



Siroperie Meurens

FROM LIEGE PROVINCE TO THE REST OF THE WORLD

In 1902, the Meurens brothers hit on the idea of slowly cooking surplus pears and apples, giving birth to their syrup. 125 years later, Siroperie Meurens' recipe remains unaltered, and they have expanded their production further, with Le Vrai Sirop de Liège®, a fruit-based spreadable syrup made with or without added sugar and aimed at the retail market, and Solufruit®, a company specialising in the processing of dried fruit and the production of fruit juice concentrates and purées for the food industry.

While their competitors mainly rely on sugar beet, notably in the Netherlands and in Germany, Meurens works exclusively with fruit, which sets them apart in the Dutch and German markets. "Belgium is seen as a benchmark for quality," says Jurek Ciechanowski, Head of Marketing.

With the B-Corp certification process underway, and aiming for carbon neutrality, this SME of about 20 employees can proudly boast of a century-long track record on the international stage.

