

The Lindemans Gazette

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LINDEMANS.BE

FOREWORD



Dear beer enthusiast.

It fills our hearts with joy to present you with the latest edition of the Lindemans Gazette. We, the sixth generation of lambic brewers in our family, look forward to better acquainting you with our rich history, and giving you a glimpse of what the future holds in store. Last year, we proudly celebrated our bicentennial anniversary, a milestone that commemorates our passion for and dedication to brewing lambic beer, the 'mother of all beer'. We are grateful for the unforgettable moments we have experienced together and have included a collage of the very best in this gazette to share with all of you.



Geert & Dirk Lindemans, sixth-generation lambic brewers

And there will be plenty to toast to in the future too! In the meantime, we will simply keep brewing what we brew best. We are proud to announce that our state-of-the-art brewery site is now fully operational, for example. This is where tradition and innovation converge into two new, delectable high fermentation beers. These beers are then magically blended with our lambic beer and fruit, to create our mysterious TAROT d'Or and TAROT Noir. Our beers embody the very essence of our craftsmanship and our rich heritage, and we simply cannot wait to invite you to enjoy their irresistible flavours.

Read on to discover the secrets of our craft and keep abreast of the many new developments at our brewery. Quench your curiosity by leafing through the latest Lindemans Gazette for a wealth of background stories, tasty recipes and a list of the many events awaiting you in the year ahead.

Cheers!

Dirk and Geert Lindemans

IN THE SPOTLIGHT

WE PREDICT THAT



We predict that
the latest news items
will keep you fully enthralled!

TAROT

You have to taste it
to believe it

Lindemans predicts a magical future for you with the unique tastes of two new Lindemans beers: TAROT d'Or and TAROT Noir. Both of our new, high-alcohol yet low-sugar fruit beers are a harmonious blend of high-fermentation beer, lambic beer and fruit, brewed from 100% natural ingredients. Let yourself be enchanted by the delightful, fruity aromas and well-balanced yet slightly complex flavours!



Allow yourself to be transported to sun-drenched tropical beaches with every sip of golden blond TAROT d'Or 8%, with its hints of exotic fruits like mango, lime and honeydew melon. Enjoy its exotic, natural taste, with a perfect balance between sweetness and acidity, and a pleasant, easy finish.



Discover the dark, mysterious aromas of ruby-red TAROT Noir 8%, flavoured with forest fruits such as blueberries, blackcurrants and elderberries. This exceptionally fruity speciality beer has a natural, smooth taste, a pleasant touch of acidity and a mellow yet refreshing finish.



Tarot cards have been around in Europe ever since the 15th century, but it was not until the Belle Époque that they were attributed a mystical significance. The name refers to an ancient deck of cards that was used for divination and esoteric purposes. Part of a centuries-old tradition – just like lambic beer – Tarot cards are primarily used as a source of amusement and to predict the future. Through our very own deck of Tarot cards, 'The Fool's Faith', we want to re-establish the significance these cards were given in the 15th century. Check out the Lindemans TAROT 8% Tarot deck straight away!



= A walk down memory lane =

This fascinating photo dates all the way back to the late 1970s, an era when traditional craftsmanship and cooperation were inextricably linked. Here we see our old bottle capping 'machine', accompanied by 'Flup' (Philip), a friendly local farmer who could regularly be found lending a helping hand at the brewery. This photograph is a great example of the journey we have taken in terms of innovation. After all, no one could have predicted then how much faster this could be done within the space of a mere decade.

Rewinding all the way to the early 1990s, Lindemans first entered the digital era with the installation of an internet connection. Sixth-generation lambic brewer Dirk Lindemans played a key role in this, setting up the brewery's very first website and email address, thus introducing the entire world to Lindemans' outstanding craftsmanship as a brewer of fine lambic beers.

The years after this photograph was taken also mark a new milestone in bringing the brewery's production processes up to date. This step towards modernisation and efficiency was led by another member of Lindemans sixth-generation brewers, Geert Lindemans, and heralded the onset of automation at the brewery.

This snapshot not only shows an important event in the history of Lindemans, but demonstrates how highly the brewery values community and innovation. So, let us commemorate the contribution made by 'Flup' and innumerable others to the heritage of the Lindemans brewery, while Dirk and Geert continue their mission. Here's a toast to the past, the present and the promising future of Lindemans!



