



Chimay brewery launches new Trappist beer 'Chimay 150'

Chimay, 28 April 2021 - From 1 May, beer lovers will be able to discover an exceptional newcomer to the Chimay brewery range: the Chimay 150, a strong blond Trappist beer with character.



Elegance and finesse

The Chimay 150 presents itself with a golden colour and compact white head. This strong blond beer of 10 degrees lies remarkably well-balanced in the mouth. A powerful Trappist, refreshing and fruity, and pleasantly surprising with aromas of mint, bergamot, lime and eucalyptus. The delicate tones of rosemary and clove blending wonderfully with subtle floral notes and a touch of invigorating ginger. Its round and soft body, its smoky and spicy taste, characteristic of Chimay beers, make for a truly refined aftertaste. During production, the brewery blends two varieties of hops known for their finesse: Saaz and Hallertau Mittelfrüh, along with a secret spice that provides its unique flavour.

Why 150?

Chimay 150 symbolizes 150 years of craftsmanship by consecutive generations of brewers within the Chimay brewery. In 2012, on the occasion of this anniversary, Chimay 150 was brewed for the first time, in a limited edition (150,000 bottles). Given the enthusiasm of the few who had the chance to taste it, Chimay now decided to permanently include this exceptional beer in its range. This blonde Trappist will have a green packaging, reflecting the strength and character of this unique new beer.

«We are proud to add this trappist to our permanent range,» says Xavier Pirlot, General Manager of Beers and Cheeses of Chimay, «This exceptional beer fully embodies the spirit of 'Tasty, Meaningful, Real' that characterizes Chimay. It is a balanced beer, brewed according to the recipe developed in 2012 and bringing together 150 years of craftsmanship. This launch will further reinforce our mission as a Trappist brewery and cheese factory, for the benefit of the region and to support activities of a social nature.»





Chimay, much more than beer and cheese

Chimay Abbey and its magnificent natural setting are well worth a visit when travelling through the region. For the launch of this new beer, a hiking trail in the colours of Chimay 150 has been created, departing from the Auberge de Poteaupré. This 10 km loop in the surrounding woods is accessible all year round and reflects the 10 degrees of beer. Naturally, you can quench your thirst at the end with a fresh beer, available at the Auberge de Poteaupré.

From 1 May, a few lucky participants of a contest will have the opportunity to discover Chimay 150 exclusively, after a 10km hike. The Chimay 150, in 33 cl bottles, will be available from 4 May at Discobeer (drinks shop - Route Charlemagne 5, 6464 Baileux) and at Auberge de Poteaupré (as soon as it reopens on 8 may - Rue Poteaupré 5, 6464 Bourlers). From 1 June, Chimay 150 will be available in the hotel and catering industry and beverages trade.



About the Chimay Group

Monastic activity in Chimay began in 1850. The Chimay group (Bière de Chimay, Chimay Fromage, Discobeer, Auberge de Poteaupré, Fondation Chimay Wartoise, Abbaye de Scourmont, Solidarité Cisterienne, etc.) employs over 250 people. On the other hand, the group's activity generates many indirect jobs in the region, especially among dairy producers. In addition to an important human dimension, Chimay is also committed to respecting natural resources. Since their creation, the Chimay brewery and cheese factory have donated most of their profits to social initiatives.

Did you know that?

The Trappist logo confirms that the beer is brewed in the abbey itself, under the supervision of the monks, and that the majority of the revenue is destined for social purposes.

A beer brewed with craftsmanship is to be drunk with intelligence

Contact presse : Ribbon Agency Justine Parys - justine@ribbonagency.be - 0495/829.830