

# Brewing & BEVERAGE INDUSTRIES BUSINESS

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The Products & Services  
Magazine for the  
UK Drinks  
Production Industry

Winter 2018/9  
Issue 11

December • January  
February



Showcase features

## BAR & CELLAR

Pages 12-21

## BUSINESS SERVICES

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## FOCUS CIDER


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Plus top writers, including our regular columnists  
**Ruth Evans MBE, Stephen Beaumont, Julian Grocock**  
and **'Beer Writer of the Year' Adrian Tierney-Jones**







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# Winter 2018/9 issue 11

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# Word from the BFBi

RUTH EVANS MBE

## What Does 2019 Have in Store?

**I am increasingly being asked what my thoughts are regarding the effects of Brexit in whatever form it takes on 29th March 2019. My answer is that I know as much as anybody else, not for the want of asking various Government departments, in particular DIT. I have asked DIT for advice, in particular, in terms of preparing for customs paperwork.**



As a member of the All Party Parliamentary Export Group, we will be using our contacts to ensure that we can communicate information out to industry as soon as we receive it. If you have questions please do contact us and we will do our best to source answers. However, for VAT and customs & excise information on a no deal Brexit go to <https://www.gov.uk/government/publications/partnership-pack-preparing-for-a-no-deal-eu-exit/changes-to-customs-excise-and-vat-you-need-to-know-about-if-there-is-no-deal> or contact us.

Talking about export – BFBi has bid for Trade Access Programme funding and secured space for CBC2019, NBWA 2019 and Brau 2019. If anybody is interested in exhibiting at CBC 2019, taking place in Denver 8-11 April 2019 please contact me asap

### Engage to Change

You have read and heard me discussing our Engage to Change campaign – in terms of gender neutrality and the services we provide to our members

As we near the end of 2018 a number

of things are changing for BFBi. We have been advised to change from being an unincorporated body to a company limited by guarantee and this will be finalised for 1st January 2019. We are currently reviewing our branding so that it better represents what we do and, with the help of the membership, have come up with a very different image. One, we feel, better represents who we are in today's world and the changes we wish to make, as a trade association, representing the supply chain to the beverage industry.

Together with a change of branding comes a total overhaul of our website – BFBi has been the “go-to” for any drinks manufacturer looking for a supplier for the past 112 years. Our directory is known as the “bible” for sourcing materials and products. However, in this google world, electronic sourcing is the norm. Our new website will be an interactive portal, putting drinks manufacturers in touch with members who can answer questions, provide products and services.

Many of you will be aware of the

Engage to Change meetings across the country. We need your input into the changes we are putting in place, both branding, website and in terms of services. We are a trade association, working for our members and industry, in the way our members need and want.

Our members also need input from their customers in order to know how they can best deliver quality products in increasingly short timescales against increasingly long payment terms.

With an uncertain Brexit, the drinks industry will need support from the supply chain and the supply chain may need support from its trade association. BFBi was formed to support an industry and it is looking to do the same, should it be needed.

Engage to Change is not just a strapline, the words are not just words – we intend Engage to Change to be actions. However, these actions can only become a reality if BFBi members and industry plays a part.

Engage with us to make a change.

**Ruth Evans MBE, BFBi C.E.O.**

For a full calendar of BFBi events visit: [www.bfbi.org.uk/industry-events/consolidated-programme-of-events](http://www.bfbi.org.uk/industry-events/consolidated-programme-of-events)



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**Brewers & Distillers - the BFBi is open to you too! - See Page 74 for more information**

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# Called To the Bar

## ADRIAN TIERNEY-JONES



## Beer Cities

**Why go to Norwich? No, this is not a joke involving Alan Partridge and late night local radio. I'm serious. For a start, you would go for its rather fine cathedral, then there's the castle and its museum; it's a great place to amble through as well, especially along the river that threads itself through the city. I'm also rather partial to the covered market in the centre.**

This is all very nice and I bet the tourist board would be glad to read the above words. However, there's another reason to go, which is why I have been going east for several years now. You go to Norwich to drink beer in the city's fantastic pubs, where studying a glass of a bracing, tumultuously tropical IPA (Grain's Lignum Vitae at the Plough), a shimmering DIPA (Burnt Mill's Enigmatic Galaxies at the Ten Bells) or a brooding, murderous-looking stout (Amundsen's dessert imperial stout at the Plasterers) can take you right into the soul and heart of the city's beer scene.

So it shouldn't come as a surprise that Norwich's City of Ale, which was set up in 2011, has been a pioneer of the citywide events that have been occurring throughout the UK over the last few years. I was up in Sheffield for its beer week in March, involved in a beer tasting in a pub, whilst contemplating the city's fantastic pubs (the Bath Hotel and the Fat Cat especially). I've done several events during Bristol's beer week; last year I hosted a beer quiz at Lost & Grounded, which was great fun. Other beer writing colleagues have fetched up at beer weeks in Manchester, Cheltenham and Nottingham, and have come back glowing with praise for their experiences. Perhaps to paraphrase Frank Zappa, you can't be a real city unless you've got a beer week.

To some these events might just seem glorified beer festivals or pub crawls given a fancy title, but that not true. Beer weeks give a chance for a city's beer-lovers to come together and celebrate the world's

greatest drink with tap takeovers, meet-the-brewer nights, specially brewed beers, brewery visits, tutored tastings and pub walks (ok crawls). They are also a way of showing to people outside the beer bubble (who, despite the constant noise on Twitter, you could argue constitute most of the drinking public), that beer has a sense of place, a sense of community, a sense of belonging and a sense of its own history.

Organising a beer week is also a serious thing. Last month I was back in Norwich, and yes I did visit a few pubs, but there was also another reason for going. I was present at the British Beer Cities Forum, where organisers from 10 British Beer cities plus Norwich City of Ale got together and heard presentations and discussions from heads of tourism, pub and beer associations and members of the British Guild of Beer Writers (including this writer). It was a fascinating day, with plenty of anecdotes, tips on how to set up a beer week, what to encourage, what to avoid, how to use the media, the importance of volunteers and the general goodwill that the beer community can engender, especially in a time where 21 pubs a week are closing and cask beer sales are down by 6.8%.

Yet, you still might be asking, what else can a beer city event do? If you think about it, it's also about a different more bibulous kind of tourism, as Andrew Daines from Visit Flanders explained at the event: 'The beer cities initiative provides an excellent platform that, with appropriate support and investment,

could deliver similar significant benefits in relation to both domestic and international visitors to the UK.' Having spent an October Saturday cycling out from the Flemish hop-growing town of Poperinge to visit a couple of breweries and the Westvleteren Trappist beer cafe, I can only agree with him. After all, people visit the Highlands for the Scottish whisky experience, while my recent visit to the Pilsner Urquell brewery reminded me of the central part that beer plays in Czech tourism. Further confirmation of the contribution that beer and pubs give to the British economy came from David Wilson of the British Beer and Pub Association, who pointed out that people coming to Britain that visit pubs spend on average 35% more (£174 more) while they are in the country than those who don't visit pubs.

At a time when interest in food and drink seems to be pretty ravenous, the beer city and its associated week is an idea whose time has come. If you're a licensee or a brewer or just someone who loves beer, as well as loving your city or town, then it makes sense to think about taking up the beer city banner. After all, as AE Housman once wrote in another time: 'Or why was Burton built on Trent? / Oh many a peer of England brews / Livelier liquor than the Muse, / And Malt does more than Milton can / To justify God's ways to man.'

I'll see you in Norwich. Or Birmingham. Or Stockport. Or any city you like.

### Adrian Tierney-Jones

Voted 'Beer Writer of the Year 2017' by the British Guild of Beer Writers, Adrian Tierney-Jones is a freelance journalist whose work also appears in the Daily Telegraph, Original Gravity, Sunday Times Travel Magazine, Inapub and Imbibe amongst many others.

He's been writing books since 2002 and they include *West Country Ales*, *Great British Pubs*, *Britain's Beer Revolution* (co-written with Roger Protz) and his latest *The Seven Moods of Craft Beer*; general editor of *1001 Beers To Try Before You Die* and contributor to *The Oxford Companion to Beer*, *World Beer* and *1001 Restaurants You Must Experience Before You Die*.

Chair of Judges at the World Beer Awards and also on the jury at the Brussels Beer Challenge, Dutch Beer Challenge and the Copa Latinoamericana de Cervezas Artesanales in Peru. Blogs at <http://maltworms.blogspot.co.uk>



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# Letter From North America

STEPHEN BEAUMONT

## What to Do About IPA?

### A select timeline of India pale ale:

**18th century** – Shipping of pale ale to India results in the adoption of the 'style' known as "Pale Ale prepared for the India market."

**1830s** – First appearance of the term "East India Pale Ale."

**1851** – The Great Exhibition instills in Britons the notion of an Empire and leads to IPA becoming a fashionable drink in London.

**1980s** – The American style of pale ale popularized by Sierra Nevada Brewing begets the creation of a similarly American hop-fuelled version of IPA.

**2000s** – American style IPA becomes a juggernaut style and leads to the creation of numerous off-shoots, including double IPA, black IPA, Belgian IPA and session IPA.

**2017** – New England style or hazy IPA is born as a style, followed months later by milkshake IPA and brut IPA.

**2020** – IPA becomes the new mainstream lager.

Okay, so that last one might be a little fanciful. But then again, according to findings presented recently in the American craft brewing trade journal, *The New Brewer*, neither might it be as far off the mark as it seems.

In an article entitled "A New Breed of IPA Drinker," brewing industry consultant Mike Kallenberger makes a convincing case that while IPA drinkers are still a ways from paralleling the purchasing practices of the mainstream lager drinkers of the 1980s, some of the traits they exhibit do bear certain similarities. He begins by quoting data presented by long-time industry analyst Bump Williams, specifically that IPA purchases accounted for almost a full one-third of all off-premise craft beer sales in 2017, and continues with his own research showing that the sub-segment of IPA drinker is beginning to lean towards style loyalty, if not necessarily the brand loyalty of the lager drinker of old.

