Policy

Quality and food safety

Royal Swinkels

Why

We are a fully independent family brewer with a beer portfolio that contains such well-known brands as Bavaria, Palm, Rodenbach and La Trappe.
For 300 years we have been brewing based on a shared passion for beer and a keen sense of quality.
Safe, authentic and high quality products are important to our consumers, customers, and our reputation and are essential to pass on a better business to future generations.

How

Our aim is to develop and produce products that meet the expectations of our customers, consumers and other stakeholders. Royal Swinkels's strict and careful control systems form an integral part of this.
From the raw materials we receive to the products we offer to our consumers and customers, every aspect at each production site is tested and approved against a set of internal standards, in line with the applicable legislation. Our products furthermore meet strict EU and additional local legal quality and safety standards. We also ensure full compliance with all applicable laws, regulations and animal feed safety standards to ensure quality and safety.

We take responsibility by:

- complying with relevant product, food, and feed safety laws and regulations, internal quality standards and customer expectations. We have additionally implemented a Food Safety Culture at all production sites;
- identifying, evaluating and resolving potential quality and food and feed safety risks;
- preparing annual activities and
- setting objectives to continuously improve our products;
- maintaining a quality management system;
- maintaining an incident management & product recall system;
- offering relevant quality and;
- safety training and education to all staff;
- working closely together with contract manufacturers, suppliers, distributors, clients and customers to ensure ongoing product quality and food and feed safety;
- ensuring that this policy document is effectively implemented.

What

We fulfill these responsibilities by:

- regularly evaluating our food and feed safety management systems to continually improve these and providing additional resources as needed;
- adopting SMART objectives and reviewing them regularly, setting new targets where required;
- communicating internally and externally.