member of the 'Energy Audit Agreement Flanders'. This is an engagement to invest in ways to reduce our carbon dioxide emission every year.





Haacht Brewery

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