Referring to such IPA drinkers as "IPA-centric" or even "IPA-myopic," Kallenberger reports quotes from his interviews such as that of the 42-year-old Chicagoan who said, "I'm kind of in an IPA life right now. If I know I like it, I'll get it over trying something new," and cites the possibility that "the IPA-centrics of today are inclined to drink what 'everyone drinks.'"

This echoes what I have been noticing anecdotally over the past couple of years, although it bears mention that it seems to be a more prevalent behaviour pattern in the United States than in Canada. It also brings back to mind a conversation I had with a fellow budding beer writer way back in the mid-1990s.

"Wouldn't it be great if people started buying Sierra Nevada the way they do Bud?" my earnest friend asked, proposing that the now-famous pale ale should become the universal go-to beer that Bud was and Bud Light now seems to be. I turned to another beer writer, a few years my senior in both age and work experience, and we exchanged puzzled looks before answering, in unison, "No, absolutely not."

Our shared thinking was that what we then referred to as the microbrewing renaissance or, more grandly, revolution was as much or more about choice than it was about flavour. Sure, we were united in the opinion that Sierra Pale was and remains a beer far superior in taste to Budweiser, but we equally felt that exchanging one habitual brew for another, even one as good as Sierra, would be a lateral move rather than real progress.

Fast forward to today and the situation Kallenberger describes is both quite different and eerily similar.



While IPA-centrics are certainly focusing a lot on a single style, as Brewers Association economist Bart Watson noted in Kallenberger's article, "A brut IPA shares almost nothing with a milkshake IPA other than three letters tacked on the end." In other words, a drinker solely focused upon IPA has a wide range of spin-off styles from which to choose, many of which bear little resemblance to their substyle kin. And it needn't be as extreme as Watson's example, either: consider an aroma-driven New England IPA compared with a bitterness-forward west coast IPA or a low alcohol session IPA and a potent double or triple IPA.

At the end of the day, however, the decision to focus principally or exclusively on IPA at the expense of all other styles is an act of opting for limitation rather than expansion, repetition over exploration.

Ultimately, it's the sort of behaviour that risks sending us back to the bad old days of a single dominant style produced only by a small number of breweries skilled at cranking out said style in vast volumes, and as history informs us, such a market benefits industrial brewers far more than it does beer drinkers.

### Stephen Beaumont

A professional beer writer for 27 years, Stephen Beaumont is an award-winning author or co-author of thirteen books on beer, including his latest, *Will Travel for Beer: 101 Remarkable Journeys Every Beer Lover Should Experience*.

He is also the co-author (with Tim Webb) of the recently released *Pocket Beer Book, 3rd Edition*, and 2016's fully-revised and updated second edition of *The World Atlas of Beer*, as well as author of *The Beer & Food Companion*.

His new website is [travelforbeer.com](http://travelforbeer.com) and he can be followed on both Twitter and Instagram @BeaumontDrinks

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to reflect off and it also creates a unique texture and feel. Debossing is also an option, this is where certain areas of the print and metal are recessed rather than raised as in embossed. Whether its embossed or debossed or a combination of the two the eye-catching nature of the product is guaranteed creating that all important impact at front of bar.

And at Rudd Macnamara we don't forget that the print quality and finish of the product is all important in achieving outstanding branding so that the brand is always presented in the best possible way.

While lenses and pump clips are front of bar promotional items, embossed signs, sometimes called Tackers, are a great alternative way to promote a brand. Whether this be as a collectable or on display in outlets where there might be an opportunity to promote a brand other than on bar. The Printed 3D Embossed Sign opens up brand promotional opportunities other than on bar and the emboss can transform the artwork from something which looks run of the mill, to



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## Golden rules to stand out from the crowd says Andy Mogg, LemonTop Creative

**One of the hardest jobs to undertake in the brewery business is trying to stand out from your competitors and be the one brand that everybody notices as they stand at the bar. The brewery industry is full of beautiful branding and luscious labels.**

Everybody is striving to have a unique brand, with a look and feel that everyone craves. Whether you're new to the brewery sector or you're an established brand, it's very easy just to blend into the background and that is not where you want your business to be. Breweries large and small are all passionate about brewing and everyone has aspirations of reaching new heights and rising above competitors. Here are a few things you must do to achieve this.

### **1. Always look at other brewery branding.**

If you don't know what your competitors are doing, you won't know what to do to make your brand and promotional material stand out on the bar. Take inspiration from the things you like but make sure your logo and identity can't be confused with other brands. Building a strong brewery brand is about creating unique visual and verbal elements and then repeating them across all of the promotional materials that you create. Making it unique and consistent across your brewery will ensure it is memorable and help it stand out from your competitors.

### **2. Dare to be different.**

Playing it safe is the riskiest thing you can do. If you "stick to the norm" you run the risk of doing what everyone else is doing. How do you expect to stand out. Of course there are rules and regulations to all design, but sometimes these rules are there to be broken. Don't think just because everyone is doing things in a certain way, you have to follow the fashion? When we first created our LemonTop brand people kept asking where the unusual name came from and commented on our unorthodox colour choices. This worked to our

advantage by allowing us to tell our story. Now our clients don't say yellow, they say LemonTop yellow. The moral of the story is it's much better to set trends of your own and create your own style. Maybe then other breweries will want to start following and replicating what you are doing.

### **3. Get your brand in front of customers before it gets to the bar.**

Whether it's social media, beer festivals, or brewery tasting events, there are a myriad of ways you can get your brand in front of potential customers even before it hits the bar. Perhaps the easiest way to start the process is through social media, such as twitter, facebook and instagram. However if you go down this route, it is essential you keep your communications current, interesting and plentiful. Attending festivals and events is always popular as you not only meet potential customers but many suppliers too. At the very minimum you'll need an eye-catching exhibition stand and desirable promotional material, but to really stand out, again you should dare to be different and stay one step ahead of your competitors. Brewery tasting events are where brewers feel most comfortable. Potential customers are on your patch, on your terms, whether it's your brewery or your local pub. It's up to you to deliver an interesting and memorable experience.

### **4. Listen to what customers and competitors have to say.**

Whether it's the taste of your beers or the design of your pump clips, customer feedback is a precious commodity. After all, they are the ones who are standing in front of the bar, making the choice between you and your competitors. If they think your recipes or your promotional items aren't as good as your competitors they may end up turning away from your beers in favour of another brand. It is this feedback that allows you to fine-tune your offering and create better products. Whether it's through social media, blogging or a feedback form on your website, you must

act immediately on both praise and criticism. Some people will love your products, others will discard them, but both will tell other people of their experience and it is this you must act upon. In our connected online world, you have the perfect opportunity to thank your supporters and win over your doubters.

### **5. Be known for what you know.**

A simple way to stand out is by making customers and suppliers turn to you as the industry expert. Put inspirational stories and advice out on social media and populate your blog with your experiences of the brewing industry. Answer people's questions that you see online. Use the opportunity to assist them and demonstrate your knowledge, showing you are willing and able to help them. This goes a long way in creating loyalty and trust. Next time they see your brand at the bar, they will be reminded of the good feelings, inspiration and knowledge you have given them and will almost certainly be tempted to try one of your beers.

### **6. Don't be afraid to promote yourself.**

Many brewers steer away from shameless self-promotion because they feel that it's something that only desperate people do. In reality though, you are the face of your business. Self promotion should be part of your marketing plan. You wouldn't think twice about promoting your business. You should be doing the same thing for your personal brand too? Tell people who you are, about your brewery and beers every chance you get. They may not seem interested at the time, but next time they are at the bar faced with a choice of beers and bottles, guess whose name will be first to pop into their mind.

We know it's never easy to stand out from the crowd, especially if you're a newcomer to the brewing industry but following the golden rules above can make it a whole lot easier.

**For more information visit:**  
[www.lemontopcreative.com](http://www.lemontopcreative.com)

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For inspiration, visit [www.LemonTopCreative.com/our-work](http://www.LemonTopCreative.com/our-work)

## What's new in dispense from RLBS?

**It's been a busy 2018 for RLBS, one of the leading UK drinks dispense equipment manufacturers.**

As the craft beer movement continues, the company, with factories in Wrexham, North Wales and in Keighley, West Yorkshire, has been building on its services and developing new products for our vibrant industry.

To start the year off RLBS was awarded "Supplier of the Year" by Innserve Ltd, the leading UK Technical Service company, for unrivalled service throughout 2017. Steve Cartwright, RLBS's sales manager, commented, "We hope this award shows the industry the level of service we aspire to give all our customers. We are proud to be a British manufacturer of quality equipment in an industry where cheap imported products seem to be emerging fast."

RLBS has been known since 1984 as the go-to company for drink dispense gas regulator manufacture and refurbishment and is increasing its portfolio for keg and cask dispense. Its bridge fonts for the craft market have

been successful in giving a powerful presence for promoting the best of drink brands. In addition RLBS has just released a new single pillar font, the "Solo", which brings an elegant and affordable single-point brand dispense unit to the bar.

Following RLBS's acquisition of the highly respected cask ale dispense company, Colin Farrar Brewery Services, the new 'Endeavour' handpull for beer and cider is compact in design for small under-bartop spaces and includes a wide clamping jaw good for the thickest bartops. To ensure the perfect pint presentation in the glass, RLBS designed the "Endeavour" handpull to have interchangeable 1/4pt, 1/3pt, 1/2pt & free-flow options on the clamp-on or 'Through the Counter' models.

As an extra bonus for the real ale industry, the industry organisation CAMRA has announced that pubs/bars using cask aspirator systems will not now be held back from inclusion in its Good Beer Guide listings. The Cask Aspirator System manufactured by RLBS keeps oxygen away from an open cask of



ale, extending its peak condition up-to four times longer. In addition, the higher logistic and product cost of smaller casks of ale can now be reduced with the reconsideration of larger cask sizes.

In RLBS's gas regulator sector there has also been an exciting development. The company is ready to release a product which controls high flowing gas to stop gas regulators from freezing, without external heating.

**For more information visit:**  
[www.rlbs.ltd.uk](http://www.rlbs.ltd.uk)

## Flexi-Draft provides 'perfect pour' solution

**As more brewery and events businesses look for mobile ways to increase revenues and reach, innovation from Micro Matic provides a mobile pop-up pint, perfect pour solution.**

Micro Matic is a world leader in Valve in Keg technology, with sales of over 100 million extractor tubes, and is therefore always looking for innovative ways to support its customers and continue to lead the market.

