



MY CHOUFFE STORY

by Chris Bauweraerts



MY CHOUFFE STORY

by *Chris Bauweraerts*

The source of these images and anecdotes: the 66 or so presentations I've produced since 2009.



Dear friends, dear gnomes!

In 1982, in a cowshed, Pierre Gobron and I brewed the very first Chouffe. A craft beer in a very, very craft brewery, because you had to be a handyman in those days!

Things have changed since then, but not the spirit of craftsmanship and ingenuity that characterises Marcel the gnome and the people who work at the Brasserie d'Achouffe.

Over the years, I've put together a number of presentations for them, combining memories and archive images. Now I've decided to share them with you. I hope you enjoy them!

Cheers!

Chris Bauweraerts





MY CHOUFFE STORY

by Chris Bauweraerts

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**A BRIEF HISTORY OF
LA CHOUFFE**



THE BEGININGS

1980-1984



1. From 1980 to 1982, a tiny brewhouse of our design was assembled from salvaged equipment.

2. Le 27 août 1982, le tout premier brassin voit le jour. On August 27, 1982 the very first brew.

3. After boiling, the wort will be cooled by pumping this wort into a copper pipe, immersed in a basin of cold water.

4. Labeling the 75 cl bottles is done by hand. These bottles were collected from hotels in the region.

5. LA CHOUFFE was presented as a premiere at the Wibrin craft fair in July 1982. Achouffe is a hamlet in Wibrin.

6. LA GRANGE in Achouffe is the first café & restaurant to serve LA CHOUFFE on tap.





PRODUCTION CAPACITY
1982-1984 : 2HL



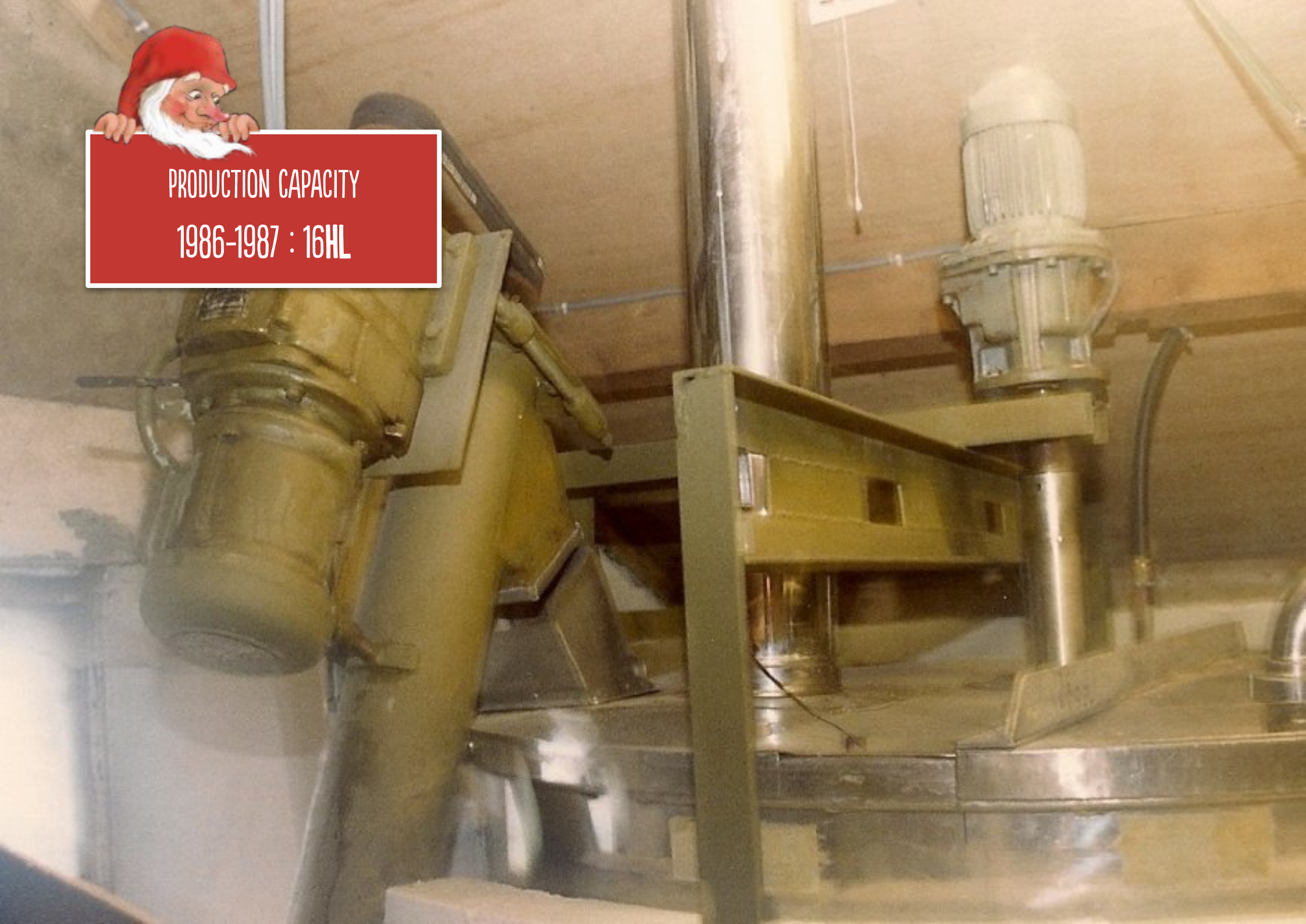
PRODUCTION CAPACITY

1984-1986 : 7HL



PRODUCTION CAPACITY

1986-1987 : 16HL



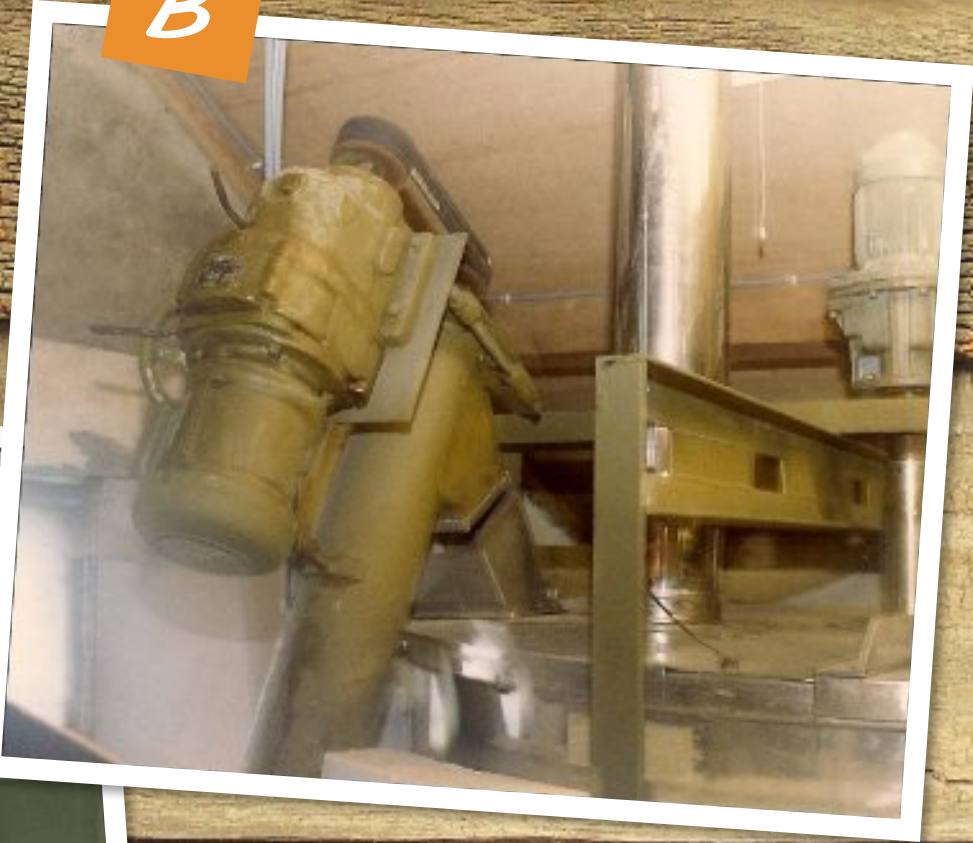


PRODUCTION CAPACITY
1987-1992 : 23HL (A+B)

A



B





PRODUCTION CAPACITY
1992-2007 : 70HL



PRODUCTION CAPACITY

2007-... : 100HL







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ANECDOTES ABOUT
THREE CHOUFFES





Anecdotes about
LA CHOUFFE

WHAT'S THIS ?



These are coriander seeds!

It was **Pierre Celis**, the creator of Blanche de Hoogarden, who suggested in 1983 that we add them to LA CHOUFFE...

Many thanks to him!





Since then, we've been adding precisely 3.7kg of coriander to each 100hl brew of LA CHOUFFE.

This coriander is vacuum-packed immediately after grinding, to guarantee freshness.





LA CHOUFFE
FILTER BED ACTION

THE "FILTER BED" HAS FORMED IN THE MASHING VESSEL.

LA CHOUFFE FILTER BED ACTION



After “circulating” for 20 minutes on the filter bed, the wort has clarified.



Houblon **CHOUFFE**
Belgian I.P.A. par excellence !





DECEMBER 2005 : OUR IMPORTER IN THE U.S. HAS A REQUEST...



