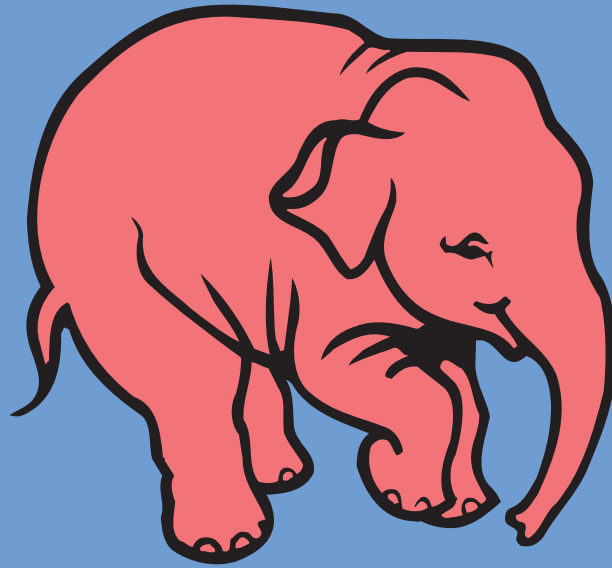


DELIRIUM  
tremens

THE SUCCESS STORY  
OF BREWERY HUYGHE



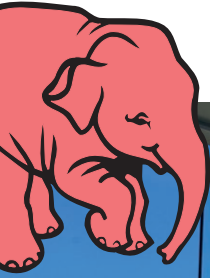


# DELIRIUM tremens

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THE SUCCESS STORY  
OF BREWERY HUYGHE

# Contents



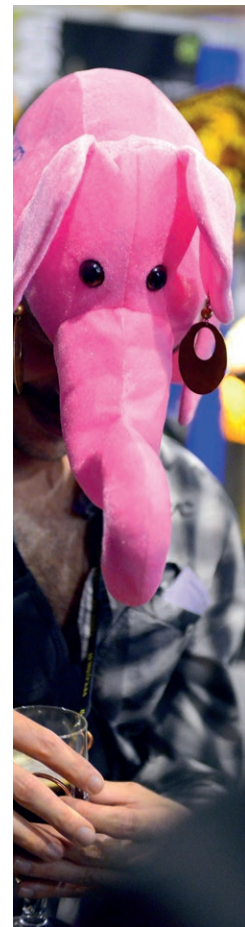
## *The history of Huyghe*

Pink elephants	11
Den Appel becomes Huyghe	12
From pils to city beer	12
Singing the praises	14
The sea is choppy today	19
At the helm in the brewhall	20
The maddest brewery	23
The best beer in the world	24
She is wearing the trousers	27
The greenest brewery	29
Sustainable brewing	30
A focus on people	33
The Confrérie of the Pink Elephant	35
Savouring the beer and the atmosphere in Delirium Cafés	36
Around the world in 89 countries	38
Through rose-tinted glasses	41
Averbode abbey beer	44
Beer, bread, cheese and ginger cake	46
Traces of the past	48
Milestones	52



## *The Huyghe beers*

<b>Delirium</b>	<b>57</b>	<b>Mongozo</b>	<b>93</b>
Delirium Tremens	57	Mongozo Premium Pilsener	93
Delirium Nocturnum	60	Mongozo Buckwheat White	96
Delirium Christmas	63	Mongozo Banana	97
Delirium Red	64	Mongozo Coconut	98
Delirium Argentum	67	Mongozo Mango	99
Deliria	68		
<b>La Guillotine</b>	<b>71</b>	<b>St-Idesbald abbey beers</b>	<b>101</b>
		St-Idesbald Blond	101
<b>Averbode</b>	<b>74</b>	St-Idesbald Double	102
Averbode abbey beer	74	St-Idesbald Triple	105
		Ten Duinen Rousse	106
<b>Floris fruit beers</b>	<b>79</b>	<b>Campus</b>	<b>109</b>
Floris Apple	79	Campus Premium Pils	109
Floris Honey	80		
Floris Cactus	81	<b>Blanche des Neiges</b>	<b>110</b>
Floris Chocolat	82		
Floris Fraise	83	<b>Artevelde</b>	<b>113</b>
Floris Framboise	84	Artevelde Grand Cru	114
Floris Kriek	85		
Floris Mango	88	<b>Villers abbey beers</b>	<b>117</b>
Floris Ninkeberry	89	Vieille Villers	117
Floris Passion	90	Villers Triple	118