NEWS

TRADITION AND INNOVATION IN PERFECT HARMONY

Last year, the Lindemans Brewery celebrated its 200th anniversary in style at the brand-new Lindemans Satellite Brewery (LSB) in Ruisbroek, Belgium.

Time never stands still at Lindemans! We look forward to what the future brings. Without ever losing sight of tradition and authenticity, creativity and innovation continue to serve as the driving forces behind the way in which Lindemans brews one of the oldest styles of beers in the world. Not only does the all-new Lindemans Satellite Brewery support the brewery's prospective growth; it also serves as a breeding ground for new, wild experiments.

While remaining true to its beloved lambic, the brewery recently embraced a new adventure with high-fermentation beer, daringly blended with fruit and lambic beer. The result? TAROT Noir and TAROT d'Or, two fruit beers that pack quite a punch and are sure to surprise and enchant your taste buds. While TAROT Noir immerses you in the delectable aroma of fresh forest fruits, TAROT d'Or can be described as a sun-drenched dance of honeydew melon, mango and lime.

Symbiotic with nature

Considering that the process of brewing lambic beer depends strongly on nature, it goes without saying that sustainability is very important to the Lindemans Brewery. Similar to the brewery in Vlezenbeek, the satellite brewery also has solar panels installed on the roof and makes use of heat exchangers to capture and cleverly reuse the heat released during the production processes. No heating system has been installed at the site because the entire building can be heated with residual heat.

Did you know that the energy generated by our solar panels is enough to cover 85% of the entire site's electricity consumption?

And that the absence of a heating system will help us save 700 tonnes of CO₂ per year?



The facade features bricks that are typical of those favoured by nineteenth-century industrial architecture, giving it a truly classical touch. And those lovely arches? They represent our mighty brewing tanks!



The bar is a perfect blend of the fanciful Belle Époque style and sleek modernist efficiency.



Lindemans Satellite Brewery has even more to offer! Discover a number of spacious, well-equipped meeting rooms to accommodate the further development of every idea, whether big or small. Whether you need a place for an intimate brainstorming session or a spectacular event for a hundred guests, we have the perfect venue for you. The icing on the cake is our high-tech kitchen equipped with everything you need to satisfy you and your guests' gastronomic wishes.



FROM THE BAR STOOL

Lindemans aims for gold 8 times!

The new Lindemans Tarot Noir 8% and the traditional Old Gueuze Cuvée René have been named best "Fruit Lambic" and "Gueuze" in the world at the World Beer Awards 2023! Earlier, they were commended with gold Country awards. Above that, the Lindemans TAROT d'Or won Belgian bronze. Lindemans Premium Distilled Gin Red earned the title of 'Country Winner' at the World Gin Awards 2023. Both competitions reward the best brews and spirits from around the world.

Determined and proud, we want to continue to surprise you with innovative and flavorful experiences in the future!



Pecheresse unveiled

I – Lindemans Pecheresse – have been one of the many delicious, fruity lambic beers produced by Lindemans ever since 1987. Today, I am immensely flattered to present to you my very own refined Pecheresse glass.

This new glass reflects my youthful enthusiasm and embodies the Art Nouveau style that was so popular at the end of the nineteenth century – a style in which curving, colourful shapes based on elements taken from nature are an intrinsic feature. It's very elegance, from the base to the rim, make my glass a perfect match to the unique label on my bottle.

The foot, or base, reflects the strong and lively taste that hits you immediately after the first sip. You will sense my graceful personality the minute you take the elegant stem, executed in my unique coppery golden hue, between your fingers.

Let me seduce you while you pour the sparkling, slightly cloudy golden-blond beer that is the very essence of my being into

my special glass. Enjoy the magical experience of my opulent aromas pervading your nostrils as countless tiny effervescent carbon dioxide bubbles come together to form my head. My delicious, powerful peachy aroma can now be experienced to the fullest in the perfect chalice comprising the bowl of my glass.

We invite you to continue this seductive experience in the comfort of your own home, with my lovely Pecheresse glass as your inimitable companion. Complete the experience and order my glass in the Lindemans online shop today (for Belgian-based customers only)!