HE'D LIKE AN EXCEEDINGLY
HOPPY 'TRIPLE'



DECEMBER 2005 : OUR IMPORTER IN THE U.S. HAS A REQUEST...

I WANT A HOUBLON!!



As we are not keen on the idea, we require an order of 1,000 hl, hoping that this would discourage him.

But he ordered anyway...

What's more, he wants us to use American hops as part of this transatlantic collaboration.

And to top it all off, he wants the bottles to be printed by 9 February 2006... and to have a keg at his disposal to present this novelty at the 'Ultimate Belgian Tasting', which would take place in the Empire State Building.



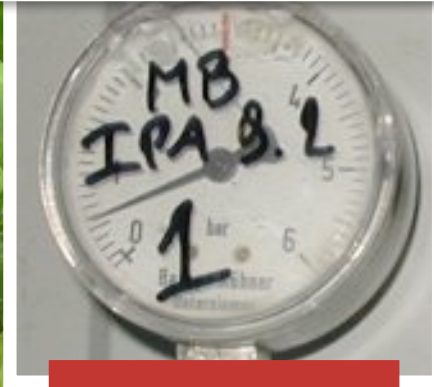
AND SO, ON 9 FEBRUARY 2006, THE VERY FIRST BOTTLING OF HOUBLON CHOUFFE TOOK PLACE.



THE PRESSURE IN THE BOTTLE INCREASES AS A RESULT OF REFERMENTATION



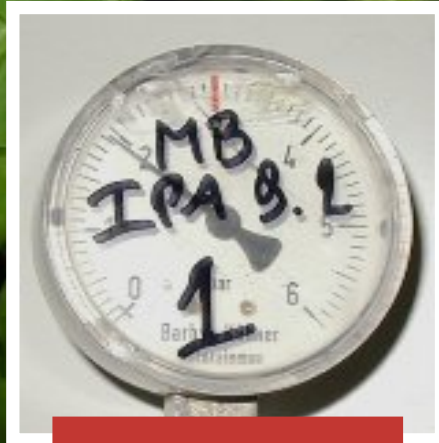
09-02 : 0.2 BAR



10-02 : 0.6 BAR



13-02 : 1.2 BAR



14-02 : 1.9 BAR



15-02 : 2.2 BAR



16-02 : 2.5 BAR



... AND THE FIRST KEG OF HOUBLON CHOUFFE WAS INDEED POURED INTO THE EMPIRE STATE BUILDING





AND SO...

Our importer's gamble was a masterstroke!

Houblon CHOUFFE was a success and even became the benchmark for a new style of beer:

Begian I.P.A.

According to the reference site Beer Advocate, this idea has been followed thousands of times!





AND SO...

Our importer's gamble was a masterstroke!

Houblon CHOUFFE was a success and even became the benchmark for a new style of beer:

Begian I.P.A.

According to the reference site Beer Advocate, this idea has been followed thousands of times!



Note : At first the Belgian people did not pronounce

I.P.A.

correctly. They pronounced it like the former bank

~~ippa~~

... poor *Houblon* CHOUFFE !



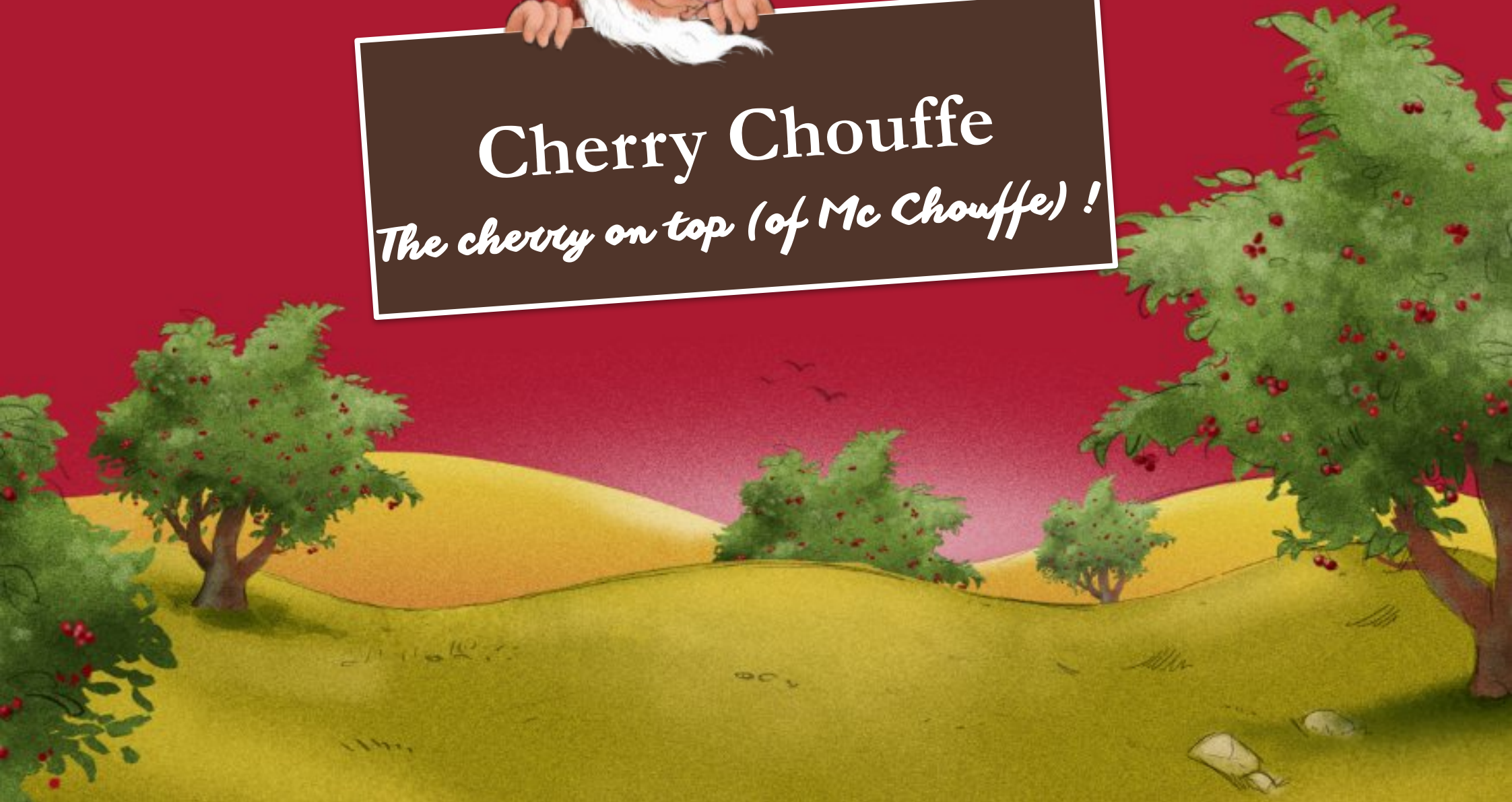
LE SAVIEZ-VOUS ?

A bottle of
Houblon CHOUFFE
contains as many hop as
three bottles of
LA CHOUFFE





Cherry Chouffe
The cherry on top (of Mc Chouffe) !







LE SAVIEZ-VOUS ?

CHERRY CHOUFFE
IS A DELICIOUS COMBINATION
OF REAL MORELLO CHERRIES
AND MC CHOUFFE

A festive scene featuring a chilled beer bottle, cherries, a chocolate Easter egg, and a gnome figurine. The beer bottle is dark and covered in condensation, with a label that reads "330 ml e". The cherries are bright red and glossy. The chocolate Easter egg is decorated with a white and red pattern. The gnome figurine is small and colorful, wearing a red hat and a green tunic. The background is a soft, out-of-focus green.

IT IS A GREAT SUCCESS...

...A GOOD BEER 330 ml e



CHALET CHOUFFE

HORECA EXPO 2019

LA CHOUFFE : 5 kegs

CHERRY CHOUFFE : 5 kegs

N'ICE CHOUFFE : 1 kegs

HOUBLON CHOUFFE : 1 kegs



The future is

CHERRY CHOUFFE



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BEFORE-AFTER...

