



The Experts in Belgian Beer  
Since 1982™

**VANBERG & DEWULF**  
**30<sup>TH</sup> ANNIVERSARY**  
**COAST TO COAST TOAST**  
**TOOLKIT**

# Contents

<b>Why are we holding a Coast to Coast Toast?</b>	<b>3</b>
<b>Reaching a Coast to Coast Audience</b>	<b>5</b>
<b>More ways to get the word out</b>	<b>6</b>
Local Media	6
Social Media	6
<b>The Official Vanberg &amp; DeWulf Coast to Coast Toast Beer List</b>	<b>8</b>
<b>What's on the menu?</b>	<b>11</b>
Official Beer-tails	11
Official Snack	12

## Coming Soon:

- Distributor list
- Official music and movies
- Coaster
- Belgian trivia contest
- Invitation materials
- Belgian beer passport,
- Button
- High resolution bottle images



---

## Why are we holding a Coast to Coast Toast?

November 15, 2011 – King’s Day in Belgium – marks the official day (and night) of the Coast to Coast Toast celebration for the 30th Anniversary of the founding of Vanberg & DeWulf. That’s when we started proselytizing on behalf of the Land of Gambrinus. Ever and always our mission has been to support independent family run breweries and indigenous beer styles that express the spirit of a place.

Though it may be our anniversary, at its heart, the Coast to Coast Toast is a salute to YOU, the Heroes of the Good Beer Movement, who have fought the battle for good beer over the years. We raise a glass to you, the people who’ve built the places patrons love to frequent and to recommend. You are the “cock-eyed” optimists who opened outposts in towns large and small when - in most cases - there was very little evidence that doing so made much business sense. Our business thrived and grew because you made our cause your cause too. Look how far we’ve come: what was once arcane and improbable is now celebrated as classic and worthy of imitation.

To help you throw your party, we’ve put together a Belgian Coast to Coast Toast Toolkit. This will evolve between now and November 15. It will include goodies you can choose from (the official approved beer lists, snack, music, cocktails, trivia quizzes, emails you can send to your patrons, company history, coasters, posters, etc.) to make the party uniquely YOU.

We hope you will raise a chalice with us, with at least one of the 40 some beers from 10 breweries (Amiata (IT), Castelain (FR), DeCam (BE), DeTroch (BE), Dilewyns (BE), Schelde (BE), Slaghmuylder (BE), Dubuisson (BE), Dupont (BE) and via Vanberg et Famille) whose beers we import. A small number of accounts plan to pour every single one. If you plan to do so, PLEASE let us know so that we can get you the proper props and tie you into our publicity machine.

Please make sure to sign up on our [Eventbrite](#) so that patrons know where to find the festivities. If you have any questions, email us at [vanberg.and.dewulf@gmail.com](mailto:vanberg.and.dewulf@gmail.com).

Thanks again for your support and we hope you join the party!

Cheers, Proost, Sante!

Don & Wendy



VANBERG & DEWULF IS DEDICATED TO:

Ensuring classic traditional beers from independent brewers continue to get the attention they deserve.

The success of artisanal beers from Belgium has not gone unnoticed. Whether it is against industrial brewers or label-beer marketers, traditional beers have to fight to keep their hard-won recognition and market share. We're going to do our best to help them.

Bringing beers that are naturally—  
not artificially—  
limited in supply to the U.S. market.

Limited release beers sold on allocation are exciting. But we feel strongly that creating limited runs for their own sake hurts the consumer as well as beers of true quality because it makes New and Hard-to-Get more important than Good. We're dedicated to bringing exciting products whose quantities are limited because they truly cannot be produced more than once. We say "NO!" to for-a-limited-time-only McRib beers!

Creating new beers based on flavors that reflect the special genius of Belgian brewing and bring back old flavors the market has forgotten.

