

Jessenhofke

Newsletter

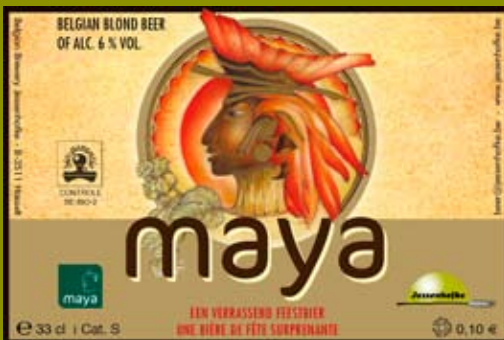
October 2009

We have spoken a lot about them in the past, we tasted them, evaluated them and finally the time has come to present our 2 new organic Beers: Maya & Jessenhofke Bruin.



Jessenhofke Bruin 7% Alc. Vol.

On request of our bio-customers we developed Jessenhofke Bruin. With this beer we fill a niche place in a niche market. The reason why so little Belgian brown organic beers exist, is that the organic brown barley malt is not available in Belgium and we must import it from Germany. Due to the "Reinheitsgebot" in Germany, it is only allowed to brew beers with barley malt, hop & yeast. Weyerman is providing our special barley malts. Just like Aphrodite made a wheat beer for her Adonis, we brew for you a brown beer that will light up your dark days during the winter. We offer this beer on fusts of 20 litres and in bottles of 33cl.



Jessenhofke Maya 6% Alc. Vol.

The name of this beer is the marriage of 2 company names: Brewery Jessenhofke and seitan producer Maya. This beer is a unique beer as this is the first beer in the world that is following the "cradle to cradle" (C2C) principle. Certification is still going on, because the procedure is not made for food and it takes more time than we expected. The general principle of 'C2C' philosophy is that all used materials after the life in one product can be used usefully in another product.

Michel Corthouts, seitan maker from Hasselt convinced Gert to start with the wheat rest product. This seitan water partly replaces the brewing water. We use 26% less barley malt and 5.5% less wheat malt to make this variant on the Jessenhofke triple. A unique experiment, with a surprising result: a blond party beer of 6% Alc. Vol. This beer is only available in bottles of 33cl.

Agenda also available on our site

9 - 10 October	Biomarkt today, Sint Martens Latem
11 - 12 October	Drinkcenterhappening Temse
24 - 25 October	Bierfestival Poperinge
31 October	Bierminners Waasmunster
7 November	Korenaar Ninove
14 - 15 November	Bab Brugge
14 - 15 November	Sopra la musica Hasselt
22 - 26 November	Horeca expo Gent

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The next newsletter is expected at the earliest next month

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