A FEW DIFFERENCES





CHOUFFEVOLUTION

The color of LA CHOUFFE

90% pilsen malt 10 % amber malt

1983

VS

2020

100 % pilsen malt



- 1980 -



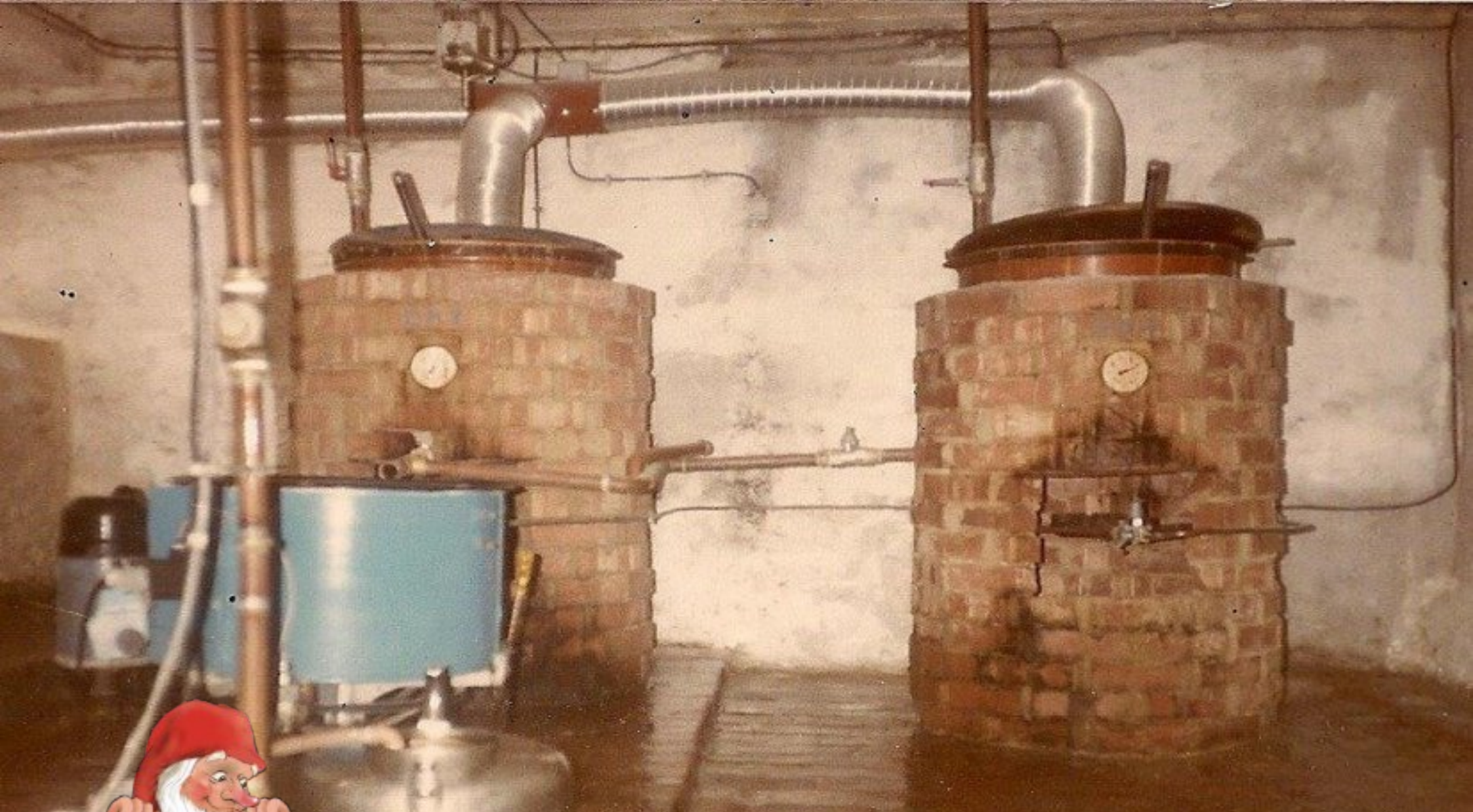
BREWERY UNDER CONSTRUCTION...

- 2015 -



BREWERY UNDER CONSTRUCTION...