The creativity of American brewers means that Belgium cannot sit on its laurels. Belgian beers have to compete against better and better American beers as well as great beers from Italy, Scandinavia, and many other countries. We are dedicated to seeing that Belgium competes by drawing deeply on its unique beer and food culture. We are not interested in Belgian beers that imitate other nation's styles. Our focus is on promoting great beers that showcase the unrivaled Belgian talent to create beers of unique flavor, fermentation, aging, and ingredients.

Read about Vanberg & DeWulf's "long, boring history" [on our blog](#).

---

## Reaching a Coast to Coast Audience

Our PR machine is as ready to party as you are! Keep up with the latest Coast to Coast Toast news and spread word of your Belgian beer bash in three easy steps:



### *RSVP on Eventbrite*

<http://coasttocoasttoast.eventbrite.com>

Since we will be sending all the latest insider Vanberg & DeWulf Coast to Coast Toast news via [Eventbrite](#), make sure to sign up so that you're kept in the loop! Additionally, your name, city, and state will appear on the RSVP list, making it easy for glass-clinking patrons to find your establishment.



### *Like Us on Facebook*

<http://www.facebook.com/vanberganddewulf>

Our fans love hearing about great places to find good beer, so [like us on Facebook](#) so we can give you a shoutout!



### *Sign Up on Foursquare*

Make sure beer aficionados can find your business by signing up on [Foursquare](#): <https://foursquare.com/business/venues>. We are working with Untappd, a Foursquare partner and Co-Sponsor of the Coast to Coast Toast, to make sure that your patrons can check into your establishment AND your beers. There are innumerable benefits associated with signing up for Untappd vis-a-vis the Coast to Coast Toast.



## More ways to get the word out

### Local Media

Let local media know that you're hosting an event by using our handy dandy news release, located on the next page. Make sure to fill in your details wherever you see red type.

### Social Media

Who doesn't love free advertising? We have assembled some of our favorite social media walkthroughs to help you use Facebook, Twitter, and Eventbrite to promote your party:

#### Facebook

Use your Facebook page to invite friends, Romans, and countrymen:

- First, check out Facebook's help center for details on creating your event: <http://www.facebook.com/help/?faq=210413455658361>
- Then, follow Mashable's step-by-step guide on "[How to Organize an Event on Facebook](http://mashable.com/2009/10/14/facebook-events-guide/)": <http://mashable.com/2009/10/14/facebook-events-guide/>

#### Twitter

Think of Twitter as a cocktail party, a more public forum than Facebook that will let others (who aren't necessarily your Facebook friends) engage in conversation with you and your event.

- Sign up for a [Twitter account](#). Twitter's help center is full of nuggets of knowledge: <https://support.twitter.com/entries/100990-how-to-sign-up-on-twitter>
- Connect with us, engage your patrons, and spread the word with the hashtag **#C2CT**. Check out Mashable's guide on hash tags to find out more about what they are and how to use them: <http://mashable.com/2009/09/04/twitter-hashtags-business/>

#### Eventbrite

Who's coming to your party?

- Create a digital RSVP list with [Eventbrite](#): <http://www.eventbrite.com>. Check out EventBrite's Youtube channel for step-by-step instructions on event creation and beyond: <http://www.youtube.com/watch?v=YAQnL1wrrxc>

---

For Immediate Release:

THE COAST TO COAST TOAST IS HAPPENING AT **YOUR ESTABLISHMENT NAME HERE** TO CELEBRATE THE 30TH ANNIVERSARY OF VANBERG & DEWULF

You are invited to cover and attend!

November 15, 2011 – King’s Day in Belgium – marks the official day (and night) of the Coast to Coast Toast. It’s a celebration of the 30th Anniversary of the founding of Vanberg & DeWulf.

But it’s simultaneously a time to acknowledge the immense contributions that great bastions of craft and specialty beers like **YOUR ESTABLISHMENT’S NAME HERE** have made to building the market and educating a generation of beer drinkers to demand and appreciate well-made beers – especially Belgian ones!

