



Good Practice 24: The Brand “Abbey Beer”

SKIVRE Training Scheme



SKIVRE

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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 24:

Abbey Beer – an Authentic Monastic 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 on, 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 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 way 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

This good practice article and the picture on the front page 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	
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X	Module 3: Monastic Products
X	Module 4: How to Sell Monastic Products Authentically
	Module 5: Distribution Strategies
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