Flexi-Draft is an innovative Micro Matic solution for venues that would usually be unable to provide a draft drinking experience for their customers. It is a

self-contained, mobile unit that combines refrigeration technology with a simple to use, disposable line from the keg to the font.

Sunderland's Stadium Of Light football stadium Bar and Events Manager, Scott Finlay, explains how they have benefited from FlexiDraft; "We have a challenging stadium with issues such as concrete floors, no nearby cellars, thirsty customers and very busy staff. It is my role to make sure that the customer gets the perfect pint with as little waiting time as possible. Introducing Flexi-Draft has been a very positive step for our team as it genuinely provides the perfect pour.

"We have very demanding customers and they appreciate a quality beer that is the correct temperature. Flexi-Draft gives me the confidence that this can be achieved every time".

FlexiDraft is the ideal draft beer system for small and medium-sized outlets. It is easy to use and there are no hidden costs for cleaning and servicing. Maintenance costs are low and there is no beer waste. A broached keg can keep fresh for up to 30 days. The energy consumption is only half that of a conventional dispense system saving costs and meeting energy consumption targets too.

If you would like to know more about how FlexiDraft could help you penetrate new markets with draft beer, then contact Paul Cassells at [pacas@micro-matic.co.uk](mailto:pacas@micro-matic.co.uk)

**For more information visit:**  
[www.micro-matic.co.uk](http://www.micro-matic.co.uk)





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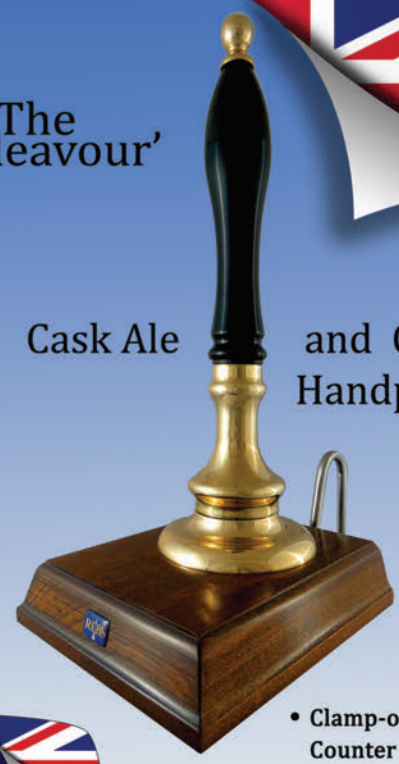


**Craft Beer Dispense - Bridge Fonts**

- Through-the-Counter and Clamp-on
- With or Without Mid Flanges
- Many Sizes and Finishes Available
- All with Removable Tap Plates for Ease of Servicing/Install

**The  
'Endeavour'**

**Cask Ale and Cider  
Handpulls**

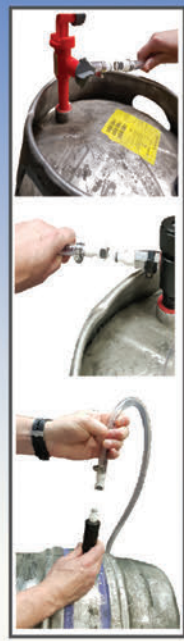


- Clamp-on, Through-the-Counter and Cabinet
- Many Size and Finishes Available
- Interchangeable 1/4pt, 1/3pt, 1/2pt & Cylinderless Pull Actions



**Cask Aspirator Systems**

- Extends the peak condition of a real ale upto 4 times longer than if served without
- Suitable for Horizontal and Vertical Casks



**The 'Solo'**

**Single Point Dispense Fonts**

- Many Metal, Paint and Print Finishes Available
- Clamp-on
- Water Cooled 3/16" or 5/16" Product Line

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For More Information please contact us on

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Tel: +44 (0) 1978 855388

(Head Office) RLBS Ltd, 1 Zenith House, Gresford Industrial Park, Wrexham, LL12 8LX, UK  
(Keighley Factory) RLBS Ltd, Unit 3, Holme Mill Ind Estate, Keighley, BD22 6BN



## Branding and functionality from UDS

Universal Dispense Systems designs and manufactures a large range of drinks dispense fonts, towers, taps and fob detectors which are exported worldwide.

With stunning designs, continuous innovation and UK manufacturing from our purpose-built facility in London, Universal Dispense Systems works with brand owners, breweries and your local pub to ensure both branding and functionality is met. UDS can boast 50 years experience in the brewing and beer dispensing business.

### UDS Artisan Font Range

This new range of fonts has been specifically designed to meet the growing need for brands to stand out from the crowd. The range reflects the heritage of both established and craft brands along with providing stylish fonts that are at home in today's market place. The full range of fonts is available as

clamp-on or through the bar configuration, with front mounted round LED illumination or traditional non-illuminated round or oval badge holders. The Artisan range of fonts is available with numerous tap configurations, heights and plated and painted finishes.

### UDS Craft Beer & Cider Fonts

Our comprehensive range of stylish fonts will deliver stand-out in your venue and will deliver a point of difference that is demanded by consumers in today's crowded market place. From the clean lines of the Eco Tube Font to the rugged industrial Gas Pipe Font there is something to fit every theme and concept. If you require a bespoke font,



### UDS Craft Beer & Cider Taps

The UDS range of stainless steel taps is available in free-flow or with flow control capabilities. All our taps are precision engineered using the highest quality materials and made in the UK at our purpose-built production facility in London.

The new UDS Craft tap range is specifically designed to meet the needs of the craft beer and cider sector who demand something different to the main stream brands and a point of difference is key to standing out in the crowd.

The UDS wine tap is designed specifically for draught wine dispense to offer a more refined look than a standard dispense tap. The UDS wine tap delivers a look that enhances any wine brand presence on the bar.

**For more information visit:**  
[universaldispensesystems.com](http://universaldispensesystems.com)



we are able to create customer specific designs to meet your requirements. The range of fonts is available as either clamp-on or through the bar, with LED illumination and is available in a full range of finishes and branding options.

## One-stop-shop for branded POS

Willis Publicity is a leading UK producer of bespoke tap handles for the drinks industry, working with major national brands to cutting-edge craft breweries and cider makers, we specialise in enhancing brand visibility with eye-catching bar point-of-sale.

With full in-house design facilities, Willis Publicity can provide a tailored tap handle solution from concept all the way to production and a one-stop-shop for branded POS needs.

Contact us to discuss your bespoke requirements:  
[carl@willispublicity.co.uk](mailto:carl@willispublicity.co.uk), [tom@willispublicity.co.uk](mailto:tom@willispublicity.co.uk), 01582 764040

**For more information visit:**  
[www.willispublicity.co.uk](http://www.willispublicity.co.uk)



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\*Additional tap configurations available

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## AD Profile in the team adding beautiful beer for the beautiful game

AD Profile has teamed up with Away Days Beer to create a new brand and top class line-up of beers.

Away Days kicked off with three beers initially and is currently adding two more to the team.

There will be a continued partnership with AD Profile, not only with the continued expansion of the core brand but also with a 'Create Your Club Beer' range, a bespoke brewing and artwork service offered to footy clubs to have their chosen beer kitted out in their own club colours...

This obviously football focused brand creates beers by listening to the likes and dislikes of footy fans, each tittle has the input from the fans...



**For more information visit:**  
[www.adprofile.co.uk](http://www.adprofile.co.uk)

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To see our full range of Cask Racking please visit our website.





Since the launch of the new Multi-Purpose Jacket®, this has become popular with it been able to cater for the multiple applications needed to cover the new influx of CASK/KEG variations.

To see our full range of Cask & Keg Jackets please visit our website.



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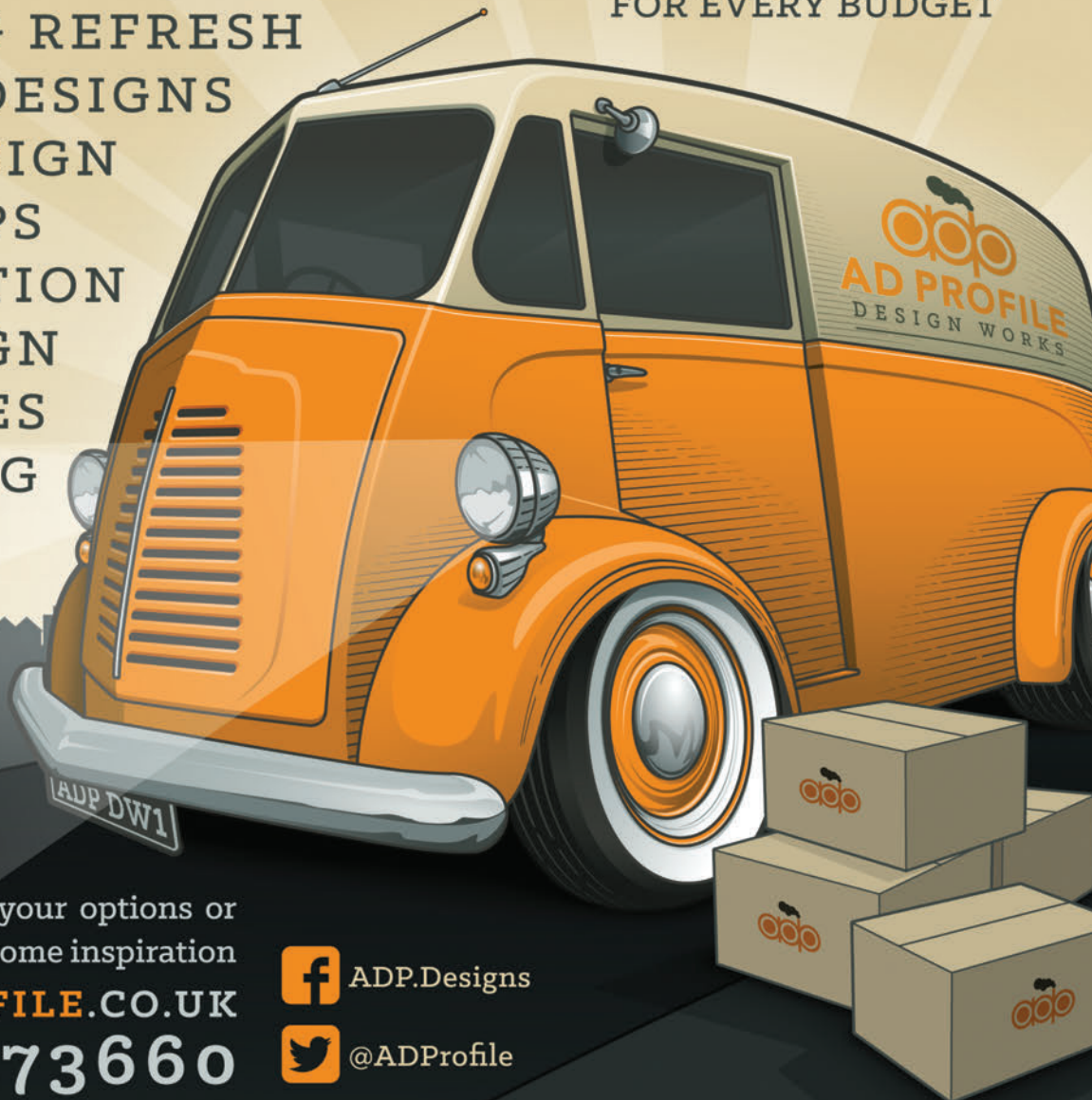
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We asked companies supplying the following products and services to let us know something about themselves...