Vanberg & DeWulf are the original, most ardent and proselytizing importers of Belgian beers in the USA. It’s no wonder they’re called the “Belgian Experts”: ever since 1982, their mission has been to support independent, family-run breweries and indigenous beer styles that express the spirit of a place. The founders, Don Feinberg & Wendy Littlefield, were the first Americans inducted into the Belgian Brewers’ Guild. They published the first edition of “The Great Beers of Belgium” by Michael Jackson, and brought Duvel, Rodenbach, and the lambics of Frank Boon to the States. In the 1990’s they pioneered cooking with beer education at the CIA and The James Beard House. Don & Wendy conceived of and built Brewery Ommegang in Cooperstown, NY, thereby constructing the first farmstead brewery to be built in over a century... on a former hops farm, no less. Their brewery Ommegang was the first brewery to make all bottle-conditioned, cork-finished, exclusively Belgian-style beers in America. Every beer in their current portfolio is a major or a minor classic. So when they invited us to take part in the Coast to Coast Toast™ was there a chance we would say no? Absolutely not! **OR ADD ANY OTHER ENCOMIUMS OF PRAISE YOU WISH.**

**NAME OF YOUR ESTABLISHMENT HERE** has been a huge supporter of the Vanberg & DeWulf beers over the years. So on Tuesday, November 15th **IDENTIFY THE HOURS FOR YOUR PARTY** we are throwing our own version of the Vanberg & DeWulf Coast to Coast Toast™ right here in **TOWN NAME**. We hope you will want stop in to raise a chalice to Vanberg & DeWulf, with at least one of the more than 50 beers from 10 breweries whose beers they import. Here’s what we’ll be pouring: **INSERT BEERS HERE**

In addition to **YOUR ESTABLISHMENT NAME HERE**, other iconic Belgian-tinged bars, restaurants and stores from New York to Little Rock, Chicago to San Francisco, and Miami to Anchorage will be celebrating along with us.

For further information contact:  
**YOUR INFORMATION HERE**

and drop an email to [vanberg.and.dewulf@gmail.com](mailto:vanberg.and.dewulf@gmail.com).



# The Official Vanberg & DeWulf Coast to Coast Toast Beer List

For ease of party planning, simply note the number of cases you would like and hand this form to your distributor (preferably TWO MONTHS PRIOR to the event) to make sure the supplies of beer flow your way. This is NOT an order form, but an indication of interest. Distributors will supply prices.

## AMIATA

Beer	Format	Quantity Per Case	No. of Cases
Contessa Italian Pale Ale	25.4 fl.oz.	Coming 2012	
Contessa Italian Pale Ale	30 L Keg	Key keg	

## CASTELAIN

Beer	Format	Quantity Per Case	No. of Cases
Castelain Blonde Biere de Garde	25.4 fl.oz.	6	
Castelain Blonde Biere de Garde	11.2 fl.oz.	12	
Castelain Blonde Biere de Garde	30 L Keg	Coming 2012	
St. Amand, Country Ale	25.4 fl.oz.	6	
St. Amand, Country Ale	30 L Keg	Coming 2012	
Jade Organic Biere de Garde	25.4 fl.oz.	Coming 2012	

## DE CAM

Beer	Format	Quantity Per Case	No. of Cases
Oude Lambiek (2003)		SOLD OUT	

## DILEWYNS

Beer	Format	Quantity Per Case	No. of Cases
Vicaris Generaal	25.4 fl.oz.	Coming 2012	
Vicaris Generaal	30 L Keg	SOLD OUT	
Vicaris Tripel	25.4 fl.oz.	Coming 2012	
Vicaris Tripel	30 L Keg	Coming 2012	
Vicaris Tripel with Girardin Gueuze	30 L Keg	SOLD OUT	

## DUBUISSON

Beer	Format	Quantity Per Case	No. of Cases
Scaldis Belgian Special Ale	8.48	24	
Scaldis Belgian Special Ale	20 Liter Keg	Microstar	
Scaldis Refermentee Belgian Special Ale	25.4 fl.oz.	6	
Scaldis Blonde Triple Belgian Special Ale	25.4 fl.oz.	6	
Scaldis Blonde Triple Belgian Special Ale	20 L Keg	Microstar	
Scaldis Prestige (Min. 6 months in oak casks)	25.4fl.oz.	6	
Scaldis Prestige de Nuits (Min. 6 months in Burgundy casks)	25.4fl.oz.	6	