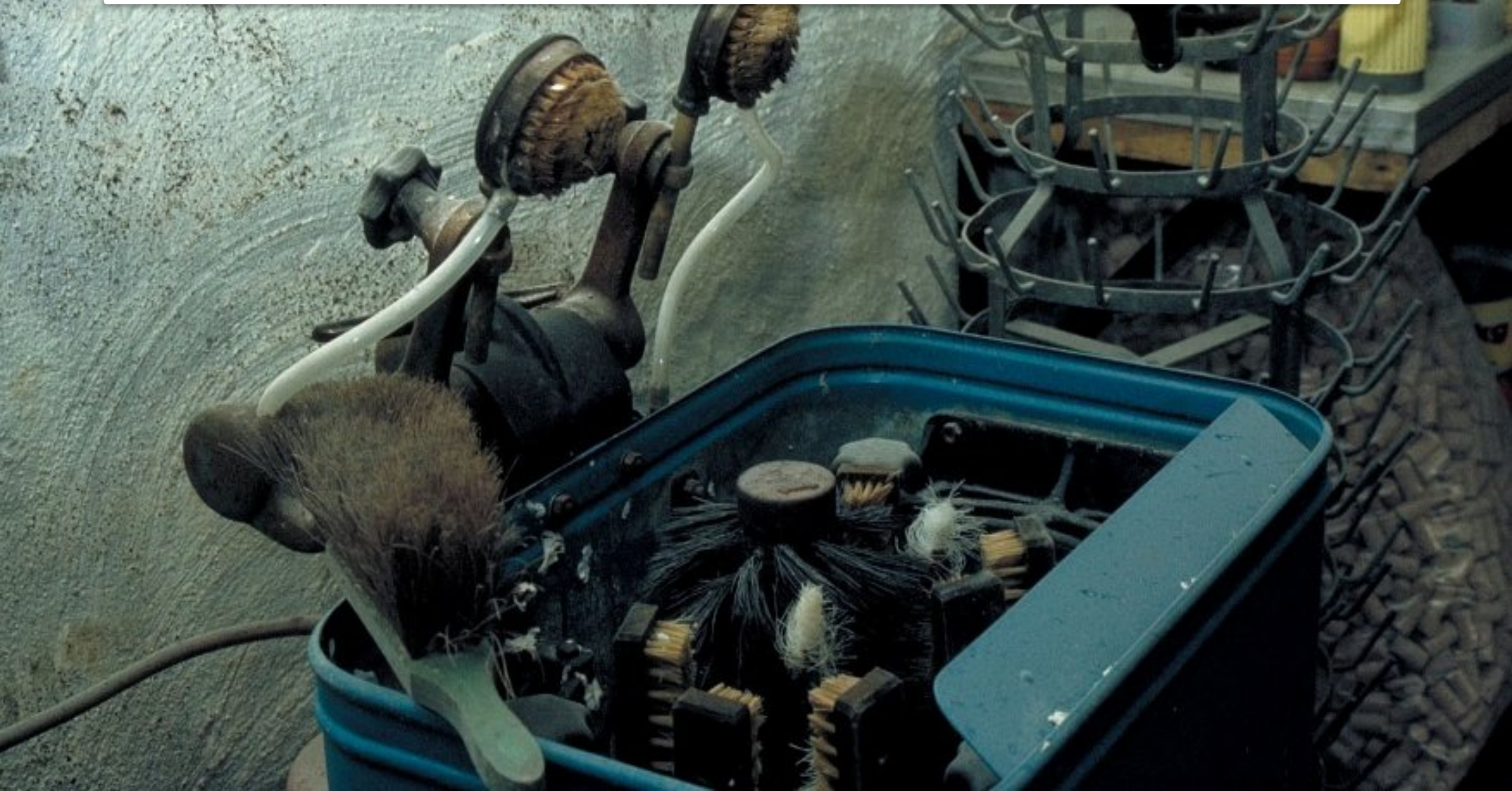
BREWING 2HL... THEN RINSE AND REPEAT



THE CURRENT BREWHOUSE CAN BREW 44 TIMES 100 HL PER WEEK



OUR BOTTLE WASHER HAD A CAPACITY OF... 2 BOTTLES





OUR BOTTLE WASHER HAS A CAPACITY OF.. 8000 BOTTLES



The bottles are left to soak for 20 minutes in this washer



OUR FILLING LINE

- 1987 -



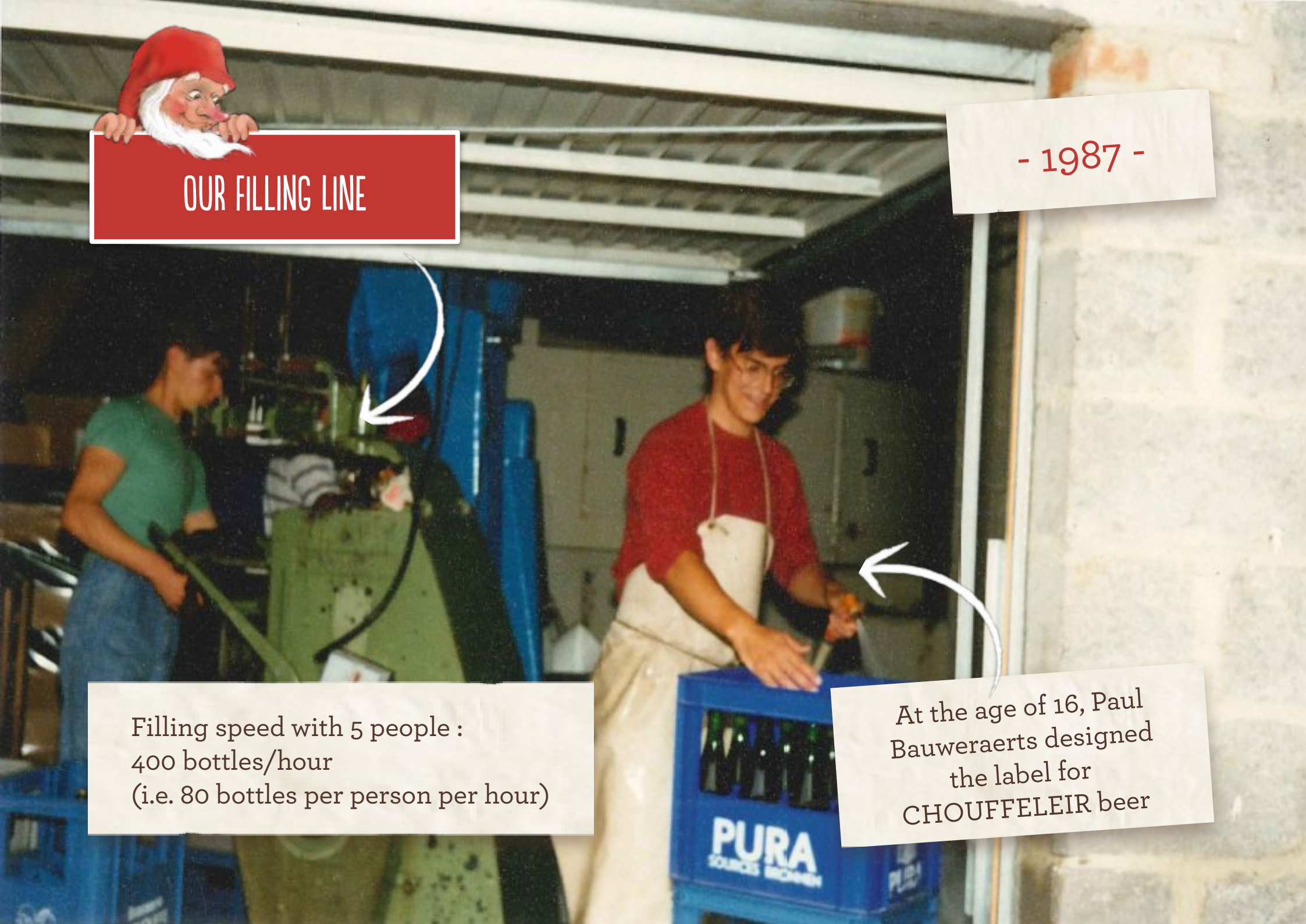


OUR FILLING LINE

- 1987 -

Filling speed with 5 people :
400 bottles/hour
(i.e. 80 bottles per person per hour)

At the age of 16, Paul
Bauweraerts designed
the label for
CHOUFFELEIR beer



CHOUFFELEIR



QUVAE ANNO MCMLXXXV



OUR FILLING LINE

- 2018 -

Filling speed with 3 teams of 11 people :
- 12,000 75cl bottles per hour
- 25,000 33 cl bottles per hour
(i.e. 1,200 bottles per person per hour)





KEG HANDLING

- 1990 -





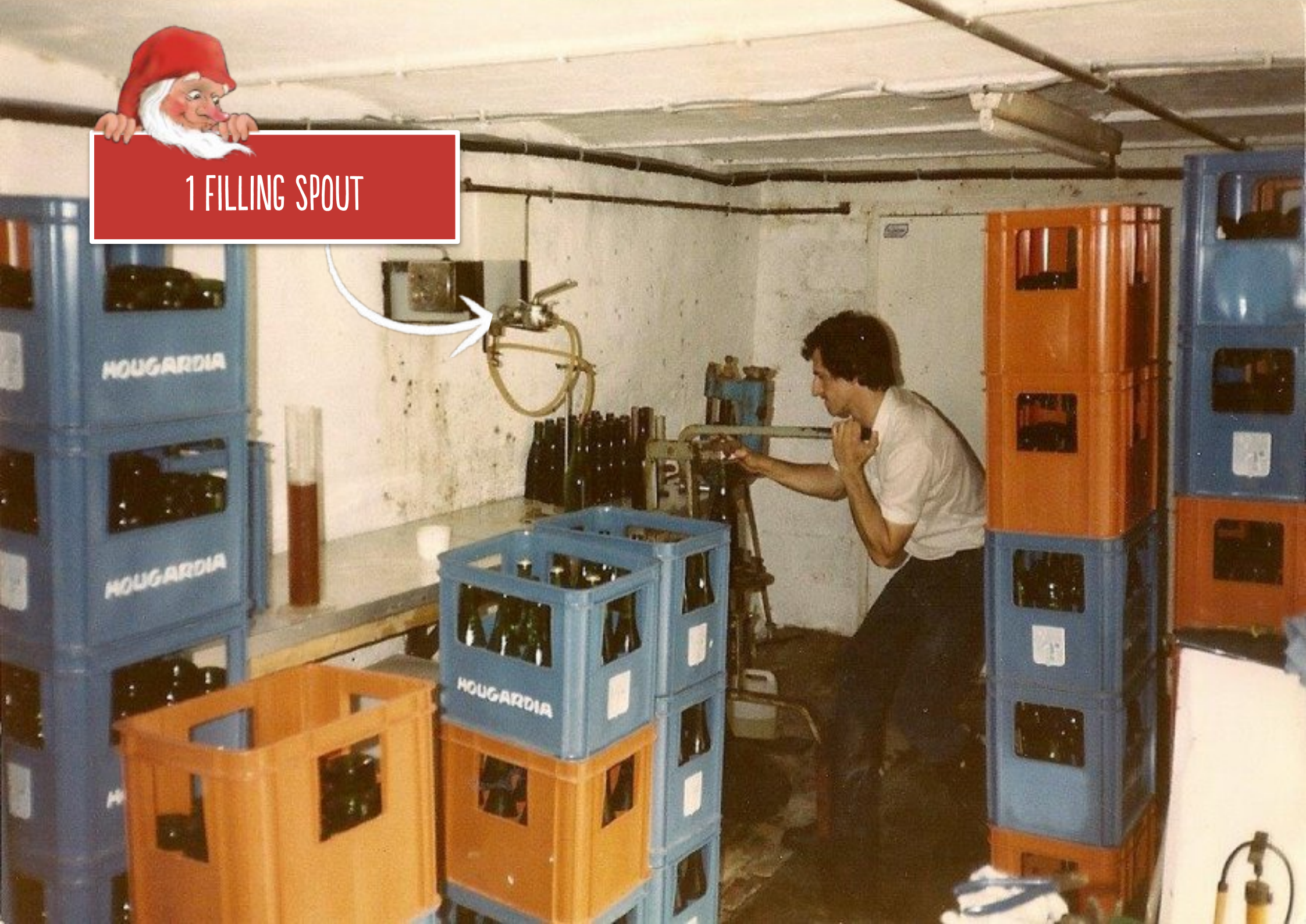
KEG HANDLING



The operator no longer has to carry full kegs. That's a good thing, because he's handling 100 kegs an hour!



