



Business, Story

WITH A LITTLE HELP FROM INGENICO



Case Study / Westvleteren Trappist Abbey

Energise your business to go international

1839

The first official brew is produced after receiving a brewer's licence signed by king Leopold I.

1927

The first-time steam is used to brew in the modernised, fourth brew house.

2013

The production amounts to approximately 6,000 hectoliters annually.

2019

First online transaction with the help of Ingenico.

Saint-Sixtus Abbey started to produce cheese in 1831 and beer in 1839 in order to be self-supportive. A continuous pursuit of quality improvement with respect for tradition and the environment put the Trappist Westvleteren on the map.

Thanks to the website, the Abbey's visibility went through the roof, and many international tourists that planned a trip to Belgium wanted to purchase the beer online before their visit. That is why they needed help with their international payment solution. Due to the limited amount of beers one person can buy, they also needed an efficient fraud detection module to avoid scammers.



+5

times awarded as
"Best Beer in the World"



3 key requirements for the Westvleteren Abbey



Simple

An intuitive interface to guarantee the most fluid customer payment experience.



Scalable

The platform should be prepared to handle peaks in online sales as the sales are only opened a few hours per 2 weeks.



Safe

Keep the customer payment data safe on a secure platform.

“For our payment system we were looking for an international partner who also had a solid fraud detection module. The ordering process is twice a month and it's open for a period of about two and a half hours. We don't ship at all, and that is what is so amazing. We sell the beer online, but people must come and collect it.”

I must say at the start we were more afraid or concerned about the capability of the website to withstand the number of visitors. But the first payments that we received went through without any problems.”

Jos Vermeulen,
Project Steering Group

Solution Benefits

- 1 Fluid experience**
Our intuitive and mobile first payment pages offer a seamless experience to shoppers.
- 2 Stable platform**
No downtime during the announced sales periods to make sure you never miss a sale.
- 3 Fraud detection module**
Ensuring protection from fraudulent transactions.

An authentic Trappist beer

The Westvleteren beers carry the label of “Authentic Trappist Product”, which means the beer is brewed within the walls of a Trappist monastery under the control and responsibility of the community of monks, whose revenue is devoted to social service.



About the Westvleteren Trappist Abbey

The history of the Saint-Sixtus Abbey started when some monks of the French abbey Mont-des-Cats joined the Westvleteren Abbey in 1831. Aside their monastic activities the monks also cultivated the fields around the abbey, produced cheese, and in 1839, the Abbey received a brewer's license signed by king Leopold I, and the first official brew was produced.

The Westvleteren beer is produced at limited quantity, and the main reason for it is that the production schedule is in function of the monastic calendar. The ordering process is twice a month and it's open for a period of about two and a half hours.

trappistwestvleteren.be/en



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