## DUBUISSON (CONTINUED)

Beer	Format	Quantity Per Case	No. of Cases
Cuvee des Trolls Belgian Blonde	20 L Keg	Microstar	
Cuvee des Trolls Belgian Blonde	25.4fl.oz.	6	
Peche Mel Scaldis (Scaldis & Peach Juice)	20 L Keg	Microstar	
Peche Mel Scaldis	11.2 oz	24	
Scaldis Noel	8.48 fl. oz	24	
Scaldis Noel Premium (Bottle conditioned)	25.4fl.oz.	6	
Scaldis Noel	20 L Keg	Microstar	

## DUPONT

Beer	Format	Quantity Per Case	No. of Cases
Saison Dupont, Farmhouse Ale	25.4 fl.oz.	12	
Saison Dupont, Farmhouse Ale	12.7 split	12	
Saison Dupont, Farmhouse Ale	11.2 fl.oz.	4pkx 6	
Saison Dupont, Farmhouse Ale	20 L Keg	Microstar	
Saison Dupont, Farmhouse Ale	58 L Keg	Microstar	
Moinette Artisanal Ale (blonde)	25.4 fl.oz.	12	
Moinette Artisanal Ale (blonde)	11.2 oz	4pkx 6	
Moinette Artisanal Ale (blonde)	20 L Keg	Microstar	
Moinette Artisanal Ale (bruine)	25.4 fl.oz.	12	
Moinette Artisanal Ale (bruine)	11.2 oz	4pkx 6	
Moinette Artisanal Ale (bruine)	20 L Keg	Microstar	
Posca Rustica	25.4fl.oz.	12	
Posca Rustica	20 L Keg	Microstar	
La Biere de Belœil	25.4fl.oz.	12	
La Biere de Belœil	20 L Keg	Microstar	
Monk's Stout	25.4fl.oz.	12	
Monk's Stout	20 L Keg	Microstar	
Foret, Organic Saison Ale	25.4 fl.oz.	12	
Foret, Organic Saison Ale	11.2 fl.oz.	4pkx 6	
Foret, Organic Saison Ale	12.7 split	12	
Foret, Organic Saison Ale	20 L Keg	Microstar	
Foret Blanche, Belgian White Beer Organic	25.4fl.oz.	12	
Foret Blanche, Belgian White Beer Organic	20 L Keg	Microstar	
Biere de Miel (brewed with honey) Organic	25.4 oz.	12	
Biere de Miel (brewed with honey) Organic	20 L Keg	Microstar	
Biere de Miel (brewed with honey) Organic	11.2fl.oz.	24	
Avril, Classic Biere de Table Organic	25.4 oz.	12	
Avril, Classic Biere de Table Organic	20 L Keg	Microstar	
Redor Pils	20 L Keg	Spring 2012	
Dupont Les Bons Voeux	25.4fl.oz.	12	
Dupont Les Bons Voeux	20 L Keg	Microstar	

## SLAGHMUYLDER

Beer	Format	Quantity Per Case	No. of Cases
Witkap Stimulo Singel Abbey Ale	750 mL	6	

## VANBERG &amp; DEWULF AND SCHELDEBROUWERIJ

Beer	Format	Quantity Per Case	No. of Cases
Hop Ruiters	25.4 fl.oz.	6	
Hop Ruiters	30 L Keg	Key keg	

## VANBERG &amp; DEWULF AND DE TROCH

Beer	Format	Quantity Per Case	No. of Cases
Lambrucha	25.4 fl.oz.	6	
Lambrucha	30 L Keg	Returning 2012	

## VANBERG &amp; DEWULF ET FAMILLE

Beer	Format	Quantity Per Case	No. of Cases
Lambickx	750 mL	6	
Lambickx	30 L Keg	Coming 2012	

## What's on the menu?

### Official Beer-tails

If you want to tinker with our beers, here are a couple tried and true recipes. Check back soon - we'll add some more before long!