- Insurance, financial and legal services, recruitment, training and other business services
- Hardware & software designed to smooth administration and production flow
- Drinks wholesaling and distribution, plus associated sales consultancies

## SPAsoft for brewery business efficiency

Wrong deliveries, wrong stock, order errors, and loss of data all lead to dissatisfied customers, duplicated work, stressed staff, missed deadlines and increased costs.

Streamline your brewery business with SPAsoft's cloud based modular Brewery Management System and reap the rewards of a business that can grow whilst you brew, all for less than the cost of a coffee or northern pint a day!

SPAsoft's BMS cloud gives access to your

data wherever and whenever you need it. The modular format keeps you in control of the costs, your data is secure, backed up with a complete disaster recovery system and available on Windows, IOS and Android.

Taking an order is fast and easy, stock is just a click away for all products. The Telesales CRM module generates sales with scheduled calls and call-backs, live-stock detail, call log and rapid order entry. Once the order is entered, there is a foolproof picking routine including validation of the correct container and

beer using a bar code scanner.

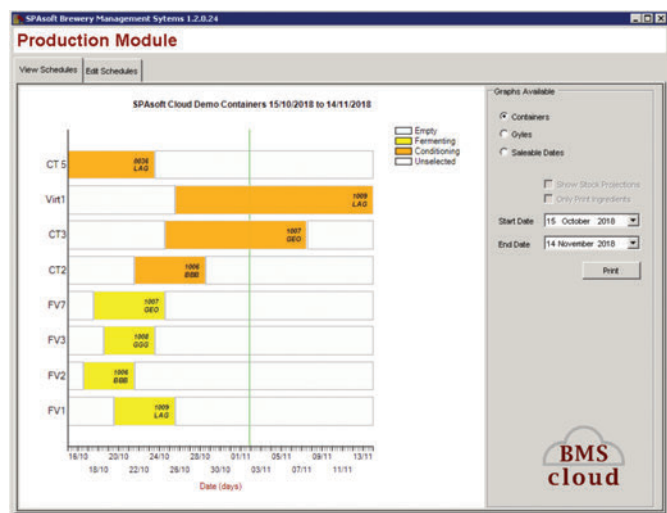
Orders can be auto scheduled giving delivery efficiency and every invoice shows casks on premises, aiding collection whilst delivering. The delivery will always match the order. When invoicing, the system updates stock and generates the duty calculation

live. Add the Production module and you can plan your time and stock, and it will also highlight when ingredients need reordering. Batch traceability for ingredients is part of the Recipe module and satisfies Trading Standards and major retailers, making it simple for you to answer their questions.

Having everything at your finger-tips improves customer service. With a live interface to Xero cloud accounting and transfer routines for many other accounts packages you can simplify your process from end to end. Add paperless deliveries with the BMS-PDA and you have a signature for every delivery and can collect payments by card, removing the loss of cash and improve the reconciling of your accounts.

We know each customer is unique so demonstrating the modules, collating the data, arranging the installation, system configuration, training and payment is organised to suit you. Our ongoing support is there to answer your queries and to bring new features as the industry evolves and your business grows.

**For more information visit:**  
[www.spasoft.co.uk](http://www.spasoft.co.uk)



## Brew-School – getting qualified in 2019

The General Certificate in Brewing (GCB) continues to offer one of the most widely recognised routes for brewers to obtain an internationally recognised brewing qualification. Brew-School in Bakewell continues to run a 5 & 7-day intensive Practical Commercial Brewing Course, fast tracking the essential skills for this qualification.

The course is taught by three master brewers, involves practical based visits,

and aims to upskill people to not only sit the IBD examination but also give them the practical and commercial knowledge to brew in a commercial microbrewery.

The next course takes place on the 1st April 2019 and the limited places available are already selling fast.

To secure your place on the course you can book online or contact Brew-School: [info@brew-school.com](mailto:info@brew-school.com) or phone 0114 383 0150.

**For more information visit:**  
[www.brew-school.com](http://www.brew-school.com)





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## ADVANCED-PACKAGING-MATERIALS

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## Want to be SALSA accredited? BrewMan's Production module can help

In recent years it has become more important for breweries to prove their compliance to rigorous food safety standards, particularly when selling to supermarket chains.

There are a number of accreditations that are applicable to breweries, including SIBA's standards, HACCP (Hazard analysis and critical control points) and SALSA (Safe and Local Supplier Approval) and the SALSA plus Beer Audit.

Premier Systems Limited's BrewMan is a leading Brewery Management Software package, installed in over 200 breweries, and as such we have worked in conjunction with many that have achieved SALSA accreditation. In order to provide the most value to our customers we have ensured the system is able to assist as far as possible in achieving the required level of compliance for these accreditations.

### What is SALSA?

The SALSA plus Beer Audit has been developed to offer small and micro-sized brewers a standard tailored to their particular operation and to allow approved members to approach buyers with their craft ales and beers with reinforced confidence. Additional criteria

contained in the SALSA plus Beer Standard were developed to:

- encourage excellence in the brewing and bottling industry
- raise the profile of processors within the brewing industry
- provide a forum for exchange of ideas
- give clear guidelines for approval to brewers and bottlers

The SALSA plus Beer Audit standard also details a number of additional requirements to reflect specific aspects of the brewing industry, specifically:

- Personal Hygiene
- Cleaning
- Contamination/Cross-Contamination Prevention
- Control of Raw Materials
- Waste Control
- Legal Requirements
- Quality Requirements

BrewMan's production module specifically addresses requirements to help you achieve the accreditation:

**Cleaning:** BrewMan monitors the usage of brewing vessels and tanks and, once a vessel has been emptied, flags the vessel as requiring a clean. You can then record the single or multi-stage clean that you have performed to release the vessel back

## Brewman

to production. The cleaning processes themselves are defined within the system, thus giving you your procedures.

**Control of Raw Materials:** BrewMan keeps records of all of your raw material stock. The stock control records each batch of materials received by date and batch number. The system then manages your stock and suggest the raw materials that should be used in the brewing process on a first-in, first-out basis, ensuring that your stock is rotated correctly. There are full stock take procedures built-in to BrewMan.

**Quality Requirements:** BrewMan produces a brew control sheet for every batch you brew and within the brew sheet you may define any quality control checks that are required.

If you would like any information about our production module and how it can help with your accreditations or any other questions regarding BrewMan please get in contact with us:

Tel: 023 80 811 100.

**For more information email:  
sales@premiersystems.ltd.uk**

## Brewlab launches distance learning course to support brewers

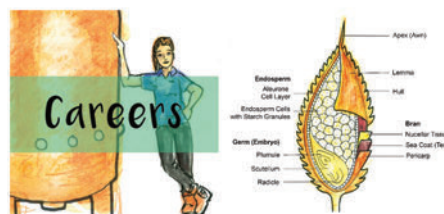
Brewlab has launched a new, on-line distance learning course called the 'Certificate in Brewing Technology'.

This course has been designed for brewers wishing to develop a greater technical and scientific understanding of the whole brewing process.

Managing Director, Keith Thomas, said: "As the brewing industry advances, and becomes increasingly competitive, the requirement for specialist training and an in-depth understanding of the whole process is more critical now than ever before. A solid theoretical understanding of brewing compliments the practical aspects of the job, allows faster resolution

to issues, protects against poor quality and ultimately improves brewery efficiency. We have developed this course to provide training for brewers who can't undertake a residential course, but still require access to the training provided by Brewlab".

The Certificate in Brewing Technology is an on-line, distance learning course to educate and train students in brewing theory. The course is split into modules. Each module culminates in an on-line test, with scheduled tutorials delivered by accredited Brewlab tutors to summarise each section and provide Q&A. The course follows the IBD syllabus and prepares students for General Certificate in Brewing examination.



**For more information visit:  
www.brewlab.co.uk/courses**



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> **Intensive Practical Brewing Skills**  
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For those with little experience of commercial brewing who want to gain knowledge of the production process, from raw materials through to finished product. Learn how to brew beers with consistent flavour profiles and introduce the practicalities of recipe development.

> **Certificate in Practical Brewing**  
3 Week Course

An accredited course ideal for those seeking a career as a professional brewer. Incorporates hands on practical brewing time on a commercial plant, with a comprehensive study of the most up to date theory.

> **Diploma in British Brewing Technology**  
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Our longest and most comprehensive practical course will give you the required skills and knowledge to become a professional brewer.

