



**Importers
of the finest
Belgian Beers.**

NEWSLETTER

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Check out our web site:
www.globalbeer.com
The largest on Belgian Beer!

**“BEER:
SO MUCH MORE
THAN JUST A
BREAKFAST
DRINK”**

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Brasserie de Silly's new generation.

In the last couple of years, the new generation of the Van der Haegen family, Bertrand and Lionel, are taking the helm of the brewery.

Three years ago, Bertrand took over as master brewer, from his father. Bertrand, is an engineer in Chemistry with a specialty in brewing, and he oversees a constant modernization and expansion of the brewery.

Lionel, takes over from his dad the international sales and marketing. Lionel is traveling a lot, and at the publication of this Newsletter, he is circumventing the world in a two month long trip from Europe, to Singapore,

Hong Kong, Japan, Korea and Australia and will also visit the USA. For sure, we will see him several times in the USA in the coming years. The USA is one of their important growth markets.



Bertrand & Lionel welcome the new management of the Global Beer Network, Cliff Lusso (COO) and Steve Villani (President)



The modernization of the brewery included a new computer controlled brew house, a new laboratory, and the addition of a collection of huge fermentation and lagering tanks.

Recently, they created an engineering feat by hauling the full fermentation tanks to the ceiling, to lift them from the ground to allow the tiling of the floor. Indeed, the need for expansion had forced them to

get the tanks before the fermentation room was ready. Go figure. Strange people these Belgian brewers.

Internationally, the best known beer of the brewery is the Scotch de Silly ale, considered the best in style, and certainly the Scotch Ale with the longest history and original pedigree.

Just after WW I, the occupying British military had based a Scottish regiment near the village of Silly, which is South-West of the capital Brussels. Since soldiers drank beer and nothing else in those days, and the brasserie de Silly was one of the only breweries in full operation after the war, it was forced to brew for the German army during the war, the Scottish commander asked (forced?) the brewery to brew a beer to the liking of his soldiers.

Because of the destruction of the Belgian hop region during the war, the British army imported hops from Kent for the brewery.

Still today, the Scotch de Silly is still brewed along the original recipe with hops from Kent. The beer is refermented in the bottle and in the keg on candy sugar, also imported by the army after the war from the British colonies. Enjoy a Scotch de Silly today!

Other beers from the brewery, available in the USA, are the LA Divine specialty ales, the blond double and the amber triple. Their unique Saison ale is available in kegs at some of the best specialty ale houses in the country.



Profile: Global Beer Founders Johnny & Claudine



Fourteen years ago in April of 1994, Johnny and Claudine founded the Global Beer Network in Santa Barbara California. They had recently moved from their native Belgium to California, leaving behind the world of high tech and enjoying the great weather.

The dynamic, high energy, husband and wife team decided they wanted to do something fun and interesting for their next venture. At the same time, besides the obvious of family and friends, the thing they missed the most was Belgian beer so it was an easy decision and they started the Global Beer Network.

Johnny and Claudine sought out the top Belgium brands in each style and type of beer and then approached the brewers in Belgium about becoming the U.S. importer. You will notice many Global Beer Network brands are major award winners in competitions around the world. The Brugse Zot beer is the most awarded beer in Belgium.

Today, Global Beer Network has a U.S.A. portfolio of 42 plus brands of the best Belgian beers from 9 different award winning, family owned, independent, brewers. It's been a lot of hard work tasting and deciding which beers and brewers but they have been more than up to the task!

Johnny likes to tell the story their countrymen at the Belgian consulate in California asked about their future plans. He told them they planned to import great Belgian beers and some with high alcohol, like our Piraat and Gulden Draak brands (ABV 10.5%) from the Van Steenberghe brewery. The folks at the consulate told him he was crazy and added Americans would never drink Belgian beer, especially high alcohol beer!

Undeterred and surely falling back on their fiercely independent Flemish ancestry they created a company that has experienced 14 years of double-digit growth. Americans have surely discovered 'Belgians' and no doubt their crusade to educate the American consumer has been a big reason why.

The American market for Belgian beer imports grew at a rate of 55% in 2007.