1 FILLING SPOUT





70 FILLING SPOUTS





OUR TASTING ROOM

- 1985 -





OUR TASTING ROOM

- 2015 -





OUR CHOUFFE-SHOP

- 1990 -



Weekend activity for,
you know, a simple guy



OUR CHOUFFE-SHOP

- 2020 -





STORAGE OF EMPTIES

- 1985 -





STORAGE OF EMPTIES

- 2016 -

Filling hall

Storage of empties



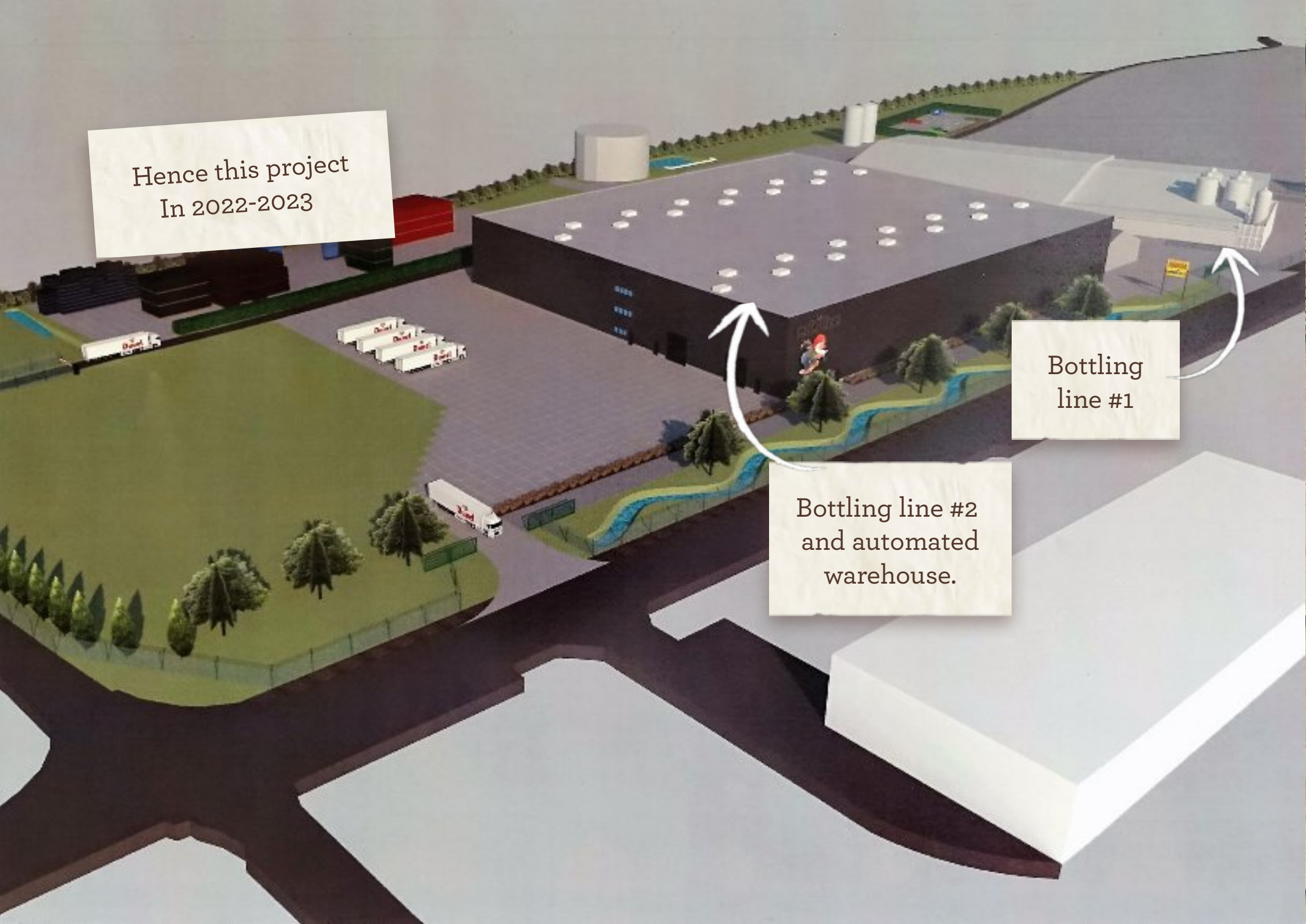
Clearly, there was still
room to grow

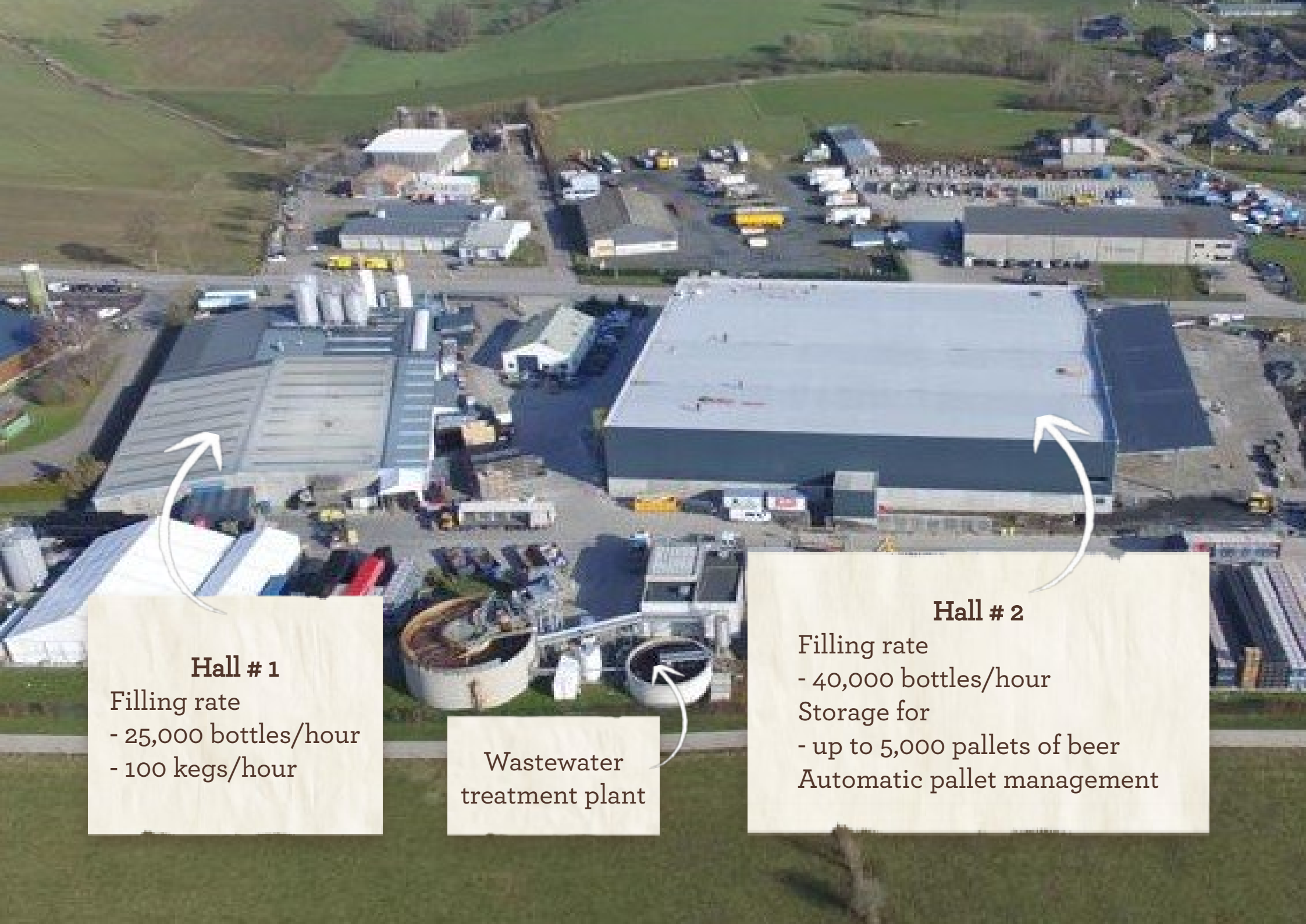


Hence this project
In 2022-2023

Bottling
line #1

Bottling line #2
and automated
warehouse.





Hall # 1

Filling rate
- 25,000 bottles/hour
- 100 kegs/hour

Wastewater
treatment plant

Hall # 2

Filling rate
- 40,000 bottles/hour
Storage for
- up to 5,000 pallets of beer
Automatic pallet management



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BELGIUM FIRST LEGAL
CRAFT BREWERY



BELGIUM'S SMALLEST OFFICIAL BREW

des brassins	Date	Numero	Numero du brassin
210882	230882	1	1
110982	050982	2	1
161082	111082	3	
		1	

Date of the 1st brew:
21/08/1982

Valeur évaluée montants	Densité des moûts à la fin de brassage de 17/18 centigrades	Nombre d'hecto-litres coulés par le brasseur	Pes de l'écoulement des brassins		Pes des brassins de brassage (1)		Montant d'écoulement compté par les épaves (2)
			Date	Heure	Date	Heure	
0,44	18,5°C						
0,7	19,5°C						
		4,4	240882	22h25	230882	18h25	2,9
		6,6	110982	23h10	110982	05h30	3,0
		6,6	161082	11h45	161082	15h45	
		5,07	150882	23h45	150882	12h45	

Volume of the 1st brew:

49L !

10	11	12
	Fl	
1	0,49	10
1	0,7	19
1	0,73	15



A "CRAFT BREWERY", WITH TWICE THE CRAFT !





A 'CRAFT BREWERY', WITH TWICE THE CRAFT !

In the early '80s, anyone wanting to set up a microbrewery had to be very inventive...

There was no 'starter kit', no 'pico-brewery'.

First you had to find the necessary equipment here and there.

Then the budding brewer could start assembling this equipment into a brewhouse.





A "CRAFT BREWERY", WITH TWICE THE CRAFT !

In the early '80s, anyone wanting to set up a microbrewery had to be very inventive...

There was no 'starter kit', no 'pico-brewery'.

First you had to find the necessary equipment here and there.

Then the budding brewer could start assembling this equipment into a brewhouse.

BEFORE YOU COULD CRAFT YOUR BEER,
YOU HAD TO... CRAFT YOUR BREWERY!





A "CRAFT BREWERY", WITH TWICE THE CRAFT !



Today, small brewing units (also known as "pico breweries") are mass-produced.

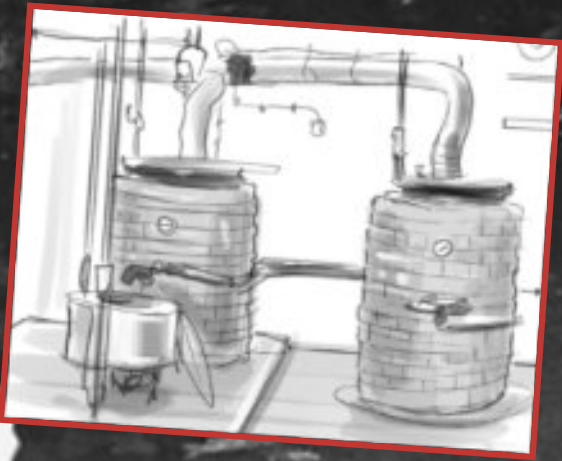
Starting your own "craft brewery" has become accessible and very fashionable. And it's all very well!

**CHOUFFE
IS
BEST**

**WE
WANT
CRAFT**

**WE
WANT
CHOUFFE**

**CHOUFFE
IS
CRAFT**



**BACK
TO THE FUTURE**

CHOUFFE
IS
BEST

WE
WANT
CRAFT

WE
WANT
CHOUFFE

CHOUFFE
IS
CRAFT



BRASSERIE D'ACHOUFFE

"THE ultimate dream for many Craft Brewers"



BACK
TO THE FUTURE



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A SATURDAY IN 1983

Brewing day





BREWING DAY, 1983

It was for the fifth brew that a label adorned our bottles for the first time.

The entire small production run of 100 bottles found its way to the small world of radio-controlled glider enthusiasts.