ON TOUR

= Lindemans leaves you wanting more =

Good news: if it's a genuine Lindemans lambic experience you're after, there's no need to travel all the way to Vlezebeek. We have organised several events throughout the country this year. Be sure to mark the following dates in your calendar for a great opportunity to immerse yourself in the wonderful world of lambic!

Horecatel

Travel along with us to the South of Belgium, to Marche-En-Famenne. True to tradition, Lindemans will be present at the annual Horecatel trade fair, held this year from 12 to 15 March 2024. Horecatel is one of the most important professional B2B trade fairs for the hospitality and catering industry in the French-speaking part of Belgium. The fair hosts 35,000 visitors, who gather here to sample some of the marvellous food and non-food items presented by no fewer than 370 exhibitors!

You can now enjoy a genuine lambic experience at home thanks to the 'Toer de Geuze AT HOME' box, a box that contains the Oude Geuzes produced by the affiliated breweries.



Toer de Geuze

The Toer De Geuze weekend is organised by HORAL (the high council for traditionally brewed lambic beers) once every two years. All affiliated lambic brewers and 'geuzestekers' (brewers of geuze) open their doors to the public to better acquaint them with the magical world of lambic.

During the latest 2022 Toer de Geuze, Lindemans pulled out all the stops (or should we say corks?) in honour of the brewery's 200th anniversary. It was a spectacular edition! Be sure to mark the next Tour de Geuze in your calendar. The weekend of 4 and 5 May 2024 is sure to be unforgettable! Get a unique peek behind the scenes at the brewery, enjoy some great entertainment, and blend and bottle your very own geuze as part of the unique Blend Your Own Geuze Experience! Not only that, all Horal members will be invited to join forces in creating an old geuze, the Megablend. Be sure to take a bottle home with you!



And that's not all! The unique Lindemans 'Oude Gueuze Anniversary Blend 2022 Cuvée Francisca' will be available exclusively at the Lindemans brewery throughout the Toer de Geuze weekend. Didn't get your hands on one of few, precious three-litre bottles last year? Take a chance at the auction that we will be organising at the 2024 Tour de Geuze weekend!

Horeca Expo

The Lindemans brewery will be present at Horeca Expo in Ghent from 19 to 22 November 2023. This trade fair and exhibition is the place to be for anyone and everyone involved or interested in the catering and hospitality industry.

It goes without saying that this is not the only place where you will find the Lindemans Brewery. Lindemans will be present at numerous other events throughout Belgium all year long. Follow us on social media to find out where you can meet us in person to sample one of our lambic beers!

COCKTAIL

Pecheresse Julep

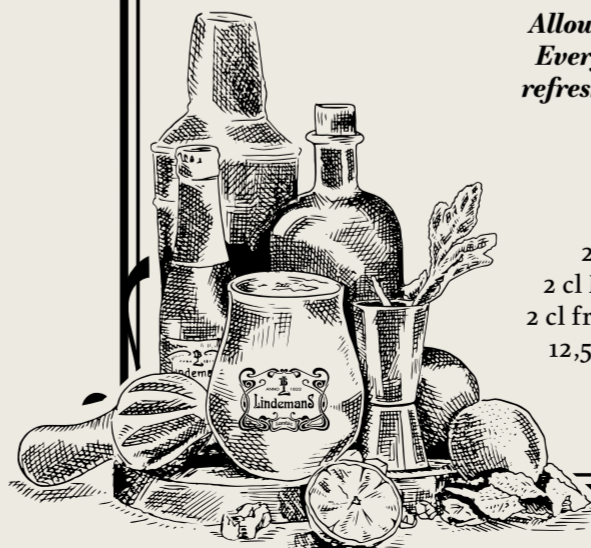
Can't get enough of Lindemans Pecheresse? Allow us to reveal our specialty cocktail: the Lindemans Pecheresse Julep. Every sip of this cocktail, with the taste of sweet peaches, tart lemon and refreshing mint, instantly transports you to sun-kissed, white sand beaches.

INGREDIENTS (for 1 glass)

- 2 cl Jameson's Whiskey
- 2 cl Monin Mojito Mint Syrup
- 2 cl freshly squeezed lemon juice
- 12,5 cl Lindemans Pecheresse

PREPARATION

1. Fill a Lindemans tumbler halfway with ice and pour in the first three ingredients, mixing them with a muddler spoon.
2. Carefully pour in 12,5 cl Lindemans Pecheresse and give the mixture a brief stir.
3. Top up with more ice if desired.
4. Serve with a straw and garnish with a generous sprig of mint, after clapping between two hands to release the best aromas and flavor.



