

## Dulion Brewery at the 2025 International Agricultural Show: A Strong Commitment to Promoting Local Grains

*From February 22 to March 2, 2025, Dulion Brewery will be back at the International Agricultural Show (booth no. 3 C068) to present its Agri'Collab program: a solution that enables grain farmers to enhance the value of their production, diversify their sales opportunities, and improve their livelihoods. It also allows distributors to offer local products with a story to tell, appealing to consumers in search of authenticity.*

Committed to sustainable and more profitable agriculture, Dulion Brewery, through its Agri'Collab program, offers a model in which each player—farmer, brewer, and distributor—plays a key role in enhancing the value of local production. This approach provides grain farmers and distributors with new marketing opportunities to reach local consumers.

«With our project, we aim to pave the way for a new generation of breweries capable of addressing the challenges of ecological transition while fitting into a broader context of agricultural and food transition.» – Christophe Bellet, founder of Dulion Brewery.

Based in Rillieux-la-Pape (69), Dulion Brewery is also committed to supporting its local region. It offers a permanent range of organic products, brewed exclusively with grains harvested in Auvergne-Rhône-Alpes.



Photo Brasserie Dulion

Dulion Brewery invites farmers, distributors, and consumers to discover its offerings, unique expertise, and commitment to fairer agriculture at the 2025 International Agricultural Show, booth no. 3 C068.

### **Brewing with raw grains: a unique and eco-friendly process supporting agricultural and food transition.**

Unique in its approach, Dulion's brewing expertise eliminates the malting stage—a virtuous process in many ways:

- For the planet: It consumes less water and energy, promotes short supply chains, and enables the transformation of a wide variety of local grains.
- For farmers: Using wheat, spelt, buckwheat, or millet creates higher-value agricultural opportunities (2 to 3 times the value of barley), contributing to better farmer compensation. Instead of paying for the energy-intensive malting process, part of the savings is passed on to farmers through the purchase of more profitable grains.
- For consumers: Spelt, sorghum, millet, buckwheat... Dulion can brew an endless variety of grains from their region, offering local, original, and creative recipes.

#### **PRESS CONTACT**

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## **About Dulion Brewery**

Dulion Brewery represents a new generation of breweries, working directly with farmers to brew organic, locally sourced grains while ensuring full traceability from field to pint. This globally unique expertise offers several key advantages:

- 100% local and organic grains used since the brewery's founding in 2013.
- A 100% natural brewing process that consumes less energy and water.
- Respect for biodiversity by using a variety of grains that are also more profitable for farmers.

Naturally different, Dulion Brewery actively supports ecological transition by placing ethics and quality at the core of its approach. Its products aim to appeal to everyone, from casual drinkers to the most discerning palates, all while embracing a spirit of simplicity and conviviality.