They say, "the best form of flattery is imitation" and there is no further evidence of this idea than to see the many American Micros and even large brewers now producing "Belgian style" beers.

Johnny acknowledges, "they are making a noble effort but the authentic beers from Belgium often have been produced for many centuries. The superior balance of Belgium beer is the result of many generations of monks and families passing along their craft to the next generation." He cites, "The Roman brewery is a great example of both as it dates back to 1545. They produce the Ename Abbey Ale formerly brewed at a nearby monastery and the brewery is now run by the 14th generation family members."





Johnny and Claudine are experts on Belgium beer, Belgium beer culture and cooking with Belgian beer. Claudine is a renowned “beer chef” having created many of the recipes on the Global Beer web site (www.globalbeer.com Click “Cooking & Beer”). She even puts beer in her Belgian waffles (Cherish Raspberry).

Several years ago they even made a TV pilot for Food Network about cooking with Belgian beer. Claudine was the Belgian version of “Rachel Ray” with the added feature of Johnny acting as her “zany” assistant always tipsy on Piraat beer. The network never picked up the show as Belgian beer popularity was not what it is today

Johnny is an expert on everything about Belgium beer. He started drinking low alcohol “table beer” as child at the family dinner table, a common practice in Belgium. He is a frequent speaker and author on Belgium beer and Belgium beer culture. The Global Beer web site is the best site in the U.S. on Belgium beer and “Beer Paradise” culture. Johnny and Claudine have created all of the great content to educate Americans on Belgium beer.

Cheers to Johnny and Claudine and happy 14th Anniversary!



Global Beer’s (Santa) Barbara to Boston Belgian Beer Tour

Global beer founders Johnny and Claudine will embark on a cross-country road trip starting at Global Beer’s headquarters in Santa Barbara, CA and ending at our new east coast facility in to Boston, MA to celebrate the 14th anniversary of the company’s founding and our East Coast expansion.

They will be holding beer tastings and dinners along the way continuing their crusade to educate folks on Global’s many award winning, great Belgian beers.

Please check our web site www.globalbeer.com Click on the “Events” on the left hand side of the home page for dates, times a and locations of there stops.



Moderate beer consumption and an active life style make best combination to protect your heart and veins.

A Danish study by the National Institute of Health, recently published in the ‘European Heart Journal’ says so. Doctors followed 20,000 people, men and women, over 20 years. At that point 1,242 had died because of heart failure. Those who didn’t drink any alcohol and didn’t have an active life style had a 49 % higher risk to die, than those who drank 2 glasses of beer or wine per day, and were active.

The researchers stated also that the alcohol consumption not only protects against heart disease but that it is also beneficial to protects against common colds, herpes, and some cancers. Moderate alcohol drinkers keep their brain functions longer than non drinkers. Alcohol is a natural blood thinner, that makes the blood less sticky, and thus lowers the risk for blood clots.



See the 'grandeur' of the capital Brussels, the romantic eternal beauty of Bruges, the Venice of the North, Poperings Hops Festival.

You will remember for the rest of your life, special gourmet beer dinners, in specific historical settings.

Visit with us the following brewery's: Cantillon, Drie Fonteinen, Silly, Roman, Bavik, Van Steenberge, Van Eecke, Halve Maan, Verhaeghe.

Eat fresh mussels the Flemish way, while drinking crisp triples.

Meet the real 'Manneke Pis' and 'Jeanneke Pis' in person. Be overwhelmed by the beauty and splendor of the Brussels Grote Markt. So much more ...

Tour starts on September 18th in Brussels and ends on September 25th in Brussels.

Included in our promotional price are: all breakfasts, lunches, beer dinners, stay in upper tourist class hotels, luxury bus + driver, all entrance fees, professional guides, and plenty of beer tastings.

Check out our website www.globalbeer.com for more information



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Win-It-Too Inc.
DBA Global Beer Network
325 N Main St Suite15A
Middleton MA 01949-1614
Tel. (805) 967-8111 Fax. (805) 683-1470
<http://www.globalbeer.com>
Resp. Editor: Cliff Lusso
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