#### Brussels Punch

1 liter of Lambrucha (lambic and kombucha)  
2 ounces of sugar  
One orange  
One lemon  
1 tablespoon of cognac  
1 tablespoon of orange liqueur

Put the Lambrucha, sugar, cognac and orange liqueur in a punch bowl or sangria pitcher.

Cut in rounds of lemon and orange in half moon slices. Stir.

Refrigerate at least four hours prior to serving.

Serve in a chilled wine glass and serve with a thin slice of lemon.  
Serves 6.



#### Scaldean Hot Grog

2 750 ml bottles of Scaldis heated to near boiling  
15 cl of Cognac  
15 cl of Grand Marnier  
2 oranges  
200 grams of sugar



Put 12 slices of orange (including peel) in a hot saucepan. Add the cognac and Grand Marnier and heat. Add the sugar. In another non-reactive pot, heat Scaldis, then blend into cognac and Grand Marnier mixture. Serve hot in teacups. Serves 12.

#### The April Artichoke

1 ounce of Cynar artichoke liqueur  
1/3 ounce lemon syrup  
16 ounces of Avril Biere de Table, chilled

Mix the Cynar and lemon syrup.

Into two large wine glasses, pour 8 ounces of beer, then add artichoke and lemon mixture.  
Serves 2.



## Official Snack

There is no better accompaniment to a Belgian beer than this simple open-faced sandwich. A slice of rustic country bread is slathered with soft white cheese, razor thin slices of radish, rings of scallion or shallot, a scattering of chopped chervil (which has a mild anise flavor), a sprinkle of celery salt and dusting of freshly ground pepper. In our book, the celery salt is essential: it lends a mild, sweet aromatic lilt to the peasant dish. You can use just about any fresh herb – but we prefer chervil. No self-respecting café in Belgium (even one without an official kitchen) would fail to produce simple accompaniment upon request. Most have it on the menu.

Note that the “easy way” to prepare Tartine au Fromage Frais follows below. Stay tuned for the “hard way” (a.k.a. another way to show Belgium some love)!

### Tartine au Fromage Frais with Radish, Scallion & Chervil

Ingredients (Serves 8):

8 ounces cottage cheese  
 8 ounces sour cream  
 1-2 tablespoon of nut oil (hazelnut or walnut)  
 3-4 tablespoons of chopped shallot or scallion  
 2-3 tablespoons of chopped chervil (substitute parsley if you cannot find chervil)  
 A dash of celery salt  
 A generous grind of fresh black pepper  
 8 slices of rustic country bread



Preparation:

Put a cup of sour cream and a cup of cottage cheese in a bowl. Drizzle in a tablespoon or two of hazelnut or walnut oil, stir with a spoon until well mixed. Refrigerate if not serving immediately.

Finishing Touch:

When you are ready to serve smear a thin layer of cheese on any good country bread (it can be sour dough, seven grain, pain de seigle (with rye flour) or pain de Sarrasin. Top with radish, scallions, chopped chervil, celery salt and pepper. Slice the bread into wedges or thin strips, pick up and eat with your fingers between cool drafts of any Vanberg & DeWulf beer.





\*The real excerpt from Ralph Waldo Emerson, of course, is "Do not go where the path may lead, go instead where there is no path and leave a trail."

52 Pioneer Street  
Cooperstown, NY 13326-9248

Tel: 800 656-1212

Fax: 607 547-8374

[www.belgianexperts.com](http://www.belgianexperts.com)

[info@belgianexperts.com](mailto:info@belgianexperts.com)

Follow us on  
Facebook  
and Twitter:  
[#belgianexpert](https://twitter.com/belgianexpert)

All images taken by Don Feinberg and Wendy Littlefield in their beloved Belgium in 2010.



©2011 Vanberg & DeWulf  
All rights reserved.