The following images relate to brew # 5



BREWING DAY, 1983



Cuvée
Spéciale
F 3 B



york-1983



BREWING DAY, 1983





BREWING DAY, 1983





BREWING DAY, 1983



BREWING DAY, 1983





BREWING DAY, 1983



BREWING DAY, 1983





BREWING DAY, 1983





F3B
LES AIGLONS



BREWING DAY, 1983



BREWING DAY, 1983





BREWING DAY, 1983

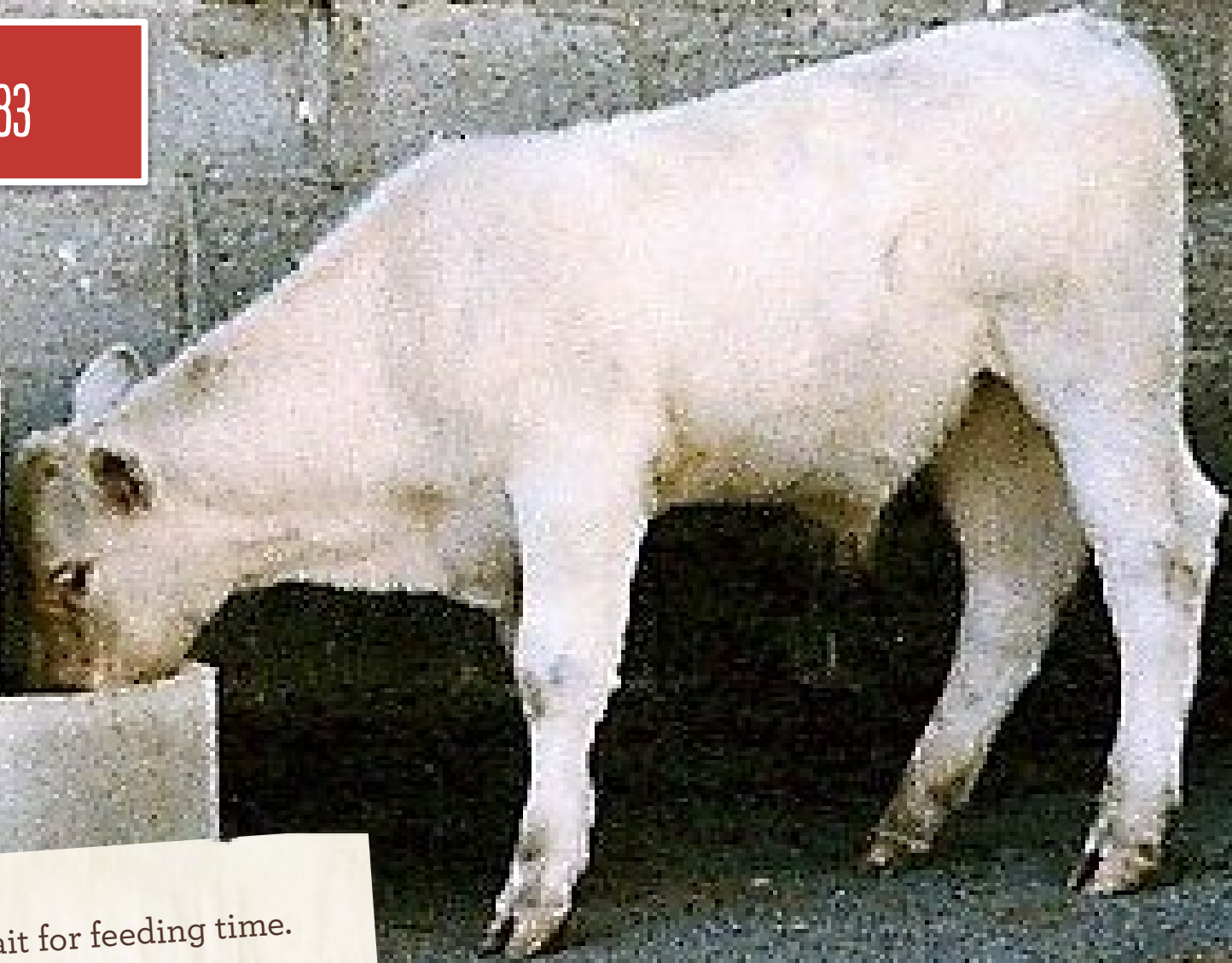




BREWING DAY, 1983



BREWING DAY, 1983



This calf couldn't wait for feeding time.



BREWING DAY, 1983

After fermentation, the
wort of **LA CHOUFFE**
turns into the finest
Chouffe beer.



BREWING DAY, 1983



When the brewery didn't yet have its glasses...



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THE INFLUENCE OF
Brasserie d'Achouffe

Spotty

Naturally beautiful

Fun



Achouffe
via Mont







CHOUFFE

CHOUFFE

Brasserie d'Achouffe

A brewery with an image associated with nature and sport in nature.





CHOUFFE CLASSIC



How to make a
"Deliriumafficionado"
happy.



CHOUFFE CLASSIC





BRASSERIE D'ACHOUFFE

CHOUFFE CLASSIC





CHOUFFE TRAIL





CHOUFFE TRAIL





— LA —
CHOUFF
Trail

CHOUFFE TRAIL

LA CHOUFFE
Trail
2155






CHOUFFE TRAIL



CHOUFFE MARATHON

BAMS  

Vojo  mag

6

CHOUFFE
Marathon

 **G-SKIN**
Personalized Teamwear

S.O.S 0496/405321



CHOUFFE MARATHON

d'Ach



BELGIAN PROVINCES
MARATHON
SERIES

BAMS
BELGIAN PROVINCES
MARATHON
SERIES





CHOUFFE MARATHON





CHOUFFE MARATHON





CHOUFFE MARATHON



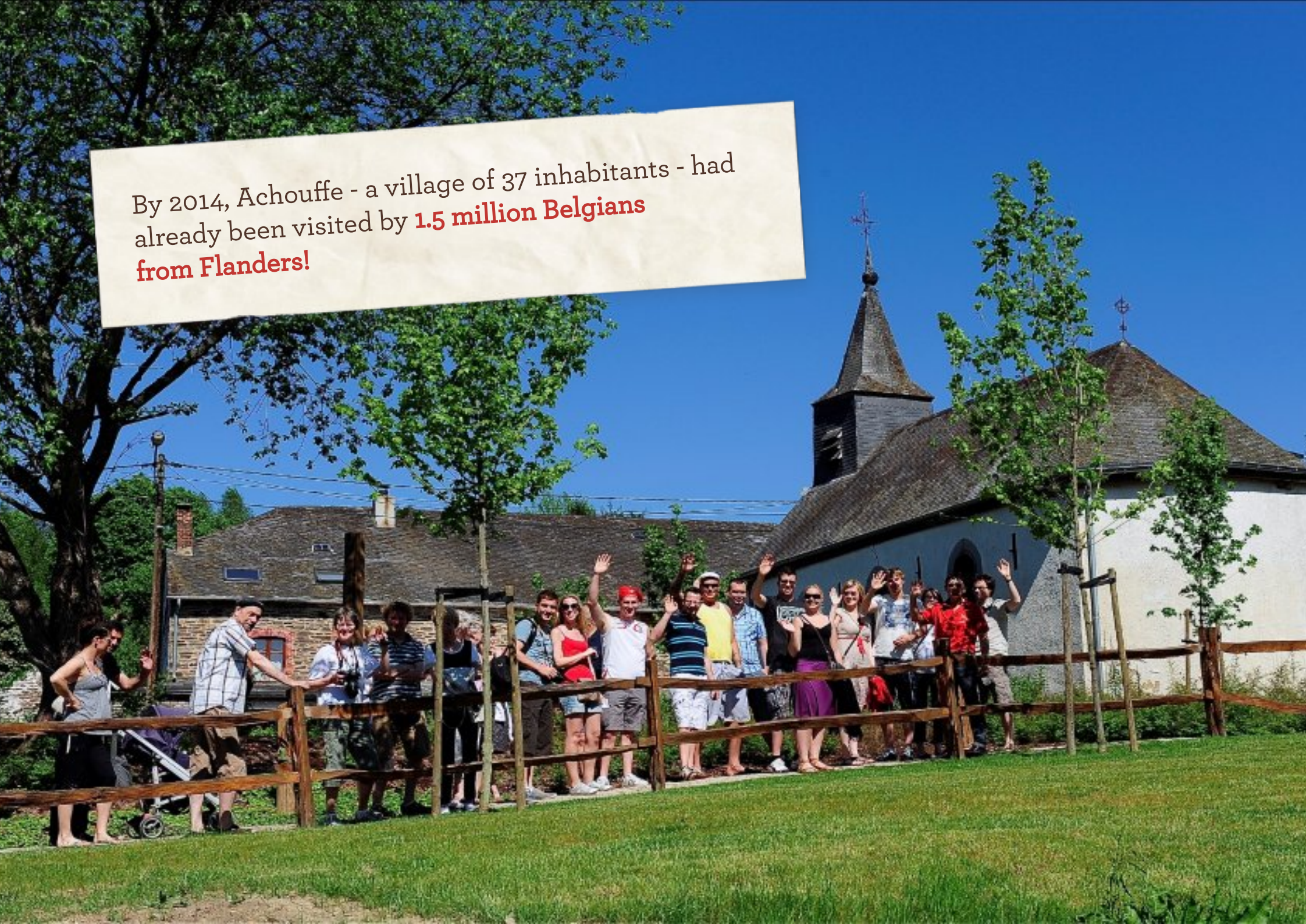
CHOUFFE MARATHON





Brasserie d'Achouffe

By 2014, Achouffe - a village of 37 inhabitants - had already been visited by **1.5 million Belgians from Flanders!**





LA GRANDE CHOUFFERIE

LA GRANDE CHOUFFERIE
takes place every year on the 2nd
weekend in August



Brasserie d'Achouffe

LA
CHOUFFE

LA GRANDE CHOUFFERIE





LA GRANDE CHOUFFERIE



The DIXIELAND STREETBAND has been taking part
in **LA GRANDE CHOUFFERIE** since 1992.
In 2017, they celebrated their 25th participation!



