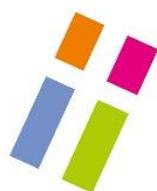




## Good Practice 20: The Brand “Abbey Beer”

SKIVRE Training Scheme



**SKIVRE**

Author/s:

**Angela Ivanova**

Institution:

**INI-Novation Bulgaria OOD**



Co-funded by the  
Erasmus+ Programme  
of the European Union

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein. Project number: 2018-1-DE02-KA202-005023





## 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](http://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



## Declaration on copyright:



This work is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License.

You are free to:

- share — copy and redistribute the material in any medium or format
- adapt — remix, transform, and build upon the material

under the following terms:

- Attribution — You must give appropriate credit, provide a link to the license, and indicate if changes were made. You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use.
- NonCommercial — You may not use the material for commercial purposes.
- ShareAlike — If you remix, transform, or build upon the material, you must distribute your contributions under the same license as the original.



The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

<https://www.skivre.eu/>