


BROUWERIJ
HAACHT
BRASSERIE

100% BELGIAN, FAMILY OWNED AND PROUDLY INDEPENDENT





FOUNDED IN 1898
WE'VE BEEN BREWING
BEER FOR 125 YEARS!

100% BELGIAN, FAMILY OWNED AND PROUDLY INDEPENDENT



**TOGETHER WE BREW
HAPPINESS FOR EVERYONE**

**HAACHT IS THE
3RD LARGEST
PILSNER BREWERY IN BELGIUM**

AVAILABLE
IN OVER... **6000**
RETAILS UNITS ACROSS THE
ON AND OFF-TRADE

100 MILLION
EURO'S
ANNUAL
TURNOVER

400 EMPLOYEES AND OVER 800,000
HL DRINKS PRODUCTION PER YEAR

WE SELL BEER IN...
BELGIUM, SPAIN, FRANCE, ITALY,
NETHERLANDS, CANADA & THE UK

WE ALSO HAVE A SOFT DRINKS, WINE AND COFFEE BUSINESS

**AND PRODUCTION, PACKAGING AND
DISTRIBUTION AGREEMENTS WITH...**

pepsi.

— THE —
**LONDON
ESSENCE**
— CO. —

**MATHIEU
TEISSEIRE**
Fondé en 1709



2022

WE LAUNCHED HAACHT UK

Our Aim - To be the most
admired Belgian brewery
in the UK

OUR PLANS IN THE UK

Long-term Premium Brand building via a four-pillar strategy



- Selective Distribution with key “retail partners”
- Support for our customers – across all channels to drive ROS

- Exciting and new brands for our consumers
- People – the best in the industry
- Adding value to the overall beer category

Effectively a start up with 125 years of experience!



OUR AWARD-WINNING BREWING METHODS

BOTTOM FERMENTATION METHOD



8-12 °C

- 10-14 days fermentation
- “Lagering” for 14 days at 0-1 °C
- Method used for our Primus Pilsner and Super 8 IPA

TOP FERMENTATION METHOD



15-25 °C

- 3-5 days fermentation
- 2-4 days conditioning

BOTTLE FERMENTATION METHOD



Yeast
& Sugar

- Yeast and sugar added to the bottle
- Stored at 25 °C for 22 days to produce a bottle conditioned beer

OUR AWARD WINNING DRAUGHT AND PACKAGED BEER RANGE





Tongerlo

PRIM
- HAAGH

PRIM
- HAAGH

Menu text (partially visible)

CATEGORY DATA AND BEER INSIGHT

TOTAL BEER MARKET IN THE UK

THE TOP 6 BREWERS
HAVE **82% MARKET SHARE**

 **Heineken**[®]

 **MOLSON
COORS** beverage
company

Budweiser
BREWING GROUP UK&I[™]

A PROUD PART OF **ABInBev**

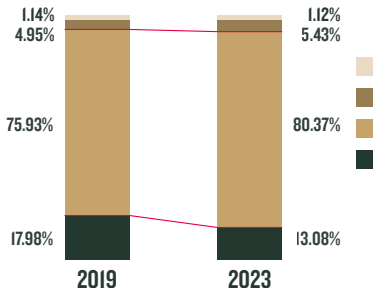
 **CARLSBERG MARSTON'S**
BREWING COMPANY

Asahi | Asahi UK

 **BREWDOG**

... LEAVING JUST **18% FOR THE
FAMILY-OWNED INDEPENDENT BREWERS**

**VOL SHARE AND
GROWTH BY BEER TYPE**



Lager is by far the dominant beer type in the UK.
Since 2019 lager and stout have grown market share at the expense of ale.

