



Jessenhofke

Newsletter
april 2009

400th selling point of Jessenhofke

Pub Lossing in Lommel (Belgium) was last week the 400th selling point of our beer. They offer Jessenhofke on tap in their pub in the Lommel Sahara. You can make nice promenades or bike tours in the neighbourhood. After such a tour you deserve certainly a Jessenhofke. Also thanks to all our customers who gave their trust earlier to start selling Jessenhofke.

New flyer on FSC paper

In January we started with the distribution of our new flyer. The new lay-out is a better way to present our beer in the pubs because we can place it as a triangle on the tables. As we are an ecological brewery the paper that is used is from FSC (Forest Stewardship Council) certified paper. The woods where this papier is coming from are durable managed by replanting new trees when the old are cut.

Colaboration agreement with distribution companies

For Holland a distribution agreement is held with Multibeer from Asten who will distribute to the Dutch beershops.

In Belgium an agreement is started with the distribution by Districo from Gullegem. This allows each month at lease one delivery and this will lead to a more economic and ecological distribution channel

Agenda (also available on our site)

5 apr	<u>Opendeur Marma</u> , Tienen
11 apr	<u>Bierhappening</u> , Waregem
9 mei	<u>Proeverij OBAD</u> , Kuringen
19 mei	<u>Belgische ambassade</u> , Parijs
6 jun	<u>Fontana</u> , Sint Niklaas
26 jun - 28 jun	<u>Bierpassie</u> , Antwerpen
1 aug	<u>Opendeur dranken Willems</u> , Grobbendonk

To view all our distribution points, [click here](#)

The next newsletter is expected at the earliest next month

Are you no longer interested in receiving our newsletter?
Send '**stop newsletter**' to beer@jessenhofke.be