

Policy

Quality and food safety



Royal Swinkels

Why

We are a 100% independent family brewer with a beer portfolio of well-known brands such as Bavaria, Palm and La Trappe. For 300 years we have been brewing on the basis of our shared passion for beer and a good sense of quality. Safe and high-quality products are important to our consumers and our reputation and are essential for passing on an even better business to future generations.

How

We strive to develop and produce products that meet the expectations of our customers, consumers and other stakeholders. Strict and accurate inspections by Royal Swinkels form an integral part of this. Every aspect of every product that reaches consumers has been checked and approved against a set of in-company standards based on relevant legislation. Our products also comply with strict EU and Dutch legal standards for quality and safety.

We take responsibility by:

- complying with relevant product and food safety laws and regulations, in-company quality standards, and customer expectations;
- identifying, evaluating, and resolving potential quality and consumer safety risks;
- establishing annual activities and targets for continuous improvement;
- maintaining a quality management system;
- maintaining an incident management and product recall system;
- providing relevant quality and safety training and education to all employees;
- working closely with contract manufacturers, suppliers, distributors, and customers to continuously improve product quality and ensure food safety;
- ensuring that this policy document has been effectively implemented.

What

We've set ourselves the following goals:

- Marketing 100% safe products.
- Significant annual reduction in customer and consumer complaints.
- A continuous quality and product safety improvement programme per brewery and malt house.