BELGIAN BEER MARKET INSIGHT



**30% OF UK
CONSUMERS DRINK
BELGIAN BEER**

VOLUME SALES

VALUE SALES

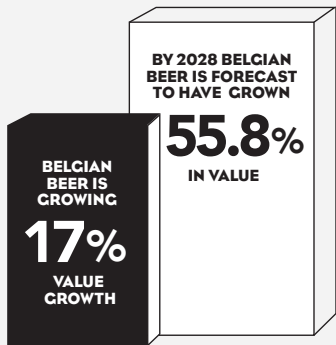
14.7 / 44.1 = 65.1

MILLION LITRES

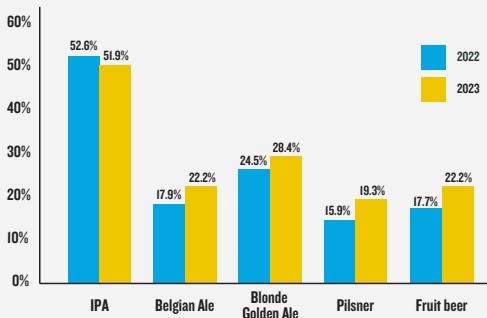
MILLION PINTS

MILLION POUNDS

Source: SIBA Craft Beer Report 2023, GlobalData UK – retrieved Aug 2023



UK CRAFT DRINKERS ARE OPEN TO TRYING MORE BELGIAN BEER STYLES



MORE WOMEN (31%) THAN MEN (30%) ARE DRINKING BELGIAN BEER

FRUIT BEER MARKET INSIGHT



**UK CRAFT DRINKERS ARE
OPEN TO TRYING MORE
BEER STYLES**



**FRUIT BEER IS A SMALL BUT
FAST GROWING SEGMENT OF
THE BEER CATEGORY**



**FRUIT BEER IS THE 5TH
MOST POPULAR STYLE
FOR CRAFT CONSUMERS**



**FRUIT CIDER NOW ACCOUNTS
FOR 37% OF THE TOTAL CIDER
CATEGORY**

VOLUME SALES

37 / 65.1 =

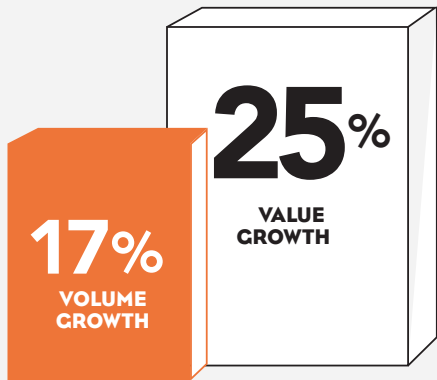
MILLION LITRES

MILLION PINTS

VALUE SALES

177

MILLION POUNDS



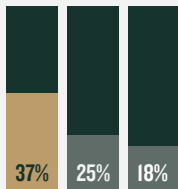
BY 2028

**FRUIT BEER IS
FORECAST TO
HAVE GROWN
76.3% IN
VALUE**



18% OF CRAFT BEER CONSUMERS WILL CHOOSE A FRUIT BEER

CATEGORY DATA: THE CONSUMER

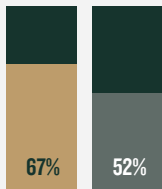


MORE LIKELY TO BE BABY BOOMERS.

ACCORDING TO A STUDY BY YOUNG & RUBICAM, 37% OF BABY BOOMERS DRINK BELGIAN BEER, COMPARED TO 25% OF MILLENNIALS AND 18% OF GEN XERS.

MORE LIKELY TO BE ACTIVE AND OUTDOORSY.

A STUDY BY MINTEL FOUND THAT 58% OF BELGIAN BEER DRINKERS ARE ACTIVE AND OUTDOORSY, COMPARED TO 45% OF THE GENERAL POPULATION.



MORE LIKELY TO BE INTERESTED IN FOOD AND DRINK.

A STUDY BY NIELSEN FOUND THAT 67% OF BELGIAN BEER DRINKERS ARE INTERESTED IN FOOD AND DRINK, COMPARED TO 52% OF THE GENERAL POPULATION.

WEALTHIER AND BETTER EDUCATED.