Photos of our bicentennial anniversary

In September 2022, the complete Lindemans family celebrated its 200th anniversary together with the brewery's customers, friends and business partners. We invite you to take a look back at a memorable evening spent together. Cheers to an exciting future and continued cooperation ahead!



TALL TALES OF LAMBIC

Deeply ensconced in the musty corners of the oldest breweries in Belgium, you will hear a mysterious brew calling to you, whispering a centuries-old tale of wonder and magic. The origins of this divine beverage, called lambic, date back to an era when the art of brewing beer still consisted of processes sealed impenetrably within the mysteries of nature.

Did you know that lambic beer, in its very oldest forms which date back to well before the twelfth century, initially had no name? The earliest record of the name 'lambic' is from 1801, where it probably emerged in response to the rising popularity of this beer in and around Brussels.

Nevertheless, the origins of lambic beer still remain shrouded in mystery, like a lost legend that is revealed only to the lucky few. Knowledge of spontaneous fermentation is guarded by master brewers who have handed down this specialist art from generation to generation. In the dusky atmosphere of oaken vats, serving as veritable treasure chests of flavour, the magic of the wild yeasts occurs - a dance of micro-organisms borne here on the wind and uniting in a mystical alchemical procedure.

The lack of predictability of this process adds a profound note to lambic beer. Whereas other beers are fermented through the addition of carefully selected yeasts, lambic depends wholly on the caprices of nature. This transforms every barrel of lambic into a work of art that can never be replicated exactly.

When the moment of revelation dawns, lambic unveils its mysterious personality to you, whether in the guise of an old geuze or a kriek or something entirely different and unique. A bouquet of wild aromas seduces the senses, while a subtle acidity leaves a tingling sensation on the tongue. An imprint of the natural surroundings suffuses every sip.

Throughout its history, the Lindemans Brewery has passed on the secrets linked to the craft of brewing this authentic beer from generation to generation, thus laying the foundation for the creation of other traditional as well as new and innovative styles of beer. Today, the Lindemans Brewery is a renowned representative of Belgium's unique beer culture and has earned the recognition and admiration of an international audience for its unwavering devotion to retaining the rich history and distinctive character of lambic beer.

FUN FACT
Spontaneous fermentation beers are featured on the sixteenth-century paintings of Pieter Bruegel the Elder, but this style of beer actually dates back even further!



VOKA AWARD

The first Voka Enterprise Award for Accelerators in West-Brabant goes to ...
Lindemans Brewery!

The Chamber of Commerce (Voka) in Flemish Brabant was looking for an ambassador in West-Brabant who excels in sustainability, anchoring in the region and employer branding. The Lindemans Brewery was declared the winner!

Although the brewery's lambic beers can be brewed only in Pajottenland - and nowhere else in the world - Lindemans nevertheless succeeds in exporting its unique product to all corners of the globe.

'As a family business, we succeeded in unifying a centuries-old tradition with the latest technology in order to meet the stringent requirements imposed on us in terms of quality, safety and sustainability. The ability to do so has allowed us to put the unique and authentic beers that we create on the basis of lambic beer, and which are so typical to this region, on the world map.'

Geert Lindemans, Managing Director of Lindemans

'Winning this award as an accelerator serves as a marvellous acknowledgement, not only for us but for our entire team, of our ability to play an exemplary role in the region thanks to our current approach.'

Dirk Lindemans, Managing Director of Lindemans



IN THE SPOTLIGHT

Poechenellekelder

Allow Brussels and its famous beer culture to guide you along the stunning façades of the Grand-Place to Manneken Pis, and then straight on to the Poechenellekelder.

This authentic tavern preserving a centuries-old tradition is a must-visit for every tourist and resident of Brussels, and has been for 32 years. Experience the Brussels Theatre of days long gone thanks to the countless marionettes hanging from the ceiling. Complete the experience by sampling all the delicious Lindemans beers on offer here. With a beer menu featuring some 150 Belgian speciality beers, the Poechenellekelder has become a genuine fixture in Belgium's vibrant capital city.

Alleï, santèï, pottepeï!

