

The company HVD

History:

In 1922 Isidoor Van Damme began the manufacture of waffle irons in Brussels. His son Hubert continued his work and extended the export of these irons to a global scale.

The Brussels waffle and its iron grew slowly known all over the world. The New York World's Fair in 1964 meant a breakthrough for the Brussels waffle on the American market. Nonetheless, the Americans quickly began to bake a waffle which deviated from the original Brussels or Belgian waffle, this most probably due to the differences in ingredients. These waffles are also called 'Belgian waffles', although the 'Belgian waffle' in itself does not exist; the term is rather used collectively for different types of waffles from Belgium.

After the States, Japan followed in specializing in the production of waffles, in particular of the Liege waffle. This waffle is typified by its ingredient pearl sugar. The regions around Tienen and Liege represent the cradle of the production of sugar beet in Belgium. Beet sugar is essential for the fabrication of pearl sugar, which is so richly added to the Liege waffle.

Hubert Van Damme has always represented his product worldwide to the fullest and is renowned for his broad knowledge of the art of waffle making. In 2002 his company was bought by Benny Pitteurs, who gained his export experience in the bakery ovens and machine industry. At this moment Hubert Van Damme is enjoying his well-earned retirement and travelling the world.

These recent years HVD has grown through the application of new technologies and methods of production. New markets are being explored through the participation of exhibitions and events in collaboration with Flanders Investment and Trade, Brussels Export and the Walloon Agency for Export.

Some references throughout the waffle world:

EUROPE:

BELGIUM

<i>Australian Home Made Jee Cream:</i>	<i>www.australianicecream.be</i>	<i>Liège waffles</i>
<i>Belgaufra:</i>	<i>www.belgaufra.com</i>	<i>Liège waffles</i>
<i>SoGood:</i>	<i>www.sogood.be</i>	<i>Liège waffles</i>
<i>The Waffle Factory:</i>	<i>www.wafflefactory.com</i>	<i>Liège waffles, savory w.</i>
<i>Vitalgaufre:</i>	<i>www.vitalgaufre.com</i>	<i>Liège waffles</i>
<i>Maison Dandoy:</i>	<i>www.maisondandoy.com</i>	<i>Brussels & Liège w.</i>

France:		
Maison Meert:	www.meert.fr	Galette de Flandre
Aux Merveilleux:	www.auxmerveilleux.com	Galette de Flandre
Pierre Hermé:	www.pierre-herme.com	Galette de Flandre
Germany:		
Konditorei Heinneman	www.konditorei-heinemann.de	Brussels waffle
United Kingdom:		
Ben & Jerry 's UK	www.benjerry.co.uk	Liège waffle
Lego Land Windsor UK	www.legoland.co.uk	Lolly waffle
Sunkissed ProJuice		Liège waffle
Wafflemeister London	www.wafflemeister.com	Liège waffles
USA		
Waffles en Dinges, NY	www.wafelsanddinges.com	Liège & Brussels
TheMark, NY	www.themarkhotel.com	Brussels waffles
B-Cafe, NY	www.bcafe.com	Brussels waffles
Petit Abeille, NY	www.petiteabeille.com	Brussels waffles
EUROSNACK, CA	www.eurosnack.com	Liège waffles
Asia		
South Korea		
Caffe Bene	www.caffebene.co.kr	Liège waffles
Holly 's Coffee	www.hollys.co.kr	Liège waffles
Japan		
Manneken	www.manneken.co.jp	Liège waffles
Cafe Tanaka	www.cafe-tanaka.co.jp	Galette de Flandre
Mr. Waffle	www.mr-waffle.com	Liège waffles
China		
Caffe Bene		
Holly 's waffles		
TAIWAN		
Kuko waffles	http://www.kukowaffle.com	Liège waffles
Australia		
Petite waffle	www.petitewaffles.com.au	Liège waffles
INDIA		
Belgyum	www.Belgyum.in	Brussels waffles

HVD sells machines in over 110 countries world wide.