LA GRANDE CHOUFFERIE





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WHAT THE CHOUFFE !?

UNEXPECTED IMAGES & SITUATIONS





THE GOOD OLD DAYS

- 1996 -



"Mobile phones" during the Beer Festival in Chambly, Quebec.



BIG CHAIR

The accounting dept. refused to pay for the chair because she thought it had one zero too many.

They didn't know the dimensions...



FOAMING BATH



An original bar
in Philadelphia

Rinser.



FLYING CHOUFFE

In the Virgin Islands...
A delivery for Mr.
Richard Branson.





THE ULTIMATE DREAM !



THIS AIN'T...

Achouffe

DUVEL-MOORTGAT
HQ... were Achouffe
is quite popular.



FLYING CHOUFFE !

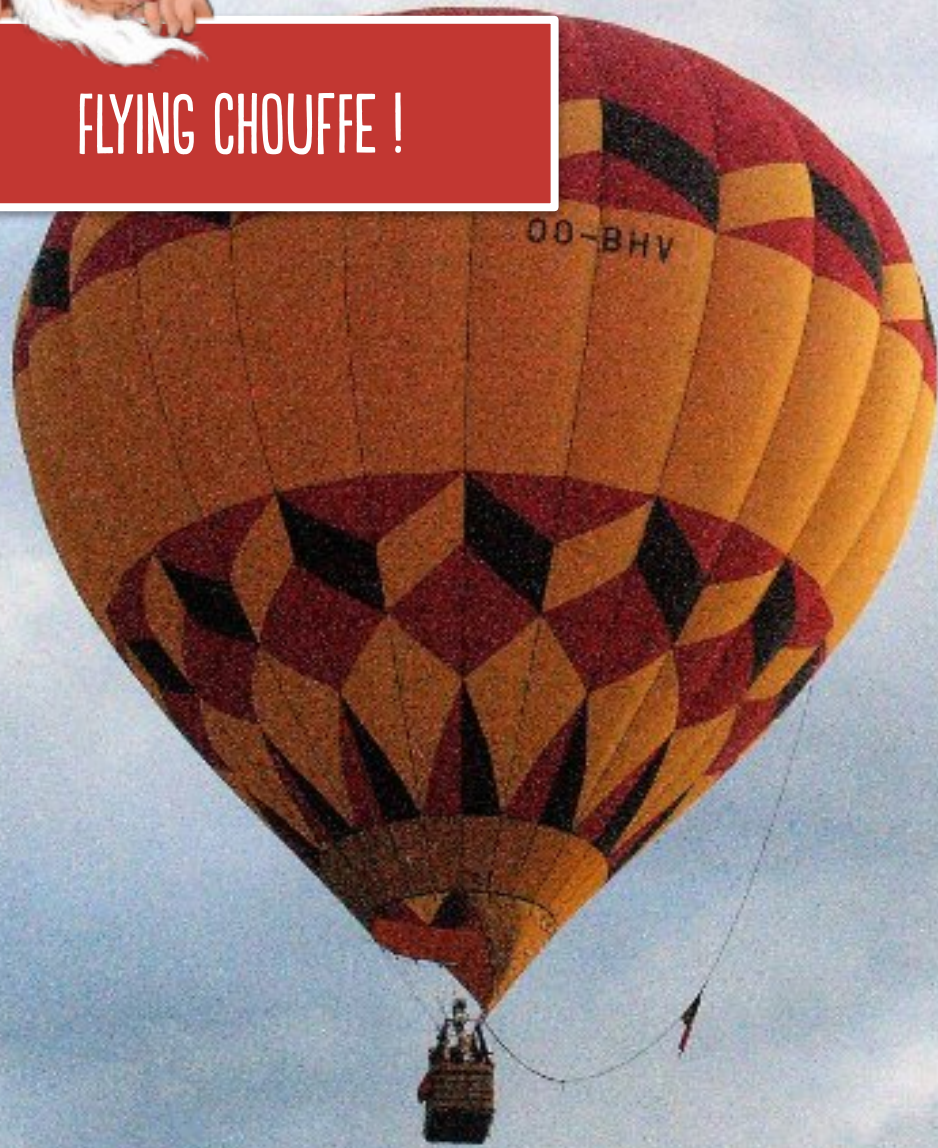


In 2001, The Flying Chouffe took to the skies.

Thanks to its 1,500-watt electric motor, the machine could cross the airspace without making much noise.



FLYING CHOUFFE !



March 2023 - Malcolm
and Marcel pointing
towards Venus and
Jupiter.



A CHOUFFE IS BORN





McCHOW
« The Flying Submarine »



SUBMAR...CEL




$$E = MacChouffe^2$$

« Consistency will survive where 'daily another beer' trends will pass. »



MC CHOUFFE FAN AND VISIONARY



TIME FLIES

- 2006 -




TIME FLIES

Same people, same
place... 15 years later

- 2021 -



HIT THE ROAD, MARCEL !

BC
MOTORHOMES



B CHOUFFE



HIT THE ROAD, MARCEL !



DE MORGEN devoted an entire page to the manufacturer of this "soapbox"



AROUND THE WORLD

Half an hour later,
the sign had
disappeared...

In 1989, Mayor
José Lutgen
inaugurated a new
road sign

Achouffe
Houffaiize

This is Max, a Dutch
friend who took LA
CHOUFFE to the
Himalayas and
produced this
signpost.

ne... CREDIT COMMU



WELCOME TO
FISH TAIL
GUEST HOUSE
MACHHAPUCHHARE ROSE CAMP

Himalaya 1989 :
LA CHOUFFE
becomes the highest
high-fermentation beer
on the planet.

AROUND THE WORLD



AROUND THE WORLD

The freshest
CHOUFFE bar in
the world

BAR



Concordia, the Italian-French base, is located 1,000 km inland from the Antarctic coast. Temperatures there can drop to -83°C





AROUND THE WORLD

The Overijssse fire brigade's **CHOUFFE** caravan in action during the "Grape Festival".



AROUND THE WORLD

On 18 December 1985, **Café De Beyerd** in Breda was the very first Dutch café to serve CHOUFFE on the keg.

A quarter of a century later, we're celebrating!

AROUND THE WORLD



This beauty is the birthday cake!

Like **LA CHOUFFE**, the Winking Lizard Tavern was founded in 1983... but on the American continent (more precisely in Bedford Heights, Ohio, USA).





AROUND THE WORLD

Even Old St
Nick enjoys
LA CHOUFFE





6666 ACHOUFFE

Achouffe

Orange as the dress code for a birthday: 66 years and 66 days.



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A pioneering role
WITH EMPHASIS ON QUALITY.



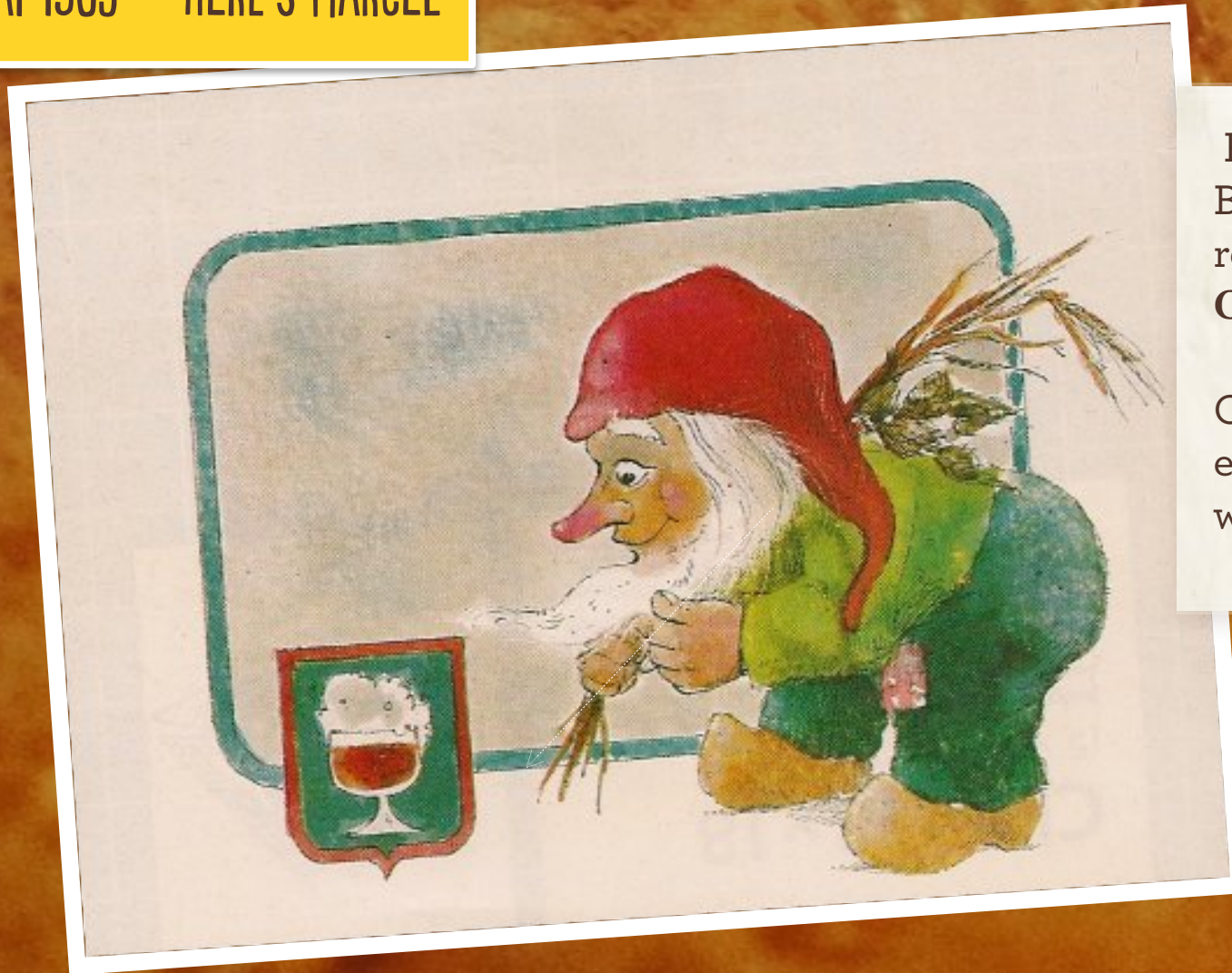


« For what reason do you think you brew the best Beer? »

