



**REGULAR PRODUCTS**  
**SPRING 2014**



# Proudly brewed in Shawinigan

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# LE TROU DU DIABLE

Since its inception in 2005 Le Trou du Diable has worked hard to promote and maintain the art of traditional brewers.

Their entrepreneurial success has garnered them a solid reputation as an industry leader and worldwide acclaim for the quality of their beers.

Trou du Diable has been able to constantly reinvent themselves - opening a production brewery, updating and innovating infrastructure - by supporting local economic development and by employing a team who are proud to share in TDD's values of excellence, uncompromising quality, social and cultural commitment, and a strong appreciation for tradition.



# La Blanche de SHAWI



## REFRESHING BEER

**Alcohol content:** 5% abv

**Style:** White

**Colour :** Opal blond

**Bitterness :** 12 IBU

**Fermentation :** High

**Carbonation :** Natural

**Availability :** Spring - Summer

**Storage and service :** 3-5°C



« The misfortunate of virtue is that  
vice often has soft skin, a perfect smile,  
and an enticing complexion. »

- Théophile Gautier

**With its wheat-coloured opal hue, this beer draws a fine veil of foam lace with each sip. Its scent recalls citrus delicately spiced with coriander and lemon. The pallet is first touched by the fine sweet taste of wheat, which then alternates between sweet and sour and which concludes with a sweet and very refreshing finish.**

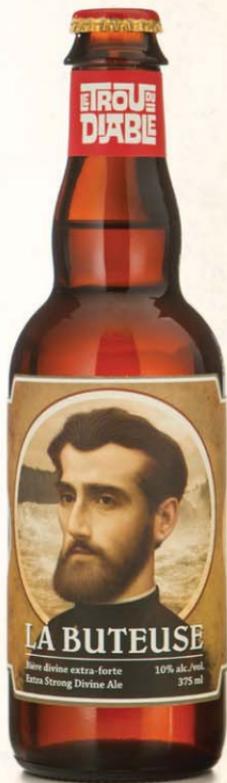
NON IN SOLO PANE VIVIT HOMO

**Target drinkers :**

This beer will quench everyone's thirst during hot summer days on a terrace. Women usually appreciate wheat beers since it offers a discreet bitterness as well as interesting and refreshing fruit aromas.

*Image from a painting by Ozias Leduc, Church of Notre-Dame-de-la-Présentation, Shawinigan.*





# LA BUTEUSE

## **DIVINE EXTRA-STRONG BEER**

**Alcohol content:** 10% abv

**Style:** Abbey Triple

**Colour :** Blond

**Bitterness :** 60 IBU

**Fermentation :** High

**Carbonation :** Natural

**Availability :** Fall - Winter

**Storage and service :** 4-6°C



# Dominus est, quod bonum est in oculis suisfaciat

**Amber beer with a rich, foamy head featuring champagne-like bubbles, which awaken aromas of sugar and exotic spices, complemented by the warmth of the alcohol and exhilarating sweet, malted fragrances.**

## **Target drinkers :**

La Buteuse features refreshing warmth, and it will appeal to connoisseurs of strong beer and Belgian-style beer lovers. It's intended for tasting and pairs well with fine food. It pays tribute to Jesuite Jacques Buteux who was tragically sent down the Trou du Diable (Devil's Hole), in the year 1652.

## **AWARDS**

- 2013 **World Beer Awards** (United Kingdom)
- 2012 **World Beer Awards** (United Kingdom)
- 2012 **Canadian Brewing Awards** (Canada)
- 2011 **World Beer Awards** (United Kingdom)
- 2011 **Canadian Brewing Awards** (Canada)
- 2010 **World Beer Awards** (United Kingdom)
- 2010 **Ratebeer.com**
- 2009 **Mondial de la Bière de Montréal** (Canada)

- World's Best Belgian Style Tripel**
- The Americas Best, Belgian Style Tripel Pale Beer**
- Silver Medal, Belgium Style Abbey Ale**
- World's Best, Abbey/trappist pale ale**
- Gold Medal, Wood and Barrel Aged Strong Beer**
- The Americas Best, Strong / Extra Special Pale Ale**
- Canada top 10**
- Gold Medal, Concours MBière**





# LA GRIVOISE *de Noël*

## **STRONG CHRISTMAS BEER**

**Alcohol content:** 7,5% abv

**Style:** Christmas Beer

**Colour :** Red-Brown

**Bitterness :** 22 IBU

**Fermentation :** High

**Carbonation :** Natural

**Availability :** Winter

**Storage and service :** 4-6°C



# I saw my mommy kissing Santa Claus. Underneath the mistletoe last night.

**The Grivoise de Noël is a sweet, fruity brown beer with notes of candy and berries. The palate is complex, evoking caramel, liquorice, cardamom and smoked pepper. The aromas come together for a warm, suave, caramel finish, prompting the taster to delve further into ribaldry.**

## **Target drinkers :**

The Christmas Beer is a product of a centuries-old tradition and is a godsend on a cold winter day. It is a reminder that, at Christmases past, master brewers would offer their staff, their best clients and the people of their village this special holiday treat.



