

La Trappe, Tynt Meadow,  
and Zundert present:

# ‘THREE RULES OF AUTHENTIC TRAPPIST’



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Berkel-Enschot, October 15, 2024

## A SPECIAL COLLABORATION THAT BRINGS A TRIBUTE TO THE CENTURIES-OLD TRAPPIST TRADITIONS AND VALUES.

Trappist breweries La Trappe, Tynt Meadow, and Zundert proudly present an extraordinary new beer: Three Rules of Authentic Trappist. In the deepest secrecy, the three Trappist abbeys worked together on the brewing process from which a distinctive Dubbel has emerged. Three Rules of Authentic Trappist is a tribute to the three authentic rules by which the Trappists live. Part of the proceeds of the new beer will benefit Trees for All.

## SWEET CARAMEL, TOASTED MALT, WITH A HINT OF PEAT

The Three Rules of Authentic Trappist is a full-bodied, perfectly balanced Dubbel. The beer is characterised by a full, layered taste of sweet caramel, toasted malt, and a hint of peat, combined with subtle spicy and hoppy notes. This leads to an unparalleled taste experience with every sip.



# THREE BREWERIES, ONE MASTERFUL VISION

This collaboration between three iconic breweries is about more than just taste. This beer is a tribute to the centuries-old traditions and values of the Trappists. The name Three Rules of Authentic Trappist refers to the three basic principles that all Trappist breweries worldwide uphold:

## THE THREE RULES OF AUTHENTIC TRAPPIST



*Trappist beer is brewed within abbey walls.*



*Production takes place under the supervision of the monks.*



*Part of the proceeds go to charity.*



# TOGETHER WE WILL PLANT *14.000* TREES

The proceeds of this special Trappist beer will be used, in collaboration with Trees for All, to plant 14.000 trees as part of a larger initiative to protect the climate and restore biodiversity. These trees will contribute towards a greener and healthier climate. Through this collaboration we will strengthen eco-systems and provide room to nature to bloom again.

Trees for All is a Dutch organisation that focuses on planting trees and recovering forests, with the aim to protect and improve nature. Focusing on biodiversity and climate protection, Trees for All sets up projects in the Netherlands and all over the world. By planting trees, restoring affected eco-systems and raising awareness, the organisation helps to create a more sustainable future for both humans and nature. In collaboration with businesses, governments and other partners Trees for All is dedicated to create a greener world for future generations.

## HISTORY AND TRADITION

Each of these breweries contributes its own unique history and traditions:



### LA TRAPPE

*Established in the Our Lady of Koningshoeven Abbey in the Netherlands, La Trappe has been known since 1884 for its rich, artisanal beers that value sustainability and tradition.*



### TYNT MEADOW

*The first and only Trappist brewery in the United Kingdom, Tynt Meadow has been brewing craft beers with a distinct English twist in the Mount Saint Bernard Abbey since 2018.*



### ZUNDERT

*The youngest of the two Dutch Trappist breweries, Zundert has been producing complex, flavoursome beers with a focus on tradition and detail in the Maria Toevlucht Abbey since 2013.*

## AVAILABILITY AND CONTACT

Three Rules of Authentic Trappist will be available at various supermarkets and on-trade outlets from early November. For any questions regarding this unique collaboration please contact: Lizanne Reefman, Marketing Manager at La Trappe. She is the first point of contact on behalf of the three Trappist breweries. You can also reach out to her to request high-res images. Contact her at [lizanne.reefman@latrappe.nl](mailto:lizanne.reefman@latrappe.nl). She will be happy to assist you with any further information.