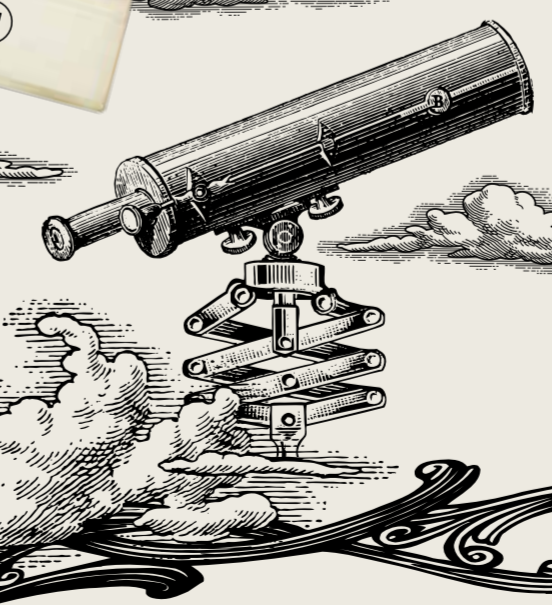


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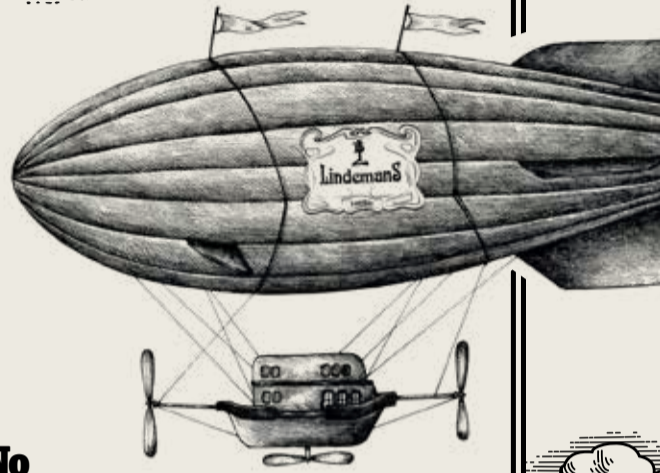
Lindemans fans in the wild!

Lindemans lambic beers travel all over the world. Here's a toast to Lindemans fans all across the globe!

Do you have a great photo of yourself enjoying a Lindemans beer? Don't hesitate to share it with us on Instagram by tagging @lindemansbeer. Who knows? Perhaps your face will be featured in the next edition of the Lindemans Gazette or on our social media pages.



PREDICTION GAME



START!
When I visit a pub,
I always know exactly what I will order.

Yes

No

Whenever possible, I opt for public transportation rather than private car.

Yes

No

If I were given a chance to travel to a desert island, I would go straight away.

No

Yes

Before I get dressed in the morning, I check the weather forecast.

No

Yes

When I cook, I always follow a recipe.

No

Yes

I prefer a fun neighbourhood get-together to adventures.

Yes

Yes

No

No

I can keep myself busy all day long browsing the internet.

ANNO 1822
Lindemans
AUTHENTIC LAMBIC BREWERY

We predict a sparkling future for you. You are a playful person who is always bubbling with good cheer. The radiant quality of your aura resembles the golden glow of our TAROT d'Or. Your positive attitude and creativity will unlock countless new opportunities in life.

ANNO 1822
Lindemans
AUTHENTIC LAMBIC BREWERY

We predict that your tenacity and courage strengthen your inner force, now and in the future. Life, however, remains a mystery to you: just like our TAROT Noir. Trust your rational approach; it will lead you to a rosy future.

ANNO 1822
Lindemans
AUTHENTIC LAMBIC BREWERY

We predict that your authentic spirit strives for freedom. Keep seeking out new adventures. They are closer than you could possibly imagine. Cherish the little things in life and embrace a future filled with positive surprises.

Disclaimer: these predictions can never be construed as 'true' and were conceived purely as a form of entertainment.

**We predict that this gazette will keep you enthralled!
Be sure to check out Lindemans online too.**

www.lindemans.be
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[Lindemans brewery](https://www.youtube.com/Lindemansbrewery)



Scan and read the Lindemans Gazettes with its Tall Tales of Lambic online!

**Crafted By Wind,
Brewed Through Generations**