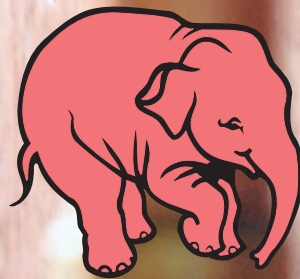
## *Beer at the table*

Millefeuille of beetroot, smoked mackerel, mustard and Delirium Tremens	123
Parfait of honey, walnut and leaves of lavender and lemon thyme	125
Pork cheek with cream of mushrooms and truffles, radish and Delirium Nocturnum	127
Powder of goose liver with jus of sea buckthorn, pine nut kernels and nasturtium	129
Delirium Christmas 'smoutebol' with malt sugar	131
Brussels waffle of Delirium Red, with strawberries, tarragon and vanilla ice cream	133
Rhubarb tart with goat's cheese, sorrel and rosemary	135
Kroepoek (deep fried cracker) of La Guillotine, potato and herb ricotta	137
Brioche toast with a cream of Mimolette, Averbode abbey beer, spring onion and chive flowers	138
Mussel soup with coriander and Averbode abbey beer	140



**On the trail of  
the pink elephant**

*The history of Huyghe*



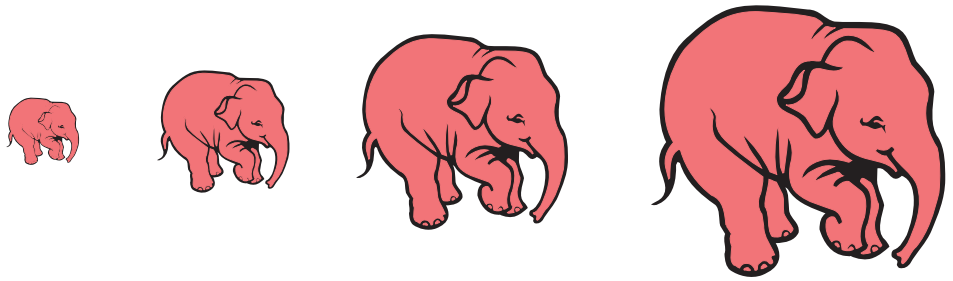


Alexandre De Laet | Jean De Laet | Alain De Laet









## *Pink elephants*

Brewers like to mark out their territory. A copper kettle slap bang in the middle of a roundabout tells you that there is a brewery not far away. It is no coincidence that the logos of the best-known beers are proudly displayed on the outside walls of cafés, sports halls and culture centres in 'their' town or village. If such a beer has grown into an icon, the shape of the glass – even without a logo – will tell you which beer you are dealing with.

At Brusselsesteenweg in Melle, a stone's throw from Ghent, I am struck by a vision. A herd of pink elephants is stampeding across the wall on the side of a café. I recognise them from the beer festivals. They often adorn the heads of beer lovers. Now and again, such an elephant hat looks deeply into the bearer's glass or 'tastes' the beer with its fluffy trunk.

I am now at the intersection with the Geraardsbergsesteenweg. This is the permanent home of the pink elephant. I spot the Huyghe brewmaster from behind a high glass wall. He is at work in a futuristic environment which threatens to overwhelm him by the sheer number of stainless steel brewing kettles. Across the entire width of the brewhall, a mash filter is deployed below the all-seeing eye of the ... pink elephant. This filter is used to separate the liquid wort from the solid grain residue, also known as the bostel or 'draf'. In a corner of the brewhall I can see the dome of a copper kettle 'hovering' above. There too is the cockpit from which the pilot is keeping a watchful eye on the brewhall, using his computer screen. I now take a 90 degree turn towards the copper brewing kettle that is gleaming in the sunshine. It pays homage to the rich brewing history of the Huyghe brewery. Right next to the kettle a fountain takes pride of place. This creation by Jan Desmarets demonstrates, in the blink of an eye, the entire success story of this brewery. A male figure is carrying the weight of the whole world. On top there is an elephant, using his trunk to sprinkle all of the globe as well as moistening the throat of this 'Atlas'. In other words: this brewery is quenching the thirst of humanity. It's a shame this is not a beer fountain, the fans say. Oh well, this is why you have to make your way to the brewery.

# Den Appel becomes Huyghe

Nowadays you cannot tell just from looking at the buildings that brewing started as early as 1654 at the Appelhoek in Melle. When Louis XIV ascended the French throne in 1661 the brewers of Melle were already using the local wells and have continued to do so up to this day.

