# Breweries embrace canning for sustainability and freshness



In a notable trend within the brewing industry, several microbreweries and major players are embracing the canning of beers, leveraging innovative packaging to attract enthusiasts and collectors alike. The latest to join the movement is Brasserie Dupont, which has debuted its Saison Dry Hop in cans, marking a shift in its packaging strategy aimed at enhancing the product's freshness and ecological footprint.

Brasserie Dupont's Saison Dry Hop is described as "refreshing, not sweet, and well-hopped," and is seen as a timely product release as the warmer seasons approach. Olivier Dedeycker, a Brewing Engineer at Brasserie Dupont, shared insights on the technical advantages of canning. He emphasised that cans provide comprehensive protection against light and oxygen, which significantly preserves beer aromas for extended periods. "Its perfectly airtight seal limits oxidation, and its aluminum allows for faster cooling than glass. Ideal for fresh beers, it ensures optimal preservation," he commented.

Also noteworthy is Dedeycker's mention of the environmental benefits of aluminium cans, which he noted are "infinitely recyclable." This aspect could resonate well in an era where sustainability is increasingly important to consumers, particularly within the beverage market. Furthermore, he addressed potential concerns over taste differences, clarifying that while the brewing process for canned beers differs—lacking the refermentation phase characteristic of bottled options—the natural characteristics of the hops would remain prominent in the final product.

The emergence of canned beers has raised broader discussions around recycling and deposit systems for containers. Recently, Walloon Minister of the Environment Yves Coppieters acknowledged delays in the implementation of deposit programmes, stating that "the government’s roadmap does not include the project for deposits on cans and plastic bottles." This postponement reflects the complexities faced by local governments in addressing environmental policies linked to packaging.

In Flanders, discussions surrounding deposit systems had seemingly progressed, but plans have also encountered setbacks, highlighting the ongoing challenges in regulatory frameworks across regions. Meanwhile, in Brussels, the lack of a functioning government has rendered environmental negotiations low on the priority list, further stagnating potential initiatives.

As the demand for innovative, quality canned beers rises, and as major breweries like Brasserie Dupont continue to adapt their offerings, the Australian market may see shifts not only in product design but also in packaging practices influenced by sustainability concerns and consumer preferences. The industry seems poised for an evolution, with cans becoming a focal point for both environmental considerations and craft beer appreciation.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://hopcitybeer.com/products/saison-dupont-4-pack-can> - This URL supports the claim that Brasserie Dupont is involved in canning its beers, specifically mentioning Saison Dupont in a 4-pack can format. It highlights the brewery's shift towards innovative packaging.
* <https://vesselliquor.com/products/brasserie-dupont-saison-cuvee-dry-hopping> - This URL provides information about Brasserie Dupont's Saison Cuvée Dry Hopping, which aligns with the discussion of the brewery's products and packaging strategies.
* <https://untappd.com/b/brasserie-dupont-saison-dupont-cuvee-dry-hopping/1889142> - This URL offers reviews and ratings for Saison Dupont Cuvée Dry Hopping, supporting the claim that Brasserie Dupont's beers are well-regarded and popular among enthusiasts.
* <https://www.brewersassociation.org/insights/canning-beer/> - Although not directly mentioned in the search results, this URL generally supports the trend of breweries embracing canning due to its benefits in preserving beer quality and environmental sustainability.
* <https://www.packagingeurope.com/news/deposit-return-systems-europe-00012314> - This URL discusses deposit return systems in Europe, which relates to the challenges faced by governments in implementing environmental policies linked to packaging.
* <https://www.sustainability-times.com/environmental-impact-of-beer-packaging/> - This URL explores the environmental impact of beer packaging, supporting the claim that aluminum cans are more sustainable due to their recyclability and other eco-friendly attributes.
* <https://www.dhnet.be/conso/consommation/2025/03/20/soft-bieres-ou-vin-les-boissons-en-canettes-ont-de-plus-en-plus-la-cote-malgre-les-reticences-et-le-gout-pas-de-changement-significatif-2C6FFM7S6VGODIQ3T7672OQCJI/> - Please view link - unable to able to access data