



BRUNEHAUT,
the first European brewery
to send her Belgian abbey
beer « Saint-Martin » to the
other side of the world in
one way RECYCLABLE kegs!

The brewery



SALLE DE BRASSAGE
MELANGE DES MATIERES PREMIERES

Born in 1890 and recently relocated to a new industrial building near Tournai in Belgium, the BRUNEHAUT brewery has been taken over in 2006 by Marc-Antoine De Mees.

The focus of the new management is mainly to expand the international export business.

This strategy has led to a significant increase in worldwide sales, particularly with Japan, Canada, Sweden, Denmark, Italy, and recently with the USA.



Problems with traditional kegs

Brewers usually sell their beer in 20 liters, 30 liters or 50 liters stainless steel returnable kegs.

They face growing economic problems, linked to increasing stainless steel prices and transportation cost that results in a restricted cash flow. This is without taking into account environmental issues...



Lets take the cycle of a stainless steel customer: cleaned with chemicals at the brewery, sterilized with steam, it is then filled and sent by boat. It arrives in a warehouse on the East coast and travels by truck to San Francisco (3000 miles away) to reach the clients premises. The empty keg then travels back to the warehouse, loaded again on a boat to Belgium and on a truck to the brewery. It is checked and sometimes repaired before it is cleaned, sterilized and filled again!

The whole process can take up to 9 months...

The recyclable One Way Keg



Everyone will easily understand the major interest in a « One Way » recyclable keg!

Our brewery, faced with an increase in export sales was looking for an economical and environment-friendly solution. We found an Australian Company (ECOKEG - www.ecokeg.com) that

had just developed a 30 liter keg composed of hdpe, pet and pvc (3 kinds of plastics, all recyclable).

After careful study, multiple mechanical and quality tests and the modification of the keg filling line, 100 One Way Kegs were filled with our top quality blond beer « Abbaye de Saint-Martin ». The kegs were then put in the warm room for fermentation and will be sent to the United States of America within the next few days. Our beer is available in the USA at Galli Beer Dist. Co. : www.gallibeer.com



BRASSERIE DE BRUNEHAUT

Information



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