- 2013 **European Beer Star** (Germany)
- 2013 **World Beer Awards** (United Kingdom)
- 2012 **World Beer Awards** (United Kingdom)
- 2011 **European Beer Star** (Germany)
- 2011 **World Beer Awards** (United Kingdom)
- 2010 **World Beer Cup** (États-Unis)

- Bronze Medal, Belgian-Style Dubbel**
- The Americas Silver Strong Dark Ale**
- World's Best Belgian Style Strong Dark Beer**
- Gold Medal, Belgian style dubbel**
- America's best strong dark ale**
- Silver Medal, belgian dark strong beer**





**« It is a fair wind that blew men to ale. »**  
- Washington Irving



**« Where beer is brewed, life is good. »**  
- Czech proverb

# MacTAVISH

## IN MEMORIAM

### LEGENDARY ALE

**Alcohol content:** 5% abv

**Style:** American Pale Ale

**Colour :** Amber Blond

**Bitterness :** 30 IBU

**Fermentation :** High

**Carbonation :** Forced

**Availability :** Year round

**Storage and service :** 3-5°C



# In Memoriam

**Inspired by the American IPA, the MacTavish has an earthy nose of green hops and spices. The mouth alternates between sweet, malted notes and the tropical taste of New World hops, resulting in an exceptionally refreshing finish.**

**Father of Machiavelli and industrial baron Vandergard, old MacTavish was the Count of Echternach and Reikswart in Bicolline. Celebrated for his wisdom and valiance, he passed away in 2008. May he rest in peace.**

## **Target drinkers :**

Fresh and crisp, this is the perfect everyday beer. Whether you've finished mowing the lawn, or just chilling out with an old friend, the time is always right for a MacTavish.



2013 **World Beer Awards** (United Kingdom)

**The Americas Bronze Pale Ale**





# LA MORSURE

## COMPULSIVE STRONG ALE

**Alcohol content:** 6,5% abv

**Style:** American India Pale Ale

**Colour :** Amber

**Bitterness :** 77 IBU

**Fermentation :** High

**Carbonation :** Forced

**Availability :** Seasonal

**Storage and service :** 3-5°C



« Joy is found in bitterness. »

-Jules Renard

**Inspired by the American IPA, La Morsure has a pleasant caramel nose with notes of exotic fruit and pine resin. The palate is balanced between sweet malt and fruity, resinous hops, resulting in a bitter, satisfying finish.**

**Target drinkers :**

Beer fans looking for a thrill. It boasts a 77 IBU that will leave your taste buds wondering what hit them! This is a sturdy and bitter beer that was made for a gang of hops maniacs who harassed the brewer until he gave in to their thirst for alpha-acids. This is the first of now many Ipa brewed by Trou du Diable.





# LA PITOUNE

## RECKLESS BEER

**Alcohol content:** 5% abv

**Style:** Keller Pils

**Colour :** Opal blond

**Bitterness :** 35 IBU

**Fermentation :** Low

**Carbonation :** Forced

**Availability :** Year round

**Storage and service :** 3-5°C



# Bring it on!

**The Pitoune Pils offers an intense aroma of grain and hops, topped with a rich, thick cream. The palate is both fresh and crisp, and the bitterness comes through with each sip for a refreshing experience.**

**The St-Maurice River was the last river used to transport logs in Quebec. It was cleaned during the mid-90's, thus ending a century of river-based timber transport. Since then, residents of the Mauricie as well as tourists have been enjoying the magnificent river.**

## **Target drinkers :**

Beer lovers will enjoy this easy-to-drink, non-filtered edition of one of the world's best-selling types of beer, the German lager. Even seasoned connoisseurs will broaden their horizons as they discover the unique taste experience that this blond beer provides.



### **AWARDS**

2013 **Mondial de la Bière Europe** (France)

2013 **Mondial de la Bière Europe** (France)

**Gold Medal, MBIère Pierre Celis**

**Gold Medal, MBIère Design - L'histoire**



A photograph of a brewery interior, featuring a row of large, cylindrical stainless steel fermentation tanks. The tanks are arranged in a line, receding into the distance. The entire scene is bathed in a deep red light, creating a monochromatic atmosphere. The tanks have various pipes, valves, and ladders attached to them. The floor is dark and reflective. The text is overlaid in the center of the image.

**« History flows forward in rivers of beer. »**  
- Anonymous



**« For a quart of ale is a dish for a king. »**  
**- William Shakespeare**



# LE SANG D'ENCRE

## EPIC STOUT

**Alcohol content:** 5,5% abv

**Style:** Irish Stout

**Colour :** Dark

**Bitterness :** 45 IBU

**Fermentation :** High

**Carbonation :** Forced

**Availability :** Year round

**Storage and service :** 4-6°C



# Are you afraid of the dark ?

**A dark beer with notes of coffee, chocolate and herbaceous hops. The mouth offers the same intense flavours, which lead to a finish that is at first bitter, and then transforms into sweet candied sugar. The Irish flavours of the Sang d'encre will awaken your palate and comfort your soul.**

## **Target drinkers :**

This Irish beer is intended for beer connoisseurs who enjoy classic and sophisticated beers. To the eyes of the novice beer drinker, it can seem repelling. But after extensive tasting, we like to think that this beer is still accessible to anyone, mainly coffee and chocolate enthusiasts. It is a great way to be introduced to beer in all its diversity.



