



PRESS RELEASE



**Chimay launches its first cans:  
Trappist authenticity,  
now in your hands**

**Chimay, 25 June** - Chimay, the iconic name in Belgian Trappist beers, is writing a new chapter in its history with **the launch of the Dorée, the Triple, and the Rouge in a can format**. A bold step toward modernity that stays true to the centuries-old heritage of the Abbey of Scourmont. Through this new format, Chimay **brings authenticity within easy reach** —no matter where you are.

### New format, same commitment to quality

This new canned packaging – available for the iconic Chimay Dorée, Rouge, and Triple – meets **modern consumption trends**: it's more mobile, more flexible, more spontaneous. Ideal for festivals, barbecues, hikes or weekends with friends, the can offers a more accessible way to enjoy the distinctive Trappist taste, **without compromising on taste or quality**.

Thanks to optimum protection against light and oxygen, **the aromas are preserved** with the same high standards as the bottles. The tasting experience stays true to the renowned quality of Chimay beers.



« Just like our bottled and cask ales, our canned version also benefits from a second fermentation directly in the can.

This double fermentation process is at the heart of our expertise and ensures that each sip brings out all the richness and authenticity of our beers. »

explains Pierre-Louis Dhaeyer,  
**Managing Director of Beer and Cheese**  
at Chimay.

CHIMAY

## Into the hands of a new generation of consumers

This launch marks the opening **of a new chapter for Chimay**. The can enables the brand to connect with a curious and active generation, driven by authenticity but also seeking greater convenience.

« We're committed to offering a **quality experience** with our products—whether at home, in hospitality, or now also on the go. **Cans offer that convenience** that is a younger audience value, and Chimay is now responding with 3 different beers, available on draught, in bottles and in cans », confirms Pierre-Louis Dhaeyer.

**This is a modern move that stays true to its core values:** respect for tradition, mastery of brewing expertise, and a strong social commitment. In order to bear the label of an authentic Trappist product, Trappist beer must meet several strict criteria:

- It must be brewed in the abbey itself, under the supervision of the monks.
- The majority of the revenue goes towards social support.

## A range to discover right now

Three products will be available in cans (330 ml) from late June:

- **Chimay GOLD** – 4.8% vol.: light, spicy and refreshing.
- **Chimay RED** – 7% vol.: rich, fruity and full-bodied.
- **Chimay TRIPLE** – 8% vol.: complex, spicy and floral.

On sale in grocery shops, beer cellars, drinkcenters, etc. (Belgium).

# The authenticity of Chimay. Now in your hands.





## About the Chimay Group

Monastic life began in Chimay in 1850. The Chimay Group (Chimay Beer, Chimay Cheese, Boissons Sambre et Meuse, Auberge de Poteaupré, Chimay Wartoise Foundation, Scourmont Abbey, Cistercian Solidarity, etc.) employs over 250 people.

Additionally, the group's activities generate many indirect jobs in the region, particularly among local dairy farmers.

Beyond this important human dimension, Chimay is also committed to respecting the planet and its resources. Since their inception, the Chimay brewery and cheese dairy have donated the majority of their profits to social support.

### More info:

<https://chimay.com/>



### Did you know?

The «Trappist» logo certifies that the beer is brewed within the abbey itself, under the supervision of monks, and that the majority of the proceeds go to social and charitable causes.



## Alcohol damages the health

### Press contact:

Clara Poskin

[clara@ribbonagency.be](mailto:clara@ribbonagency.be)

+32 472 81 76 97

# CHIMAY