

Grimbergen Press Kit

Grimbergen is a contemporary abbey beer, the outcome of passion and authenticity, whose roots go back to medieval abbey life. The traditional values have been translated into a contemporary context.

Grimbergen's origins can be traced to 1128 when St. Norbert founded the Abbey of Grimbergen in the village of Grimbergen near Brussels in Belgium. The Abbey's Norbertine Fathers helped those in need, primarily by offering food, drink and shelter to passing pilgrims. The area surrounding the Abbey produced hops and barley of the highest quality and over a number of years the Father's perfected a range of Grimbergen recipes that were eagerly drunk by patrons of the inn attached to the Abbey.

Today, the Norbertine Fathers continue to conduct charitable work in the local community surrounding the Abbey of Grimbergen. They also continue to pay close attention to the manner in which Grimbergen is presented to its consumers.

The license to brew and distribute the Grimbergen brand was acquired by The Carlsberg Group as a part of the Scottish and Newcastle acquisition.

Brand history

“Ardet Nec Consumitur” – Burned but never destroyed:

The Abbey of Grimbergen has experienced some turbulent times since its inception in 1128. By the 17th century it had been burned down and rebuilt many times. In 1629, after one such incident, a phoenix was chosen as a fitting emblem of the Abbey. From this time through to the present day, the phoenix, together with the motto “Ardet Nec Consumitur” (burned but never destroyed) were featured on the Abbey's coat of arms and in its stained-glass windows. Both the phoenix and motto form central elements of the Grimbergen brand identity to this day.