2013

2007

**Mondial de la Bière de Montréal (Canada)**

**Mondial de la Bière de Montréal (Canada)**

**Silver Medal,**

**MBière Design - Le contenant et la nature**

**Gold Medal, Concours MBière**



# SHAWINIGAN HANDSHAKE



## **PUGNACIOUS STRONG ALE**

**Alcohol content:** 6,5% abv

**Style:** Shawiniganer Weisse

**Colour :** Blond

**Bitterness :** 42 IBU

**Fermentation :** High

**Carbonation :** Forced

**Availability :** Seasonal

**Storage and service :** 3-5°C



# « A proof is a proof!?! »

**The Shawinigan Handshake is a hazy, peach-coloured beer with notes of bread, banana and spruce, reflecting the flavours of German yeast and Chinook hops. With explosive effervescence, the palate blends soft wheat flavours with bitter hops that linger on for a dry, refreshing finish.**

## **Target drinkers :**

This beer's inspiration stems from the Brooklyn-Schneider Weisse invented by two master brewers, Hans Peter Drexler and Garrett Oliver. It pays tribute to two well known figures with a sharp sense of humour: former Prime Minister Chrétien, who was born and raised in Shawinigan, Quebec, and the other a former NHL coach. It also refers to a way of saluting an expression made popular. Wheat beer and American IPA lovers will be overwhelmed with joy with this hybrid beer.



2013 **Mondial de la Bière de Montréal (Canada)**

**Gold Medal,**

**MBière Design - Le contenant et l'histoire**





# *La saison* *du* TRACTEUR

## **FARMER'S STRONG ALE**

**Alcohol content :** 6% abv

**Style :** Saison / Farmhouse ale

**Colour :** Golden Blond

**Bitterness :** 35 IBU

**Fermentation :** High

**Carbonation :** Natural

**Availability :** Year round

**Storage and service :** 3-5°C



# A tractor for all seasons!

**Opalescent beer topped by a generous head. The complex aromas of citrus and passion fruit immediately draw you in to take that first sip. The taste offers the same aromas as the scent with an additional flavour of spices that stem from the authentic Saison yeast. The result is a thirst-quenching beer that combines the ingenuity of the New World and the rustic character of the Old Continent.**

## **Target drinkers :**

Beer-thirsty epicures and farmers working all day long under a scorching sun on their old trusty tractor. For those who spit sand after mowing the lawn and terrace customers who like to chat and plow through a beer.

## **AWARDS**

- 2013 **European Beer Star** (Germany)
- 2013 **World Beer Awards** (United Kingdom)
- 2013 **Mondial de la Bière Europe** (France)
- 2012 **World Beer Awards** (United Kingdom)
- 2007 **Mondial de la Bière de Montréal** (Canada)

- Silver Medal,**  
**Top fermented beer with alternative cereals**
- The Americas Best Bière de Garde / Saison**
- Gold Medal, MBIère Design - La nature**
- World's Best Bière de Garde / Saison**
- Gold Medal, Concours MBIère**



# PALLETS

	Length (in)	Width (in)	Height (in)	Weight (lbs)	Weight (kg)	Cases per row	Rows per pallet	Total no. of cases	Total weight (lbs)	Total weight (kg)
600ml (12 per case)	12,5	9,5	11,5	29,4	13,6	15	5	75	2205	1020
375ml (24 per case)	16,5	11,25	9,25	37,4	17,3	9	6	54	2020	934,2

**PICK-UP ADDRESS: 1250 AVENUE DE LA STATION, SUITE 300, SHAWINIGAN, QUEBEC, CANADA, G9N 8K9 WAREHOUSE IS OPEN FROM 8:00 AM TO 4:00 PM, MONDAY TO FRIDAY.**



A photograph of a warehouse interior, heavily overlaid with a red color. The scene shows multiple stacks of wooden pallets, some with boxes on them, arranged in rows. A large industrial pillar is visible in the center, and a pallet jack is parked on the floor. The lighting is dim, and the overall atmosphere is industrial and somewhat somber due to the red tint.

**« Beer, if drunk in moderation,  
softens the temper, cheers the spirit,  
and promotes health. »**  
- Thomas Jefferson



# LA SHOP DU TROU DU DIABLE

300 - 1250, AV. DE LA STATION  
SHAWINIGAN, QUÉBEC, CANADA  
G9N 8K9

819 556-6666

[TROUDUDIABLE.COM](http://TROUDUDIABLE.COM)