We take a leap forward in history. Huyghe enters the picture in 1902 and even merits a reference in local documents. At that time, there are around 3,500 breweries in Belgium. Every self-respecting village numbers several breweries, each one supplying their local neighbourhood cafés. People tend to live in small houses and this is how the café turns into a home from home.

Den Appel in Melle is just such a village brewery and comes equipped with its own maltings. One fine day Léon Huyghe, originally from Poperinge, starts work at Den Appel. Léon is married to Delfina Van Doorselaer, a brewer's daughter from Wolvertem. Four years on, he takes over the company and, on the eve of the First World War, he shuts down the loss-making malt works.

The war heralds the end for many breweries. The German occupier requisitions the copper fittings and fixtures; brewhalls

are dismantled and more often than not, breweries are dealt the coup de grâce. Only half of Belgium's breweries manages to hold their heads above water. But the Den Appel brewery puts up a brave fight and survives.

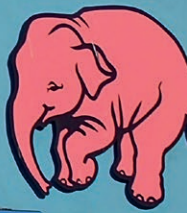
Around 1925 Léon's son Albert Huyghe and son-in-law Louis Driesbeque join the company. In 1936 a 'new' brewery arises at Geraardsbergsesteenweg. The imposing edifice, built in industrial Art Deco style, is reminiscent of the 'palaces' of the Heysel plateau in Brussels and has the look of a pre-war cinema. The copper brewhall is inaugurated. Fortunately it is spared by the Second World War and will remain in use until 2012.

## From pils to city beer

Just after the war, Huyghe introduces the Golden Kenia Pils, named after a French variety of barley. The 1960s witness a golden age. Huyghe installs a new filling line. Their Eigerbrau, a German Dort-type beer, comes onto the market. However, the tide is turning. In the early 1970s the brewery, along with many others, is dealt a heavy blow by



BOUWVEER  
HUYGHE



DELIRIUM

tremens





DELIRIUM  
tremens

CELESTINE

*Delirium Tremens*, launched in 1989 and, in 1997, declared the 'Best Beer in the World', is the flagship brand of the brewery and is now sold to 89 countries. The label describes the various stages of alcoholic hallucinations: first of all, you dream of pink elephants, then you imagine green crocodiles and dragons and finally, you are attacked by birds, bringing to mind *The Birds*, the Alfred Hitchcock movie. The Pink Elephant beer family has expanded: there is now the brown Delirium Nocturnum as well as the Delirium Red, Delirium Christmas, Delirium Argentum and Deliria, an 'occasion beer' brewed by women.

## Delirium Tremens ALC. 8.5% VOL., 23 IBU

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**Bottle:** 33cl with crown cork, 75cl with cork and muselet.  
**Barrels:** 5l, 15l, 20l, 30l and 50l.

---

**Alcohol volume:** ALC. 8.5% VOL., 23 IBU.

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**Colour and appearance:** pale blond, the delicate and regular pearlisation makes for a lovely, consistent head.

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**Brewed with:** barley malt, coriander, Hallertau Brewer Gold hops. Re-ferments in the bottle.