1999 - "THE BEERHUNTER" ASKS A TOUGH QUESTION



MAI 1983 — HERE'S MARCEL



From the sixth brew, the Beer from Achouffe receives a name, « **LA CHOUFFE** ».

On the label, a gnome is eyeing a glass of beer with great envy .



OCTOBRE 1986 — ALL ABOUT BEER

All About Beer, an American magazine dedicated to beer, devoted two pages to the tiny Brasserie d'Achouffe.

According to author Christopher Brooks, « *Micro-breweries like La Chouffe in Belgium and the twenty or so here in the States are adding a necessary spice to the brewing industry. Here's hoping that the trend continues for years to come* »

Christopher Brooks in Achouffe, sept. 1985



ated, and in a spirit of community
ically Belgian, Gobron and Bauwer-
rts invited nearby brewers to attend
d showcase their own products.
his micro-Oktoberfest is met with
ch enthusiasm by its visitors that
ost book reservations for the follow-
g year right on the spot.
Such a reaction may be due to the
autiful setting of this rural hotel.
t I suspect that the 24° beer, called
ouffeleir, has something to do with
After all, something this strong,
nsumed in quantity, is bound to
tribute to a general spirit of good

glass of this I began to visualize an
adjustment in my schedule that would
have me back here in October just in
time for the first cork-popping of
the Chouffeleir.

Whether or not I actually return in
time for the Fall festival is up in the
air. But one thing is certain: Micro-
breweries like La Chouffe, in Belgium,
and the twenty or so here in the
United States are adding a necessary
spice to the brewing industry. Here's
hoping that the trend continues for
years to come.

ALL ABOUT BEER/OCTOBER 1986 31

In all of Belgium - Chouffe is unique!



1995 – INNOVATION

In 1995, a prototype yeast propagator from Delta-Meura was installed at the Brasserie d'Achouffe.

After it was commissioned in 1996, Delta-Meura invited two American brewers to visit the installation : Larry Bell from Kalamazo Brewing Co and John McDonald from Boulevard Brewery.

Fifteen years later, Boulevard Brewery was acquired by the DUVEL-MOORTGAT brewery.

It's a small world.





1999 – BEER OF THE CENTURY



In 1999, **LA CHOUFFE** was voted “Beer of the Century” in the Netherlands.

In 2007 the trophy was handed over to a Duvelian delegation.



2007 – ALWAYS FRESH

Prior to 2007, a beer dealer who didn't live near Achouffe would only travel two or three times a year to pick up a truckload of CHOUFFE.

At the time, the average age of CHOUFFE on the market was rather high, while the general public prefers more recent beer, which it always considers better.

That all changed in 2007, when the beer was stored in an air-conditioned warehouse and delivered quickly from there!



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The cuddliness factor

IN ONE PICTURE





FALLING
ROCK

OUR ANNUAL
HARVEST TAPPING PARTY
AT
FALLING ROCK TAP HOUR
FRIDAY, SEPTEMBER 25TH
12-5PM
TICKETS \$10 & FREE
AND CELEBRATED BY
THE MICHIGAN BEER & CIDER BOARD

FRESH HOT
CELEBRATION

DAVE'S
LOCAL CIDER

HOUSE
INVITED

LA CHOUPPE

LA CHOUPPE

LA CHOUPPE

LA CHOUPPE

LA CHOUPPE

LA CHOUPPE

LA CHOUPPE

LA CHOUPPE

LA CHOUPPE



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And finally...



The world and **BRASSERIE
D'ACHOUFFE** have changed a lot
since 1983...

We're now part of the Duvel Moortgat
family, and you can enjoy our beers all
over the world.

But it's still the same spirit of
craftmanship, the same passion and the
same concern for quality that drives the
people (and the gnomes!) who brew
CHOUFFE beers!

Thank you for your interest in the
CHOUFFE story.

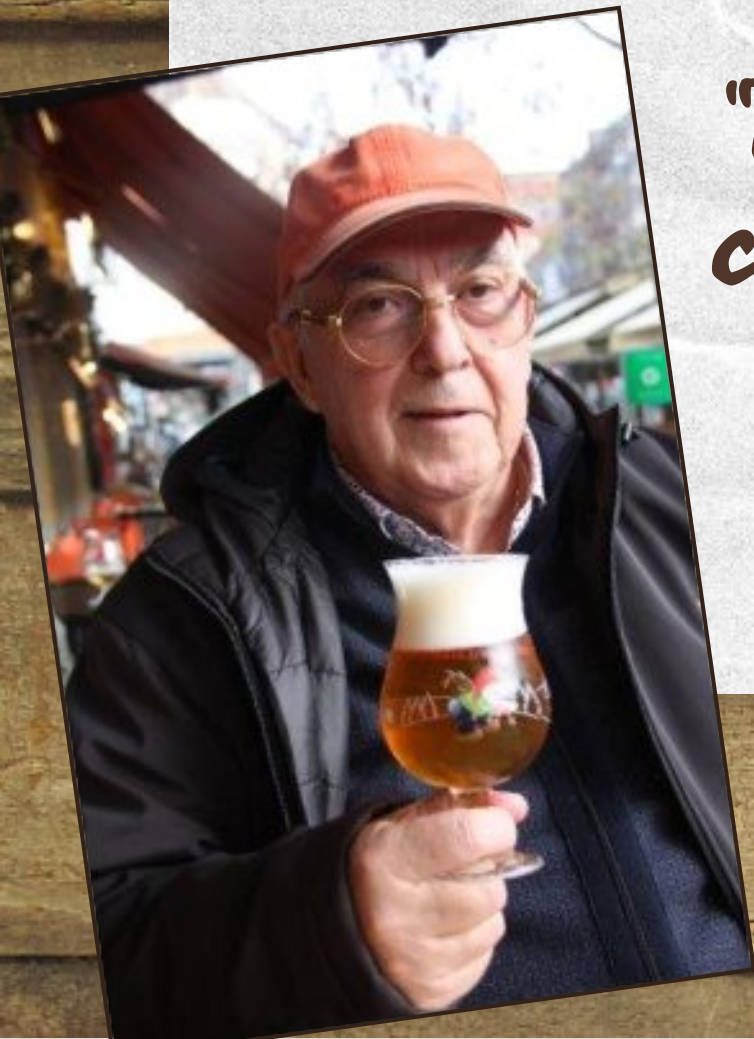
Chris Bauweraerts





Chris Bauweraerts
Cofounder of Brasserie
d'Achouffe

Michel Moortgat
CEO of Duvel
Moortgat Group



*"The art of brewing is to
concoct a silky soft and
consistent Beer".*

Chris B.



BONUS

COMPANIES THAT STARTED IN A GARAGE



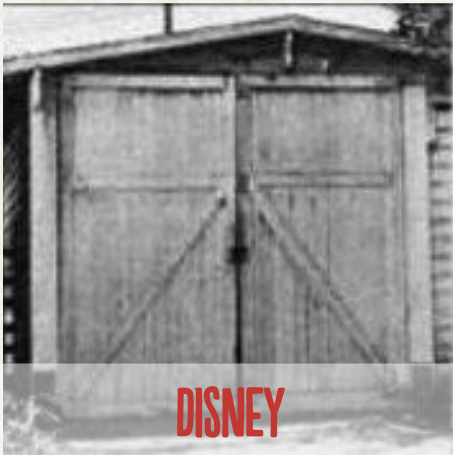
GOOGLE



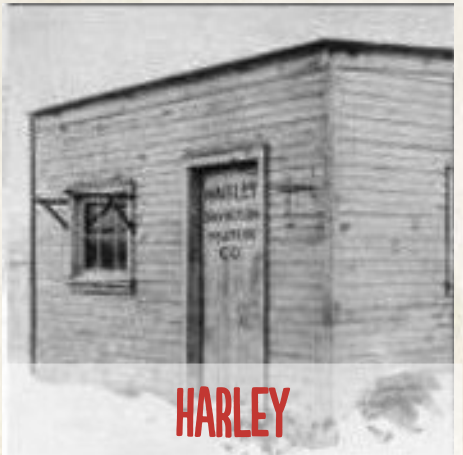
APPLE



AMAZON



DISNEY



HARLEY



CHOUFFE

Naturally brewed.



chouffe.com