> **Certificate in Brewing Technology**  
Online Course

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# Brewlab

[www.brewlab.co.uk](http://www.brewlab.co.uk)

For further details and course information contact us on  
**+44 (0) 191 303 6840** or email [info@brewlab.co.uk](mailto:info@brewlab.co.uk)

## Breweries: A booming industry

Scotland's brewing industry has seen major growth in the last eight years, with the number of brewing enterprises increasing by 229 per cent. Nottingham-based insurance brokers Russell Scanlan has specialised in brewery insurance since 2007, counting Scottish brewery East Neuk Brewing & Distilling amongst its clients. Here, Marketing Director Mike Dickinson (pictured) takes a look at this thriving sector and why it's so important to create tailored policies for breweries.

"It's very encouraging to see such a significant rise in the number of breweries, with 135 brewing enterprises now operating in Scotland, compared with just 34 in 2010, and 2,000 across the UK as a whole. The microbrewing sector has taken off at speed over the last decade and has become a shining example of an innovative British industry. But with any new sector of business, it has changed rapidly as it has settled into a profitable model and with that change comes complexity which many small brewers have found hard to keep up with.

"Russell Scanlan has researched and reviewed every element of cover required for the brewing sector, however specialist, and continues to research on an ongoing basis to make sure we're at the forefront of the most cost-efficient and effective solutions for brewers. We believe small businesses like microbrewers are the backbone of the UK economy and we want to make it as easy as possible for them to establish their business with the peace of mind that they are always effectively insured.

"Back in 2007 we were the first insurance provider to offer coverage for the brewery and craft beer industry with our product, Masterbrew. Our extensive knowledge of the industry ensures that our dedicated Masterbrew team provides businesses with a bespoke policy to fit their needs and for the last decade we



have been creating new insurance products to recognise the ever-changing advancements and technology within the brewery industry.

"Masterbrew continues to evolve and incorporates innovative and sector related additions to insurance for operators of all sizes across the sector, including liability cover for specialist events such as beer festivals, extra cover for legal expenses with access to a legal helpline, loss of licence, commercial vehicle cover and enhanced protection of business income.

"A bespoke insurance policy will provide peace of mind and security to both established brewers and start-ups, offering cover for stock, IT, property, revenue, events and staff. In addition, optional cover is also available for inspection of plants and equipment, brewery taps and associated businesses, personal accident cover for staff, internal theft and fraud, cybercrime vehicles and loss of licence.

"Whilst you may be able to purchase 'off the shelf' brewery insurance online, it is dangerous to do so, with breweries potentially involved in so many different activities, whether it be attending trade fairs, brewery tours or shipping your goods overseas – it is really easy to underestimate the level and type of cover you need. By speaking to an expert who understands your requirements you can be sure to get the right level and focus of cover that won't leave you under insured."

To speak to one of the Masterbrew team about how it can support your business, telephone 0115 947 0032.

**For more information email:**  
[masterbrew@russellscanlan.com](mailto:masterbrew@russellscanlan.com)

## Rally support for Cairngorm

Caledonian Logistics, one of Scotland's leading distribution specialists, has joined forces with Cairngorm Brewery to sponsor a stage, using a company trailer, at one of the largest Harley Davidson Owners Group Rallies in the UK.

The Rally, which was held in Aviemore between Friday 24th and Sunday 26th August, attracted over 5,000 bikers from across the UK. This is the fourth year the two companies have teamed up to provide a stage at Cairngorm Brewery's bar, the Winking Owl. The bar hosted bands from across the country during the three-day Rally.

The Cairngorm Brewery, the award-winning craft brewery based in Aviemore, has been a customer of Caledonian Logistics since the haulage company formed in 1999. Caledonian Logistics delivers over 1,000 pallets for the brewery every year to a range of major UK supermarkets. Caledonian Logistics, a member of Palletways, Europe's largest and fastest growing express palletised freight network, has four depots across Scotland in Aberdeen, Inverness, Cumbernauld and Oldmeldrum.

Merlin Sandbach, sales director at Cairngorm Brewery said: "The Harley Davidson Rally provides us with a fantastic platform to showcase our craft beers and real ales. We are delighted that Caledonian Logistics supports us by providing one of its trailers. This allows us to provide live entertainment throughout the weekend, regardless of the weather."



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## Is it time for you to embrace the cloud?

Andy Graham of Wonderware suggests there's no reason why not....

Providing anytime, anywhere access to data – even on a production line – can help improve productivity and drive operational efficiencies. Yet there remains a reluctance to embrace cloud services such as Software as a Service.

**Andy Graham, Wonderware Product Manager at SolutionsPT, looks at how the cloud can be used to enable smarter decision making, improved scalability, security and mobility.**

Manufacturing environments are now filled with multiple devices collecting data from every end point – drinks industries being no exception.

A typical site can easily generate, and store, millions of data points every day. Harnessing that data is vital for effective decision making, but finding a way to access, analyse and manage it is easier said than done.

Many manufacturers fear connectivity, believing it opens the door to security breaches, but for any company looking to initiate an IoT strategy, connectivity is a must. And it's here that Software as a Service (SaaS) comes in.

Put simply, SaaS is software which you can access via a web browser or app, as opposed to buying it upfront to install on your computer or machine. Think Google, Facebook, YouTube – you haven't installed them, you simply use them as a service.

Do you use Office365 in more than one location across your business? If so, you're already embracing SaaS. And if you trust the cloud with your accounting and confidential business data, why not trust it with your production data?

It's not about operating your real-time drinks production in the cloud. But SaaS can correlate all the other business data you collect, across multiple sites, before collating and presenting it in a way that doesn't require additional IT expertise or capital expenditure.

For drinks producers, using cloud-based

services to remotely analyse energy consumption data and production data can provide valuable insight to help drive efficiencies.

For those required to provide regular data to third parties, cloud can help ensure that data is readily available and collated, ready to be securely accessed whenever it's needed.

Multi-location operators are other potential beneficiaries. When data is fed to the cloud, a business can get a real-time overview of the operation and performance of all its sites, making it easier to compare productivity and measure efficiencies. Connectivity within each site is also improved, paving the way for the implementation of mobility across the facility. This gives everybody who needs it instant access to real-time data and analytics of the running of the plant. Modern mobile technologies are such that this can now be tailored to specific areas, meaning relevant data is made available when engineers walk into a different zone.

**Improving Overall Equipment Effectiveness (OEE)** is another key driver for switching to the cloud. Its ability to monitor and react to data means systems outages can be pinpointed before they become a reality and cause downtime – a key consideration on busy drinks production lines.

Similarly, system updates require no expensive hardware, so upgrades are simple and low-cost, again requiring no downtime.

There's an increasing view that intelligent analysis of data will be central to companies' future success. This is particularly true for companies facing a fight for survival, not only against their competitors, but also sometimes internally, against plants and sites based in other countries which enjoy lower cost bases.

SaaS solutions such as Wonderware Online InSight deliver powerful data intelligence when it's needed and where it's needed, supported by the highly



secure Microsoft Windows Azure Cloud Services environment. As a SaaS solution, Wonderware Online InSight allows you to use the software without being responsible for its implementation, maintenance or upkeep.

Security is likely to remain one of the key concerns raised by companies when talking about the cloud. However, many drinks companies are already using cloud services in their corporate and commercial processes, whether that be email, accounting or even online services such as DropBox. With that in mind, there's no reason why non-critical manufacturing processes shouldn't be moved there too.



**Andy Graham graduated from Manchester Metropolitan University with a degree in Internet Computing/ Computing in 2007, before going on to work for industrial IT solutions provider SolutionsPT as a First Line Support Engineer.**

**He has since worked his way up the ranks at the company, holding roles as Senior Support Engineer, Technical Consultant and Systems Architect, before beginning his current role as Wonderware Product Manager in 2015.**

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## Brewery-specific credentials the key

**When it comes to financial support, choosing an accountant with strong specific sector experience is vital in ensuring that you get the benefits of insider knowledge.**

Case in point is a leading microbrewery at the forefront of the London scene which started out in a garden shed before growing to employing a number of staff and launching a tap room. With its growth came the need for greater financial support so the company turned to Leeds and York based chartered accountants, Garbutt + Elliott, which currently acts for a number of breweries of varying sizes around the UK.

Within the first month of representing them, Garbutt + Elliott carried out a Capital Allowances review and because of its brewery-specific knowledge, was able to identify some capital expenditure on which the brewery could make a Capital Allowances claim. This resulted in a £9,655 repayment of Corporation Tax. Garbutt + Elliott also identified an error

made in the previous year's tax return, which when corrected, resulted in a further tax saving of £4,650 (plus pennies).

Within one month of outsourcing its financial management, the brewery had effectively saved £14,305.40. The majority of this was repaid by HMRC within just a few days, having a hugely positive impact on the brewery, not only in terms of assisting with cash flow, but with truly boosting company morale. Naturally a pint or two of its independent ales were raised in a celebratory toast!

Garbutt + Elliott has represented clients in the food and drink sector for over 100 years and has excellent brewery-specific credentials.

From working alongside clients to develop business plans, business valuations and cash flow forecasts, to assisting with obtaining grant funding and helping to raise finance (individual investors and bank debt) plus SEIS claims for crowd funding investors, Garbutt +

Elliott has experience of working with brewery clients right from the start of their business journey.

Helping brewery businesses move forward, the company has a strong background in assisting with sales leads and business introductions (e.g. exporting with Department for International Trade) as well as capital allowances claims on freehold premises and brewery-specific improvements to leasehold premises.

From a tax specific perspective its work includes tax planning and VAT planning for the purchase of pubs/bars/shops/on-line businesses and ultimately tax and corporate finance advice on the sale of a brewery.

With such strong sector specific knowledge the company has recently been engaged by SIBA to assist the organisation in preparing a financial benchmarking report for members.

**For more information visit:  
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## Financial capital equipment makes sense!

**A majority of brewers in the UK now look to finance their capital equipment. From the largest brewers, through to small breweries, financing their capital equipment makes sense. It preserves cash flow, offers tax advantages and enables them to**

**keep up with the latest technological advances.**

Now in its 27th year, Premier Leasing & Finance Ltd is one of the UK's leading leasing and equipment finance providers and, in the last year alone, Premier has provided equipment financing solutions to hundreds of breweries.

