

# The Lindemans Gazette

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LINDEMANS.BE

EDITORIAL

*Lindemans, a story of eternal love and passion for lambic!*



Lindemans Brewery passionately brews the oldest, most complex and unique beer in the world: lambic. We have been doing so for almost 200 years at 'Hof ter Kwade Wegen' farm. This original farmhouse in Vlezenbeek, a village in the idyllic Pajottenland and the Senne river Valley near Brussels, has grown into a fully-fledged lambic brewery. The air is imbued with unique wild yeasts and bacteria. These



Hof ter Kwade Wegen

are necessary to brew the lambic according to the exceptional method of spontaneous fermentation, also called natural fermentation. The craft and knowledge has been passed down from generation to generation. This way the Lindemans family remains faithful to the oldest brewing method in the world. The brewery, today with cousins Dirk and Geert Lindemans at the helm, tells the 1001 lambic stories of Lindemans with a lot of (spontaneous) enthusiasm. As curiosity is the thirst of the soul wait no longer and start reading the most mysterious stories, juicy anecdotes...

Your Lindemans will taste all the better!

IN THE SPOTLIGHT

1001 STORIES OF LAMBIC



## Heading for America!

In the 1970s, Lindemans Brewery was persuaded to export its Old Kriek to the United States by boat; a great idea that produced a legendary story. During the first voyage, the Old Kriek began to ferment because of the waves, which **put the bottles under pressure and the corks popped out**. After this effervescent adventure, René Lindemans came up with an alternative

production method. The 'new' Kriek, made from pure juice from freshly squeezed cherries and lambic of at least one year old, was now pasteurized to stop the fermentation in the bottle. This is how the legendary Kriek Lindemans saw the light of day... and now it could safely cross the Atlantic. Thanks to the merchant navy! Kriek ahoy!

Merchant du Vin

The Lindemans beers found their way to America in the late 1970's, thanks to the American importer Charles Finkel and Merchant du Vin. Thank you, Charles!

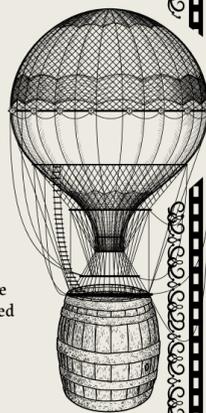
**OLD GUEUZE CUVÉE RENÉ  
OLD KRIEK CUVÉE RENÉ**

**The rich taste  
of tradition**

Lindemans Old Gueuze Cuvée René and Old Kriek Cuvée René, brewed according to the traditional brewing process, are the oldest members of the Lindemans beer family. They were brewed to marry each other! Old Gueuze Cuvée René, the king of the gueuze, is the result of a blend of 3-year-old lambic and lambic of at least a year old, matured in oak barrels. This champagne of the Pajottenland, with its golden glow, light sparkle and complex, perfectly balanced fresh-acidic taste, will make you long for more.

The Old Kriek Cuvée René, based on young lambic in oak barrels, is our most complex lambic beer.

Let yourself be seduced by its fruity, spicy notes and ruby red glow. Discover the delicious and full flavoured Schaerbeek cherry in all its glory!



By the way, the couple recently won awards...



**BEST  
GUEUZE**

**The World's  
Best Gueuze,  
cheers to that!**



According to the jury of the World Beer Awards 2020 in London, one of the most prestigious beer competitions in the world, the best gueuze is brewed in Vlezenbeek. With this, Lindemans Old Gueuze Cuvée René was adorned with a golden crown around its neck. The jury judged our traditional award-winning Gueuze as: "Delicious aromas such as the fruity aroma of green apple, with a freshly puffed popcorn tone. Pleasant lemon tart in the mouth; well balanced". Our Lindemans trophy shelf is now no less than three medals richer, because the Lindemans Old Kriek Cuvée René and Framboise also shined on stage. Old Kriek won gold in its category, and Framboise bronze.

All credit goes to our real winners: the entire Lindemans team. After all, it's thanks to them that the Lindemans lambic beers are popular worldwide.

