



Two new launches: Fomo and Saison Légère, two organic, gluten-free beers for different occasions.

Brasserie Dupont is launching two new beers: Fomo, a 6.7% vol. craft beer, and Saison Légère, a refreshing 2.8% vol. beer. Two distinct recipes, created to meet rapidly growing market demands: the search for gluten-free alternatives and the no/low trend towards low-alcohol drinks.



Fomo, our gluten-free craft beer

Fomo is an organic, gluten-free craft beer brewed to meet the needs of people with coeliac disease. It also responds to growing demand from consumers who are mindful of their wellbeing and keen to limit their gluten intake, while still enjoying great beer.

Its name FOMO refers to the Fear Of Missing Out on something. A deliberate nod to a market sector that is still under-represented in the world of craft beers.

This blonde beer offers a dry and balanced profile, complemented by a pleasant fruitiness. Distinct cereal notes come through, together with the typical characteristics of Dupont beers, linked to our yeast and brewing techniques. The bitterness, derived from our Hallertau Mittelfrüh and Spalter Select hops, helps give Fomo its freshness.

Saison Légère, our refreshing low-alcohol beer

Saison Légère is an organic, gluten-free, low-alcohol blonde beer. Brewed with Brasserie Dupont's iconic yeast, it expresses the authenticity and freshness of our Saison style, which sets the standard for the Tourpes brewery.

It sits naturally alongside Saison Dupont, Saison Bio and Saison Dry Hop, standing out for its low alcohol content while retaining the typical characteristics of the range.



Let's go a bit deeper... Questions / answers with Olivier Dedeycker, Engineer, Brewer and Director of Brasserie Dupont.

Why is Brasserie Dupont launching gluten-free beers? *To meet the needs of people who can't consume gluten, as well as growing demand from consumers who choose to limit their intake but still want to enjoy great beer. In Belgium, it's estimated that 1% of the population have coeliac disease, while 8 to 10% of Belgians state that they voluntarily limit their gluten intake, without a formal medical diagnosis. Despite this trend, the range of gluten-free beers on both the Belgian and French markets remains limited.*

How do you create a gluten-free beer, in the case of Fomo? Fomo is brewed using 30% buckwheat, which is naturally gluten-free, as well as oats and barley. The beer is then naturally deglutinated and strict procedures prevent any cross-contamination at subsequent stages. Each batch is analysed by a recognised laboratory before sale to ensure that it complies with the “gluten-free” standard.

Brasserie Dupont is “Crossed Grain” certified. What does that mean? This is a licensed label issued by the Association of European Coeliac Disease Societies and certified by an independent third party (Kiwa). It certifies compliance with a regulated standard (audits, contamination risk management, traceability and analysis).

Who is Saison Légère for? It's for beer lovers who want a refreshing, low-alcohol drink. No/low is gaining momentum, driven by a trend towards moderation and growing demand for lighter alternatives, including in supermarkets and the hospitality sector. In this context, we're launching Saison Légère, now the lightest beer in the range and brewed to the same high taste standards as our other beers.

Where can I find Fomo and Saison Légère? These new beers are now available in multiple retail outlets: specialist shops, convenience stores, drinks retailers, supermarkets and the hospitality sector.

About Brasserie Dupont - More than 100 years of family history.

Since 1920, Brasserie Dupont has been producing a wide range of craft beers, using local and European ingredients.

Our main speciality? Our Saison range! These can be identified by their strong hoppy flavour and characteristic bitterness.

At Brasserie Dupont, we preserve our manufacturing traditions from generation to generation: growing our own yeast and heating our copper vats over open fire (directly by flame). These methods produce the remarkable flavours of our broad range.

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For more information on Brasserie Dupont, please visit our website: www.brasserie-dupont.com.
HD visuals and samples available upon request.