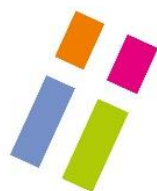




Good Practice 20: The Brand “Abbey Beer”

SKIVRE Training Scheme



SKIVRE

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Good Practice 20:

Abbey Beer – an Authentic Mnaastic Product

The Brand “Abbey Beer”



Description

Abbey beer is a collective name (so not a specific beer type) for beers where **the brand name refers to an existing or dissolved Norbertine or Benedictine abbey**. The beer doesn't have to be brewed in or in the neighborhood of the abbey but there **has to be a demonstrable, historical connection with the abbey site the beer refers to**. Further, the brewery has to **pay royalties to the abbey and the abbey may also check the marketing strategy and publicity material**.

In order to guarantee that the name is not misused for marketing purposes, the breweries and religious orders have created an authenticity logo, which reads Erkend Belgisch Abdijbier (Recognised Belgian Abbey Beer, see www.belgianbrewers.be). In order to use the logo the beers have to comply with a minimum of conditions. It's a Belgian label and only applies to Belgian beer.

It is also good to know that every Trappist beer is an Abbey beer as the conditions to use the Authentic Trappist Product logo are stricter than the ones for an Abbey beer. The other thing is that Abbey beers do not have to be brewed close to an active monastery. Drinking an Abbey beer is also a bit of a good activity as the royalties paid by the brewery go to cultural and/or charitable activities.



Source/link

The picture on the front page and this good practice article are available under the following link: <https://www.visitflanders.com/en/themes/belgian-beer/belgian-beer-styles/belgian-trappist-and-abbey-beer/index.jsp>

Country

Belguim

Topic

Branding, Distribution, Sustainability

SKIVRE Training Scheme	
	Module 1: Introduction Module
X	Module 2: Marketing Strategies
X	Module 3: Monastic Products
X	Module 4: How to Sell Monastic Products Authentically
	Module 5: Distribution Channels
	Module 6: Social Media and Communication
	Module 7: Value Adding Through Networks
X	Module 8: Creating a Strong Brand
X	Module 9: Financing Strategies
X	Module 10: Aspects of Sustainability



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