**OLD TRADITIONS REVIVED**

**The rituals of yesteryear...  
the gueuze cradle and the  
lambic-pestle!**

Driven by passion, the Lindemans family has remained true to its rich lambic tradition since 1822. Long live the authentic brewing methods and the experience needed to produce this ancient beer!

You can even feel the lambic experience right up to the pour. Our time-honoured tradition is to serve Old Gueuze with the help of the traditional cradle. In the past, the Brussels bar owner had to have the necessary knowledge to pour gueuze perfectly into the glass. After all, the beer was kept in the cellar so that the cork would not dry out, and this made the "fond" (fermentation residue) drop off in the neck and on the lying side of the bottle.

With the cradle, this retention position could be sustained when pouring. These days the bottles can be stored upright, but to get the gueuze into the glass without unsettling the yeast, we still use the cradle. When pouring, the glass is turned over to boost foam formation. And then all that remains is to taste and enjoy. Let that delicious Old Gueuze come, patron! Allei santei pottepei!

The lambic-pestle is another curiosity of yesteryear, that one could not live without in Brussel's beer houses where gueuze flowed freely over the counter. Those who found artisanal gueuze too sour for their palate and wanted it to be a bit sweeter, took a few cubes of sugar, formerly a luxury product.

By means of a lambic-pestle the sugar was crushed in the glass which has a thick base. Due to the rise of filtered and sweetened gueuzes, this authentic instrument has lost its importance. Lindemans loves tradition and so we are happy to put the lambic-pestle back on the map!



You can even use the lambic-pestle as a cocktail pestle for delicious cocktails with our lambic beers.  
Read more on **PAGE 3**

**LindemiX**

**Dive into the  
cocktails...  
with lambic!**



Using the irresistible flavours of Lindemans lambic beers as the basis for refreshing cocktails? Absolutely! Let yourself be seduced by the sweet-and-sour and spicy notes of our refreshing low-alcohol LINDEMIX cocktails, unique flavour combinations that can delight all connoisseurs! And you don't have to be a professional to conjure them up. The fifteen unique cocktail recipes, devised by mixologists Jef Berben and Damien Baert, are quick and easy to prepare. Want to try them out? Find a sneak peek at the bottom of this page. Bet you can't resist.

"For the creation of each Cockt'Ale it was important to know the history and origin of the lambic beers of Lindemans. This formed the basis for the development of recipes that accentuate the characteristic tones of each fruity Lindemans. After all, beer is the most important ingredient of a Cockt'Ale."

Damien Baert,  
mixologist

Bring out the Lindemix mixologist in you with our online cocktail recipes!



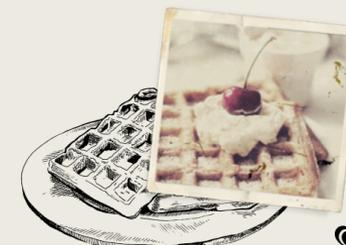
**Dining with  
lambic**

Brussels waffle with  
Faro-Lambic by Lindemans

With food pairing, we are only too happy to colour outside the lines to achieve surprising taste experiences. Lambic beer lends itself perfectly to the preparation of dishes. Take for instance the Brussels waffle among the Lindemans beers: Faro-Lambic. This Brussels local beer, made from 1-year-old lambic aged in oak barrels and candy sugar, is ideal for the preparation of Brussels waffles. With this sweet sin, Peter Goossens of the 'Hof van Cleve', one of the greatest Belgian chefs, delighted the inhabitants of Brussels during the 'Grote Wafelenbak' (2008) in the Brussels Marollen. A true dessert à la Bruxelloise. Carrément goe ket!

Until well into the 19th century, sugar was a luxury product. To refine the lambic and at the same time making it more pleasant and palatable, a little sugar was added. And so the delicious sweet-and-sour Faro was born. Fact: Due to its premium value, Faro was one of the first Belgian beers to be exported, in particular to Brazil and Constantinople.

The beer eventually fell into oblivion but luckily Lindemans put this mythical regional product back on the map in 1978!



