



**Importers  
of the finest  
Belgian Beers.**

## NEWSLETTER

Vol.13 No 2

Check out our web site:  
[www.globalbeer.com](http://www.globalbeer.com)  
The largest on Belgian Beer!

**“TO ALCOHOL!  
THE CAUSE OF -  
AND SOLUTION TO  
- ALL OF LIFE’S  
PROBLEMS.”**

December 07 / January 08  
p.409

## BREWERY MUSEUM ‘DE HALVE MAAN’

Brewery ‘De Halve Maan’, in the center of historic Bruges (Brugge), brewer of the famous Brugse Zot ale (the most awarded Belgian beer), also houses the most complete and extensive brewery museum of Belgium. A must see for all beer lovers.

Although the brewery & museum tour starts with a visit to the actual brewery, the guided walk leads you through all the historic phases of brewing. The tour highlights this one-of-a-kind, well preserved brewery building, which features its own malting house. Built and organized in the old vertical style, the whole malting and brewing process made excellent use of the power of gravity to move the cereals and the liquids from one phase of brewing to the next.



The shallow open tank on top of the building, where the wild yeast was harvested into the wort (the sugary liquid) is a unique sight. Going up there offers the extra excitement to be able to look over Bruges, a full 360 degree view, and take some unique and striking pictures. The number and variety of open and closed fermentation tanks, filters, bottlers, keggers, etc., is staggering. Not to mention the old examples of bottles, advertisements,

and pictures.

The display of how wooden kegs were made, and how malt was roasted, are very revealing and educational. The variety of small and large rooms comprising all 5 stories are like a maze. It's unbelievable when one ponders how brewery workers had to manage in such tiny spaces. Another bonus is to discover so much of the history of brewing in the medieval town of Brugge: the local history society is bringing all things brewing-in-Brugge together here: stuff from at least 5 more defunct local breweries. Indeed, the only standing brewery in Brugge is De Halve Maan.

The tour takes about one hour, and is followed by the tasting of the unfiltered Brugse Zot, something you can only taste at the brewery.



# THE GREENING OF BREWERY ROMAN.

Brewery Roman is a leader in its attention for the environment. After all, it is located in one of most beautiful areas of Flanders: the Flemish Ardennes, a gorgeous area featuring gentle rolling hills, with pastures bordered by woods, and plenty of small picturesque creeks, and valleys. The policy is structured around 4 axes.



First: water, the biggest component in a bottle of beer. Breweries use a lot of it. The brewery gets its water from its own natural source. On top of that source the brewery planted a 5 acre 'forest' to protect the source. It instantly became a heaven for birds and small animals. In Belgian breweries, bottles are reused, which means that they have to be washed and rinsed. The rinsing water is reused to pre-wash the incoming bottles.

The water goes through a sand filter and is added again to the washing water. The rest of the water goes through the brewery's own water-treatment plant before it is released. No more than 0.005 gram of substances escapes into one liter of H<sub>2</sub>O. No wonder the brewery received the Rotary award for their usage and handling of water.



Second: recuperation of energy. An ingenious system recycles the steam of the boiling vessel to heat water. In a second phase, when the wort is cooled in a heat exchanger with the help of water, the warm water moves through insulated lines, and is saved in insulated warm water tanks. Condensed water produced in the steam circuit is recycled under pressure while maintaining the maximum amount of heat in the water.

Third: Since 2003, the energy used to produce heat has been Natural Gas, which produces a minimum of global warming gasses. Flanders has in Zeebrugge one of the largest facilities to receive natural gas from other parts of the world. The gas comes through pipelines, laying on the bottom of the North Sea, from as far as the Norwegian oil and gas fields.

And the gas comes in a huge tanker boat, in liquid form, from as far as North Africa.



Four: all non-usable waste is collected selectively: paper-cartons, glass, plastics, and spent malt. Malt goes to farmers to feed their live stock.



Other specialized companies pick up the remaining "extras" for recycling.

## « Cerevisia et Musica laetificant cor hominis »

The labels of the Troubadour beers have recently been restyled. Have you already noticed the Latin saying in the new design? "Cerevisia et Musica laetificant cor hominis." "Beer and music delight the human heart."

There can't be a truer saying to describe the real Troubadour spirit.

A thousand years ago, when most of the people could hardly read, stories and legends, news and music were spread from person to person. In that time (X century) there were young men traveling around from castle to castle, village to village, to explore the world and spread the words of their poems and songs. Later on, they were called Troubadours. The music was typically characterized by lyrics about love. But besides the music, a 'Troubadour' was always very welcome because they also brought with them news, stories, and also knowledge and traditions from other regions. Typical music instruments were a lute, a bagpipe and a flute.

The troubadour beers originated from that same spirit. With our beers we want to bring joy and a pleasant atmosphere while spreading around the tradition and story of the great Belgian beer history.

For the background of our first label design in Belgian we used an old troubadour lyric we found in the library archive.

*Sterven in de kroeg, is mijn heilig streven,  
Ach geef mij toch bier genoeg, zolang als ik mag  
leven.*

*Engelen schreiden toen ik vroeg, in de trant die mij  
is gegeven:*

*'God daarboven, wees hem die zich als zuiplap gedroeg  
genadig, en weet hem te vergeven'*

*Dying in the pub is my sacred aim.*

*Please give me plenty of beer, as long as I might  
live.*

*Angels wept when I asked, in my natural style:*

*"O God, up there, please have mercy for the drunkard, and know how to forgive."*



Visit our website [www.globalbeer.com](http://www.globalbeer.com)  
for your Holiday gifts.





## GLORIOUS BELGIAN BEER TOUR IN SEPTEMBER 2008.

Book now! Seats limited!

8 days and 7 nights of Belgian beer bliss.

This is the year of the world famous POPERINGS INTERNATIONAL HOPS FESTIVAL, only held every 3 years. We'll be there.

During this exciting week, we walk through 10 Belgian breweries, meet the owners and the brewers, and taste their beers.

We tour 5 historical cities, and have top-notch beer dinners every evening in world famous restaurants. All in the company of jolly people, and in an environment drenched in Belgian beer culture. Check out the details on our web site [www.globalbeer.com](http://www.globalbeer.com)



PRSRKT STD  
US POSTAGE PAID  
Santa Barbara, CA  
Permit No. 850

Win-It-Too Inc.  
DBA Global Beer Network  
PO Box 2069  
Santa Barbara CA 93120-2069  
Tel. (805) 967-8111 Fax. (805) 683-1470  
<http://www.globalbeer.com>  
Resp. Editor: Claudine Van Massenhove  
RETURN SERVICE REQUESTED