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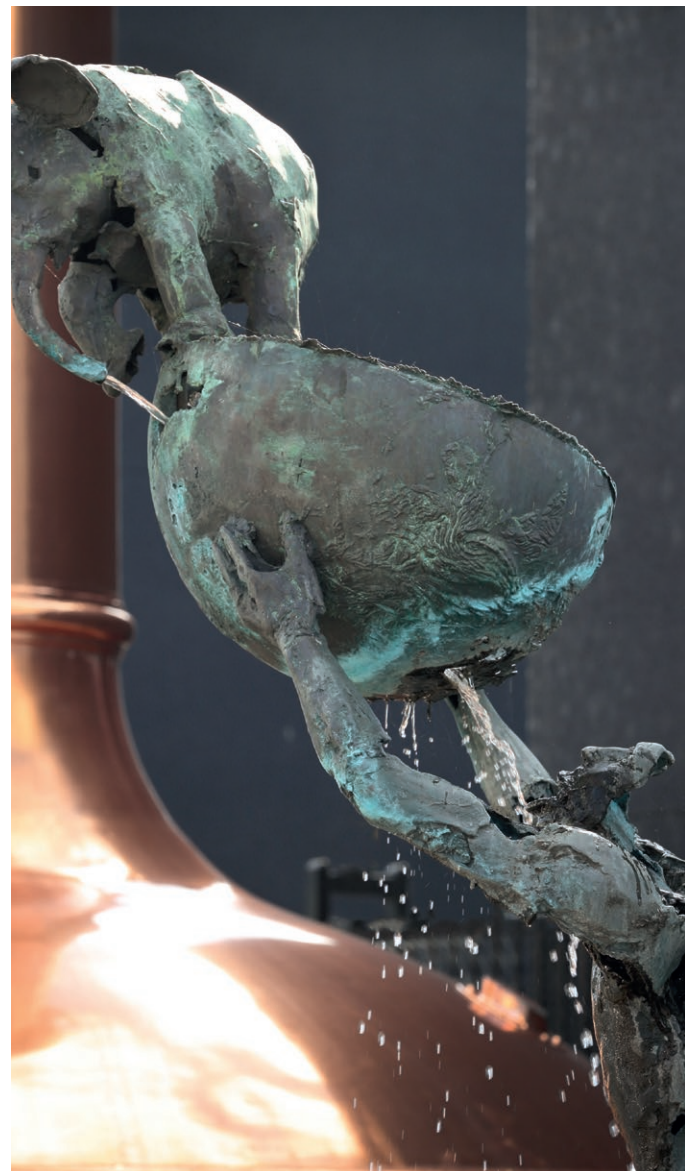
**Aroma:** slightly malty, a good helping of alcohol, fruity and zesty.

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**Taste:** a generous dash of alcohol ignites the mouth and warms up the tongue and the palate. The taste is tender and full-in-the-mouth, the finish is strong and lingering with a dry bitterness. This balanced beer goes with everything and is a likeable all-rounder.

---









*The Pink Elephant is taking over the world with its heart-melting logo, amazing packaging and seductive taste.*



## Awards

- Gold** – International Beer Challenge 2016, London
- Gold** – Meiningers International Craft Beer Award 2016, Germany
- 3 Gold Stars** – Superior Taste Awards 2016
- Silver** – Australian International Beer Awards 2016
- Gold** – Concours International de Lyon 2015
- Silver** – Australian International Beer Awards 2015
- Bronze** – Mondial de la Bière 2015, Montréal, Canada
- Bronze** – World Beer Cup 2014
- Silver** – World Beer Challenge 2014, Estoril, Portugal
- Silver** – Brussels Beer Challenge 2014, Leuven, Belgium
- Bronze** – World Beer Cup 2014, Colorado, USA
- Bronze** – International Beer Challenge 2014
- Silver** – World Beer Challenge 2013, Estoril, Portugal
- Silver** – International Beer Challenge 2013, London
- Bronze** – Brussels Beer Challenge 2013, Liège, Belgium
- Silver** – International Beer Challenge 2012, UK
- Gold** – Bira 2011, Tel Aviv, Israel
- Silver** – International Beer Competition 2011, Yokohama, Japan
- Gold** – International Beer Awards 2009
- Highly Commended Special Pale-Ale** – World Beer Awards 2009
- Gold** – Australian International Beer Awards 2007
- Gold** – World Beer Championship 1998, Chicago, USA
- Best Beer Of The World 1997** – Stuart Kallen in 'The 50 greatest beers in the world'



# Delirium Nocturnum ALC. 8.5% VOL., 24 IBU



**Silver**  
World Beer  
Challenge 2014

**Gold**  
International  
Beverage Exposition  
and Competition  
2011, Shenzhen,  
China

**Highly  
Commended  
Special Pale Ale**  
World Beer Awards  
2009 China



*Dark as the night, developed for an American customer. A winter beer that must be treated with respect.*

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**Bottle:** 33cl with crown cap, 75cl with cork and muselet.

**Barrels:** 20l and 30l

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**Alcohol volume:** ALC. 8.5% VOL., 24 IBU

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**Colour and appearance:** dark red-brown. A compact, stable head, yellowish-white in colour that clings to the glass.

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**Brewed with:** pils malt, pale ale malt, Munich malt, Caramalt, roast malt, Brewers Gold hops and brown candy sugar. Re-ferments in the bottle.

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**Aroma:** good nose with touches of caramel, mocha and dark chocolate. The herbs, including liquorice and coriander, make their presence felt.

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**Taste:** from the start, a fabulous mouth feel, with the warming glow of alcohol. The bitterness from the hops and the roast malt then take centre stage.

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ELIRIUS  
CETURUM



RASSERIE FAMILIALE - HUNGARI -

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