As well as working directly with the brewer, Premier also offers finance schemes to recognised suppliers of equipment and services into the industry. Whether its asset finance for kegs, casks, filtration equipment, bottling lines, tap room fit-out, through to IT and software, the company is totally flexible in what it can finance. A finance option provides a flexible, convenient and tax efficient way to purchase and upgrade the equipment you need for your brewery.

'We understand the market and requirements of the brewing industry

and fully appreciate that choosing the right type of financing can be a daunting task, that's where we will add value!," Greg Jones, founder and Managing Director at Premier, comments. "Just let us know what your requirement is and leave the rest to us.

"In the past, a lot of businesses went to their bank as a matter of course for assistance. It's generally accepted that these days, dealing with banks can be time consuming and long winded as well as being impersonal. In a majority of cases additional security will also be required by way of debentures and /or second charges being applied to client's property. With Premier, none of this is required apart from the fact that we may need a directors indemnity if a business is a new start."

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## Are you overlooking some important savings? asks cost reduction specialist, Kim Harris, of Business Savings Experts

Running any business is hard work and takes dedication and application. But when you're in the brewing sector there can be even more to think about. And then, of course, there are the costs: labour, materials, overheads – they all add up. Labour and materials might be obvious, but overheads, the indirect key costs outside of direct materials and staff that are a necessity for production, can sometimes be overlooked.

You might think of your overheads in terms of:

- Assets and equipment
- Leases (building, equipment etc)
- Building maintenance
- Materials
- Licenses

But consideration also needs to be given to other essential running costs such as:

- Utilities (electricity)
- Telecommunications
- Insurance
- Rates
- Water
- Pest control
- Health & Safety

April 2017 saw the deregulation of the UK water market. Water is sold in a similar way to gas and electricity, with wholesalers selling water services to licensed retailers and there may be the option to choose one supplier for your water and another for your waste water. Although the water supply stays the same, all of the meter readings, bills and customer services are handled by the new vendors. The increased competition could mean better rates and could give businesses the freedom to commission the retailer that best suits their needs. So,

switching your water supplier could end up saving you money. If you have a number of sites, then these can all be billed together saving time and hassle with administration.

But it's not just about potentially reducing your water costs. Sensible business owners are always looking to put measures in place to hedge against the rising cost of operations and there's no doubt that reducing other overheads will increase profits.

However, researching new suppliers, not to mention the inevitable mountain of paperwork that goes with it, can prove costly in terms of time and money. And, it's doubtless time that you don't have.

As a growing business, you may run multiple sites, which of course means an assortment of different supplier contracts, with varying billing and renewal dates. Keeping on top of the renewals is a task in itself and it can prove a costly mistake if a renewal is missed.

But what if you were offered a complete, no obligation review of all of your contracts? We are an independent, impartial Cost Reduction Consultancy and we work with a number of brewers across the UK in a bid to drive down essential expenditure. Our goal is to make your business as profitable as possible.

We have a team of experienced Support Managers, who are available to not just offer advice but also to take the pain away. They will obtain all supply or contract information, together with the most competitive and suitable rates, providing reports showing all savings.

As part of our service, we carry out the tendering and negotiation as well as completing all the necessary paperwork. We will also support and

maintain those services ongoing at no cost. There are no hidden extras and what's more, there's no charge for our services – all of our clients retain 100% of the savings.

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You never know, you could benefit from significant cost savings in areas that have previously been overlooked.



**Kim Harris is a Cost Reduction Specialist and his company, Business Savings Experts, helps organisations and businesses focus on essential, yet often over looked expenditure.**

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## Top 3 GDPR tips and traps for breweries

It has been hard to avoid the General Data Protection Regulations (GDPR), which came into force earlier this year. In the run up to the regulations coming in, our inboxes were full of emails asking for consent to remain on mailing lists. But that is not the end of the story. The reality is that the GDPR is still there, looking over shoulders at every turn, making sure organisations are treating personal data with the utmost care and attention.

Data protection expert Thomas Chartres-Moore, who is head of the food and drink team at Stephens Scown LLP outlines the traps that businesses should avoid, along with tips to stay on the right side of the regulations.

### TOP TRAPS:

#### 1. "The GDPR doesn't apply to me"

This is, by far, one of the most common mistakes made by organisations; assuming that the new data protection regulations do not apply to them.

Regardless of your organisation, whether you're a brewery, a firm of solicitors or a zoo, it's a safe bet that you are holding some form of personal information about people. This could be subscribers from your website, contacts on your customer database or even just your employees. If you hold any names, addresses or other information that serves to identify a natural person, you will have to comply with the GDPR.

#### 2. Legitimate Interests may not always be "legitimate"

Just because someone likes beer, does not mean you have a "legitimate interest" under the GDPR to contact them. Under the GDPR "consent is king" and generally without it any contact with other individuals may be subject to scrutiny. As such, a lot of people are relying on legitimate interests in order to justify contact, particularly for marketing purposes. Often this is done without paying any attention to whether or not their interests are legitimate under the GDPR. If you get caught out by this, and you haven't done the requisite checks to show that you have a legitimate interest, you will be falling foul of the regulations and therefore could be subject to a fine.

#### 3. Not training your staff

This is one trap that most businesses can get caught by, not just breweries. As the GDPR is all encompassing, simply implementing a privacy policy on your website will not be sufficient in the long run. If/when a compliance issue crops up within your organisation, the first question that the Information Commissioner's Office is going to ask is: "what training have your staff received". If the answer you provide is any less than "a lot", you are likely to find yourself in hot water.

The best thing you can do is make sure everyone in your organisation, from factory floor staff to admin staff and sales people, is to ensure they are fully up-to-speed. This should include training on the processes being put in place by your organisation, as well as full training on the GDPR and its implications.

### TOP TIPS:

#### 1. DON'T PANIC

Even though you have now missed the deadline and maybe have still not any significant moves towards compliance, it does not mean you need to panic. There is still time, however you need to approach it methodically. Make sure you map your data (see the next tip) to make you slightly more informed about the situation you are in with the data you hold. From there you can make a plan of how to approach data protection. Ultimately, once you start on the road to compliance, being able to show that you are working on it will be more productive than not attempting it at all.

#### 2. Stay on top of the data you hold

The first step to dealing with the GDPR is to get a proper handle on the type and extent of data that you hold or process within your organisation. If you haven't done this yet, it needs to be done without delay. Without it, you can't move forward with your compliance. It can be a long process, but it is one that is imperative in the eyes of the Information Commissioner's Office (ICO). Conversely, if you already did this in the run up to the GDPR coming into force on 25th May 2018, it is likely that data has grown or changed. As such, it is advisable to review the mapping procedure which you undertook all those months ago. It may be the case that, following a review, you

need to reassess some of your policies and procedures. It is vital to keep on top of this.

#### 4. Don't put it off

The GDPR is always watching, through its many different guises; be it an officious ICO employee, or a vexatious customer. If any of them deem you to not be complying, they will catch you out and your organisation could face a hefty fine and significant reputational damage, so the worst thing you can do is bury your head in the sand.

Make a start; show that you are attempting to comply, and if you already have, then don't stop there.

So many businesses made some attempts at compliance in a rush before the regulations came into force and now have not looked at those attempts in months; consequently they have fallen behind or don't realise that what they started was not sufficient.

Businesses that conduct such reviews of their mapping and processes in order to aid their compliance will benefit elsewhere, often leading to new efficiencies within the organisation.

So whilst it may be an extra chore to take on, it can be extremely beneficial in the long run.



If you would like to discuss the implications of the GDPR on your business or would like help with your organisation's compliance, please do not hesitate to contact Thomas Chartres-Moore who is an expert in data protection and head of Stephens Scown's food and drink team on 01392 210700, or email [ip.it@stephens-scown.co.uk](mailto:ip.it@stephens-scown.co.uk). Thomas is an associate solicitor in the IP and IT team at Stephens Scown LLP. He works predominantly with national and international businesses. Thomas heads up the firms' food and drink team, and has experience of working with a broad range of food and drink businesses, advising on their brand portfolios and consumer-facing terms and competitions.

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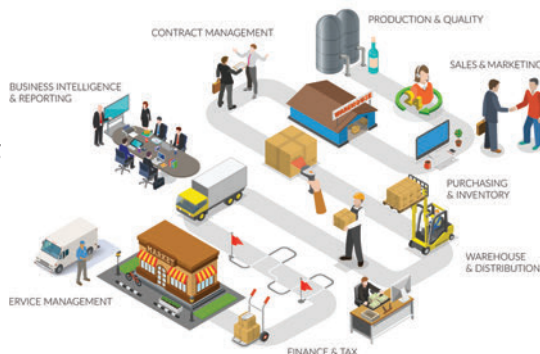
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## Energy management software in brewing

Targeting energy and water reductions represent a significant opportunity for breweries of all sizes. The costs associated with electricity, fuel, and water are often viewed as expenses that cannot be controlled, but in fact the potential utilities savings can be substantial.

Brewery Energy Managers seeking to actively target these reductions require a full featured Energy Management System (EMS) that meets the advanced analytics needs of a brewing environment.

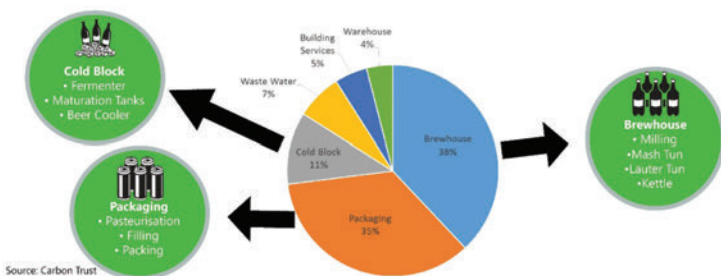
When selecting an EMS, a brewery energy manager is faced with the challenge of finding a solution that includes the wide range of functionality needed to target utilities reductions in a brewery. A brewing company's ability to set and achieve targeted savings is dependent on the availability of useful accurate measurements data and the analytical tools to find opportunities and measure savings. An EMS must do more than simply graph and report on water and energy spend, but rather it must enable proactive energy management, preventing waste before it has occurred.