THEY WILL MOST LIKELY HAVE A MANAGERIAL ROLE WITH A HIGHER THAN AVERAGE INCOME AND MORE LIKELY TO BE DEGREE EDUCATED

INTRODUCING
SUPER 8

UNCOMMON BEERS IN COMMON BEER CATEGORIES

SUPER 8 - Belgian beers that are anything but ordinary. Each one is a masterpiece of flavour, aroma and quality, crafted with care by our expert brewers. Whether you prefer a hoppy IPA, a cloudy blanche, a crisp pilsner or a refreshing Belgian blonde, we have a SUPER 8 beer for you. Try them today and discover the uncommon in the common.





CHERRY 3.4%

SUPER 8 Cherry, a tempting red fruit beer that combines the natural sweet taste of summer cherries with the refreshing character of a Belgian wheat beer. Contains 25% cherry juice.

Available in both draught kegs and 330ml bottles





IPA 6%

SUPER 8 IPA is a hoppy delight with a punchy abv and a crisp bite. This amber brew is a Belgian twist on the classic IPA, balancing malt and hops for a smooth and satisfying sip.

Available in both draught kegs and 330ml bottles



FLANDRIEN 6.4%

SUPER 8 Flandrien is a blond beer with a Belgian twist.

It's the star of the Super 8 family, smooth and refreshing, perfect for the bold and the brave. It won the gold medal in the International Beer Challenge in 2020, so you know it's good.

Available in both draught kegs and 330ml bottles





EXPORT 4.8%

SUPER 8 Export is the original and best of the SUPER 8 range, a crisp and refreshing pilsner with a creamy head, a perfect pint for any occasion! And it's Gluten Free too!

Available in both draught kegs and 330ml bottles



BLANCHE 5.1%

SUPER 8 Blanche is a wheat beer like no other. It's natural, unfiltered and cloudy, just the way it should be. With a delicious and refreshing taste that will make you want more, SUPER 8 Blanche is the perfect summer beer.

Available in both draught kegs and 330ml bottles

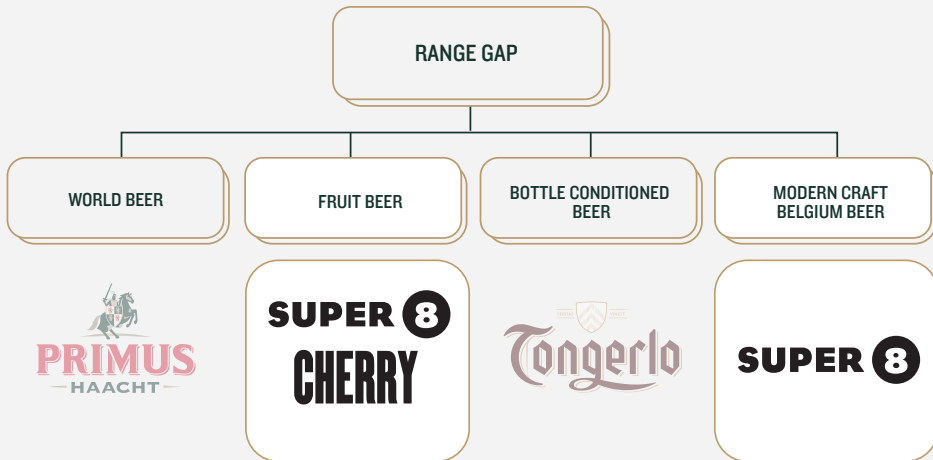


BROUWERIJ VAN HAACHT



UK ON-TRADE OPPORTUNITY FOR OUR PORTFOLIO

Four key “potential gaps” in the category



WHY WORK WITH HAACHT BREWERY?

- Reliable, family owned, independent, committed to UK
- Quality focused company: IFS-certificate score last audit +97% !!
- Award winning beers, category enhancing range
- Professional supply chain and logistics set up here in UK
- A partner that is committed to supporting you with established marketing resources and investment
- People – a brands led, experienced team

CONTACT US

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