Ready for a real waffle bowl with Faro-Lambic from Lindemans? Check out the recipe on our website!

**COCKTAILS**

**Renésens**

Old Gueuze and premium gin: two refined products for a daring and successful marriage!

**INGREDIENTS (FOR 1 GLASS)**

- 1 cl Monin cane sugar
- 2 cl elderflower liqueur
- 4 cl Lindemans Premium Distilled Clear Gin
- 12,5 cl Lindemans Old Gueuze Cuvée René

**PREPARATION**

- 1 Fill a Lindemans glass half with ice cubes.
- 2 Then pour in the first three ingredients and mix everything together with a cocktail spoon.
- 3 Pour in the Lindemans Old Gueuze Cuvée René and add some ice cubes if necessary.
- 4 Garnish with a straw and a sprig of elder.

**Poffie**

Hazelnut syrup, vodka and coffee liqueur sublimate with the fresh taste of Pecheresse to a golden glow.

**INGREDIENTS (FOR 1 GLASS)**

- 1 cl Monin hazelnut syrup
- 2 cl organic lime juice
- 2 cl coffee liqueur
- 4 cl Eristoff white vodka
- 12,5 cl Lindemans Pecheresse

**PREPARATION**

- 1 Cool a Lindemans glass with ice cubes.
- 2 Pour all ingredients, except the Lindemans Pecheresse, into a shaker and add the ice cubes. Shake everything well to a homogeneous mix.
- 3 Pour the mix into the Lindemans glass and add the Lindemans Pecheresse.
- 4 Garnish with a straw, a slice of lime and some coffee beans.

# The Mischievous Lady

1978 - Charles Finkel is about to sign a contract to import Lindemans Pecheresse on American territory, when suddenly...



Hello Mister Charles, it's Miss Pecheresse from Belgium. Have you received the samples I sent you? I want to make sure my coming to Seattle with my delectable beer is still a go?

Hello Miss Pecheresse, I just received it this morning. I will unpack the box right away!



You're practically naked?! This is scandalous! You can't come to our country dressed like that!



What? No! That's not... you're... This is America! If you want to come over, you need to be dressed!!

Oh, am I not pretty enough?



And thus the Pecheresse bottle for the USA needed a more modest label. As Miss Pecheresse, the delectable lady on the Pecheresse beer label, could have been considered offensive in her partial nakedness, she was refused entry into America and replaced with tempting flavourful peaches!

## THE LIFE OF A LAMBIC BREWER

### 1985

### Kriek conquers USA

In the United States, Lindemans Kriek was named one of the five best beers in the world. The jury was chaired by the world's famous Michael Jackson (†). Make no mistake, we are not talking about the 'King of Pop', but we are talking about the British 'Beer Hunter', the most famous beer author and connoisseur of all time. His influence on the international success of Belgian beers is enormous. Michael Jackson described, amongst others, the beauty of traditional beers and therefore the magic of lambic - to him the most delicious beer in the world!



1989 - On his visit to René Lindemans in lambic land in the TV series 'The Beer Hunter', Michael Jackson is full of praise for the brewery: "A brewer must have the nerves of steel, the judgment and talent of a lion tamer."

Watch the episode here, a gem from over 30 years ago!



"The bottle was half-reclining in basketwork, so as not to disturb the yeasty life forces around the punt. The cage covering the upper regions was gently unhooked, and the cork released with a sigh rather than a pop. I inhaled the toasty aroma of champagne and tasted the musty flavours of fino sherry. It was neither. It was like no drink I had ever experienced. It seemed nothing like beer, but it was."

Michael Jackson, The Beer Hunter



Experience the magic of lambic online too!

So you see, at Lindemans there is always life in the brewery! Do you also like to stay up to date online about the latest news and about the wonderful world of lambic?

Scan and behold the passion of our brewers Peter and Filip!



www.lindemans.be | lindemansbrewery | lindemansbeers | lindemansbrewery (B2B) | Lindemans brewery

Crafted By Wind, Brewed Through Generations