A brewery's EMS must enable short interval overview of processes, providing views on targets at the hourly level, rolling up to daily, weekly, and monthly targets. These targets, set at

different time periods are then also established at all levels within the brewery, from total brewery utility usages, down to the department and line totals, and finally down to individual equipment. This approach distributes the ownership of reductions across the entire operations team, by providing individuals at all levels in the organization with easy-to-understand information they can act on.

Beyond the EMS product itself, it is equally important to consider the provider of the software. Many brewery energy managers face challenges in the implementation of an EMS, so being selective about the type of organization to partner with in introducing an EMS is important. Brewery energy managers should seek EMS vendors who specialise in partnering with breweries to introduce energy management systems.

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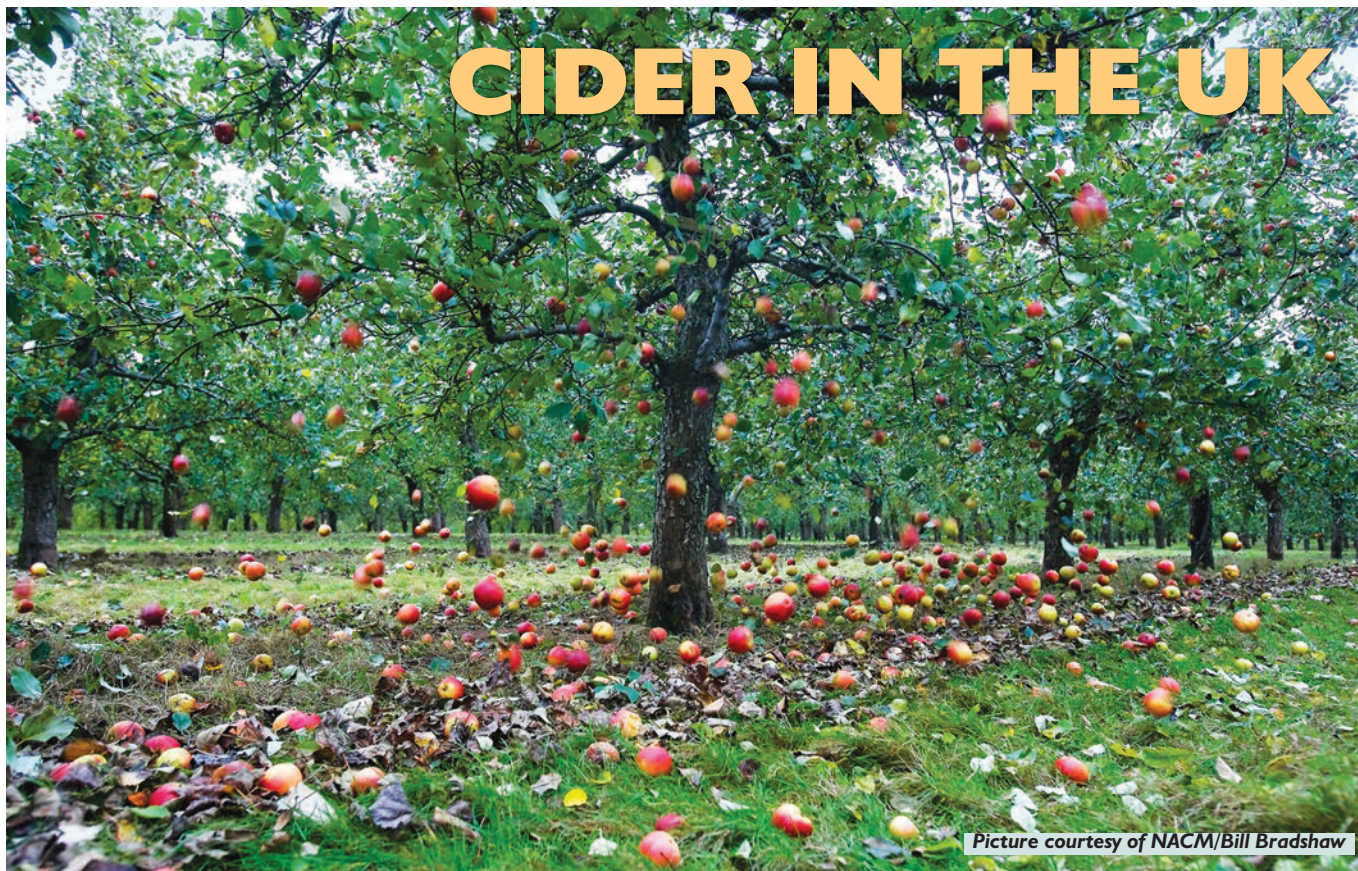
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## CIDER IN THE UK

Picture courtesy of NACM/Bill Bradshaw

The UK cider industry puts £1 billion into the UK rural economy. Figures from NACM Data suggest that UK cider makers account for:

- 11,000 jobs (Direct and Indirect)
- 18,000 acres of trees
- 300+ farmers
- 56% of all apples grown in the UK
- £33 million annual revenue at farm gate prices
- 550,000+ tourist visits per year
- 39% of all cider sold in the world
- Over £100 million of export sales

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**Bulk Storage and Process System Ltd is a specialist in bulk materials handling and storage systems.**

With over 30 years' experience of handling most types of materials in the food, agricultural, brewing, malting and chemical industries it comes as no surprise that the company has experience with apple pulp and orange peel to name just two. Customers include Daniels Foods Group.

Bulk Storage and Process System Ltd has designed, supplied and installed many co product silos complete with conveying systems.

Pictured is the latest GRP silo which has been installed at Fourpure Brewing Company. It is a new 39m<sup>3</sup> spent grain silo. The spent grains are conveyed from the mash tun into the

specially designed GRP silo. The system comes complete with a continuous level telemetry system, lorry loading pump and pipework. The silo was manufactured to BSPS design and specification by Forbes in Kelso.

"The new vessel will greatly improve the spent grain collection area and removes the need for multiple skips and bins. It will also allow us to apply for FEMAS certification" said Sean Knight, Head of Operations at Fourpure Brewing Co.

"We know this is a good solution for Fourpure, as not only will it completely transform the front of the Brewhouse, but also give an accredited system for spent grain removal" said Bill Egerton, Managing Director of BSPS.

These co product silos are available in stainless steel or GRP. So whether you are making cider or perry, BSPS can help



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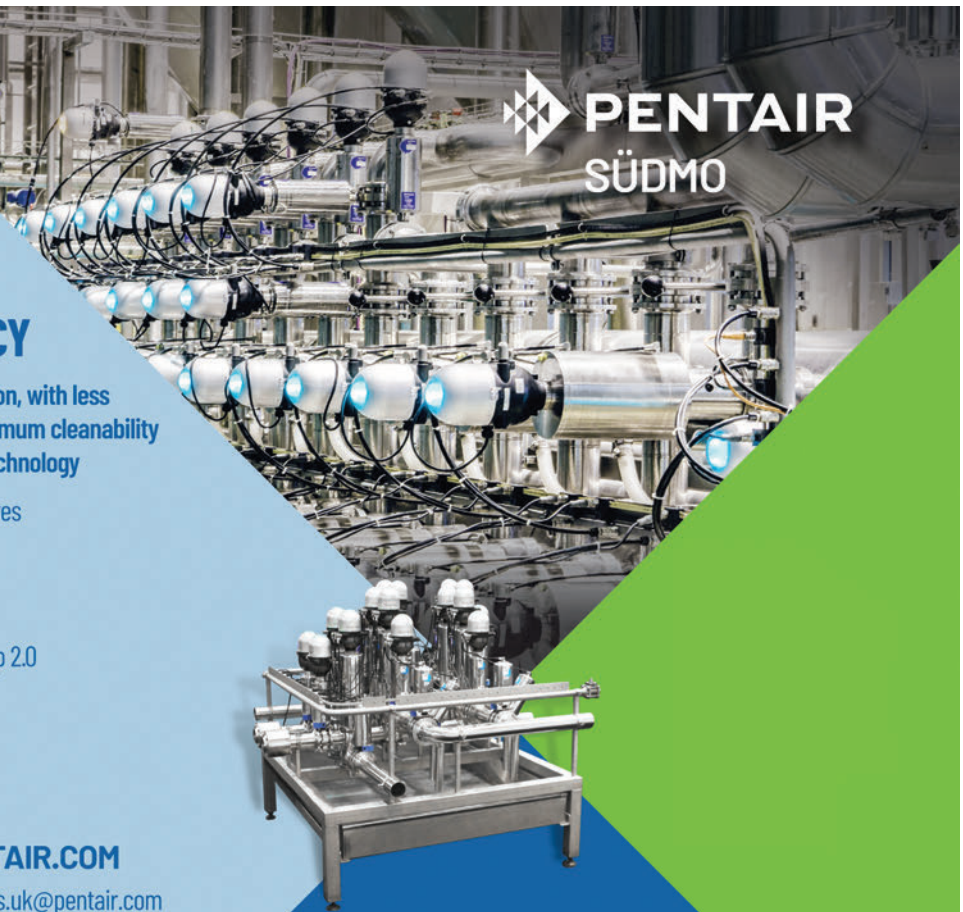

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## Artisan cider courses

Brew-School in Bakewell has been running cider making courses for the last 4 years, looking at the practical and technical aspects of artisan cider making with leading industry expert Simon Worsley from Darley Abbey Cider Company.

The one-day cider making course takes you through all the steps of cider production on a small scale and then looks at the challenges of scaling up to produce cider commercially.

During this "hands on" day you will be taken through all the stages of artisan cider production going through:

- Types of apples
- What to use and what to look for in your apples
- Review of apple crushers and presses
- Recipe formulation
- Fermentation and yeast
- Bottling and production
- Useful references and literature

The next cider making course takes place on Saturday 30th March 2019.



For further details:  
info@brew-school.com or phone 0114 383 0150

**For more information visit:**  
[www.brew-school.com](http://www.brew-school.com)

## Monitoring in real time

The CiderLab from QCL Scientific is a fast, simple and reliable analyser designed to monitor the cider making process in real time.



The CiderLab measures multiple parameters in apple juice and cider including acetic and L-malic acid, free and total SO<sub>2</sub>, organic and inorganic nitrogen, total acidity, pH and alcohol.

The CiderLab can provide a complete analytical profile of a cider sample in just 10 minutes and requires no calibration or maintenance.

**For more information visit:**  
[www.qclscientific.com](http://www.qclscientific.com)

## Stainless kegs from stock

As one of the most widely-enjoyed beverages in the UK, cider is of major importance to the UK economy, brewers, and – perhaps most importantly – consumers.

UK cider represents around 40% of the global cider market, with the 500 cider makers across the country and the wider cider industry producing some of the best quality cider in the world. In fact, figures suggest 56% of all apples grown in the UK are used to make cider, with sales of the beverage sitting at around £3.2 billion in 2016, fuelled by a cider-drinking renaissance and clever marketing strategies.

With such a global reputation riding on its shoulders, UK cider producers are increasingly looking to brew, store and transport their cider in stainless steel kegs, rather than the traditional glass bottle. Not only do stainless steel kegs promise a better-quality cider –

preserving taste, freshness, oxidation and carbonation to higher levels than glass bottles or one-way plastic kegs – they also offer a more environmentally friendly option, given that they can be re-used for up to 30 years and stainless steel is 100% recyclable.

Brewers are increasingly tapping into these benefits, with stainless steel keg producers such as THIELMANN seeing cider producers form a growing percentage of their customer base. "Stainless steel really replaced the wooden barrel when draught cider became carbonated – stainless steel is the only suitable steel that is suitable for the acidic nature of cider," said David Griffiths, Operations Director, Westons Cider "We have been using THIELMANN kegs for perhaps thirty years. They have always been a reliable company to deal with and we've had no quality issues with the product in all the years we have used them."



THIELMANN serves its large-scale cider brewers from its facilities in Spain, producing 50L and 30L top-grade austenitic stainless steel kegs that are easy to clean, maintain and are built to last. The company can also deliver smaller orders direct from its Dewsbury, UK, site. Here, orders can be filled from kegs in stock, complete with personalisation options such as embossing and painting. The site also offers repairs and maintenance services, enabling its customers to keep producing top quality cider from stainless steel kegs year after year.

**For more information visit:**  
[www.thielmann.com](http://www.thielmann.com)



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### Beer Spoilage Detection

Detect bacteria in less  
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yeasts in less than 4



[www.qclscientific.com/brewing](http://www.qclscientific.com/brewing)

## Cider production system

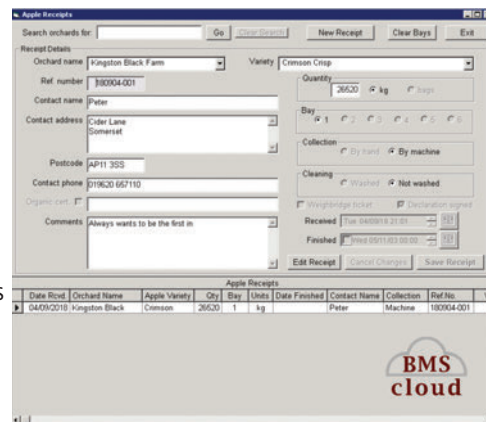
With many years serving the brewing industry with robust and reliable software, SPASoft now has a solution for cider makers.

Growing businesses need a constant reliable tool to support their growth and SPASoft's cloud-based modular cider system has been built on the successful Brewery Management solution. It integrates all the functionality a cider maker needs, from traceability of apples and ingredients throughout the process to live duty calculation. A system that gives stock accuracy using barcodes and enables detailed traceability, required by customers and Trading Standards, takes away the worry and detail required with a manual or spreadsheet-based system.

Your keg assets are tracked using barcodes, so you can improve turnaround, reducing the number of kegs you need. Every invoice includes kegs being delivered and kegs on premises

helping you with their timely recovery. The CRM module generates sales with call scheduling, call back reminders and it maintains a history of contact with the customer. It shows live accurate stock for all products and has rapid order entry, enabling the sales team to input the order whilst talking to the customer. Orders in the system can be scheduled, routed and, once invoiced, the duty records are created. With a live interface to Xero cloud accounting and transfer routines for many other accounts packages you can simplify your process from end to end.

As the market and customer requirements change, SPASoft focusses on continued development to keep pace with the needs of your business. Our cloud hosting includes access from anywhere, backup and a full disaster recovery solution and all the latest releases. All for less than the cost of a coffee a day!



We know each customer is unique so demonstrating the modules, collating the data, arranging the installation, system configuration, training and payment is organised to suit you. Our ongoing support is there to answer your queries and to bring new features as the industry evolves.

For more information and a demonstration, please contact us via the website.

**For more information visit:**  
[www.spasoft.co.uk](http://www.spasoft.co.uk)

## Life and cider are very similar – chill for best results!

Temperature has a profound effect on our taste buds. The chemical compounds that are responsible for the myriad of aromas and flavours we love in our cider are variously activated and suppressed according to temperature. Maintaining just the right temperature during production needs a reliable and efficient heat transfer fluid.

Simplistically speaking; efficient process cooling is fundamental to productivity and has a direct impact on operating costs. Or, to put it another way, selecting the wrong process cooling fluid can add more than 10% to your electricity bill, lead to unplanned shut-downs and increased maintenance. Sourcing a Working-Fluid capable of delivering all the required characteristics, to achieve the desired efficiency and provide long-term protection against, freezing, corrosion, scale and biological fouling is not quite so simple, unless you know who to ask.

Hydratech has over the last 20 years built up an enviable customer base of companies operating, installing and maintaining process cooling systems within the brewing industry. This has been achieved by formulating and supplying specialist fluid solutions and providing excellent customer support, that places great emphasis on technical expertise, matched with competitive pricing and rapid turnaround of orders.

Hydratech is the only UK based formulator specialising in the manufacture of inhibited heat transfer fluids and antifreeze solutions for the brewing & distilling sector. Unrivalled technical knowledge of flow characteristics, thermodynamics and cooling system design enables Hydratech to formulate innovative fluid solutions.

To ensure long-term efficiency and minimise down-time, all Coolflow products are formulated with high-performance corrosion, scale and



biological inhibitors. As with all working-fluids it is important to periodically review their condition, through chemical and physical analysis. Hydratech operates the Fluid Monitoring Program for just this purpose, plus a range of Fluid Management Services.

So, the next time you're looking for a specialist cooling solution, be sure to talk with the experts first.  
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## Cornish Orchards protects environment with Nijhuis wastewater treatment plant

Cornish Orchards creates award-winning premium ciders from its location deep in the Cornish countryside. As a company with proud environmental standards it was keen to commission a treatment plant based upon smart and sustainable principles, all realized on small footprint.

Nijhuis Industries responded to this challenge by designing a Sequential Batch Reactor (BIOCTOR-SBR) system to be installed by the Nijhuis UK office, as part of a turnkey design and build solution. The new wastewater treatment process is a robust and reliable solution, protecting the cherished environment.

### Explanation of the process

The solution comprises the pumping of effluent from an existing wet well to a NRF 38/050 rotating screen with scraper to remove bottle caps, labels and other large obstructions. This feeds into a NDF 200 cloth screen incorporating polymer dosing to remove high levels of total suspended solids such as pumice from apple pressing. The screened effluent is then introduced to a SBR tank via a selector tank. The SBR process is a single batch bio treater comprising a 465m<sup>3</sup> tank with floating aerator and decanting arm. The biomass within the tank converts organic matter to water, carbon dioxide and new biomass with the aid of

oxygen induced by the aerator. Oxygen levels are monitored and controlled by an in-line probe. The excess sludge from the SBR tank is fed back to the cloth screen to thicken the sludge and thereafter to a sludge storage tank.

### Cast in-situ reinforced concrete bunded area

The SBR tank and associated equipment, pumps and transfer tanks were designed to be accommodated within a cast in-situ reinforced concrete bunded area. This reduced the visual impact of the plant which is set within a 16th century farm. The difference in level between the lower bunded area and the upper slab allowed gravitational flow from the screens situated at the upper level. The whole process is controlled by the Nijhuis PLC electrical control panel housed in a bespoke control room, which also provides housing for chemical/polymer dosing and sampling facilities.

Treated effluent is pumped 75m up to the client's existing old treatment lagoons. These lagoons were adapted to provide buffering capacity of batched effluent by the inclusion of a hydro brake to limit flows to the maximum discharge consent specified by the Environment Agency. Flows from the hydro brake are fed via a 200m sewer to discharge into the local stream.

### Fully operational Nijhuis effluent treatment plant

All civils works, mechanical and electrical installation works were designed by the Nijhuis Industries UK & Ireland i-CONSULT team and installed by local subcontractors project managed by our Operations team. The client has received operational training and is proud to be operating a fully operational Nijhuis effluent

treatment plant with the confidence that a robust and reliable process is protecting the cherished environment.

**For more information visit:**  
[www.nijhuisindustries.com/uk](http://www.nijhuisindustries.com/uk)

## Tailored tap handle solution



Willis Publicity is a leading UK producer of bespoke tap handles for the drinks industry, working with major national brands to cutting edge craft breweries and cider makers, and specialising in enhancing brand visibility with eye catching bar point-of-sale.

With full in-house design facilities Willis Publicity can provide a tailored tap handle solution from concept all the way to production and a one-stop-shop for branded POS needs.

To discuss your bespoke requirements, contact: [carl@willispublicity.co.uk](mailto:carl@willispublicity.co.uk), [tom@willispublicity.co.uk](mailto:tom@willispublicity.co.uk), 01582 764040

**For more information visit:**  
[www.willispublicity.co.uk](http://www.willispublicity.co.uk)



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Contact: [carl@willisplicity.co.uk](mailto:carl@willisplicity.co.uk) , [tom@willisplicity.co.uk](mailto:tom@willisplicity.co.uk) , (+44)01582 764040

## New EBP420 apple press from Vigo

Vigo Ltd has launched the latest belt press from Austrian manufacturer, Voran, market leaders in commercial fruit processing equipment, with eight decades of experience. The EBP 420, when used in conjunction with the SA wash mill, presses up to 600kg of apple pulp per hour, achieving high yields of optimal raw juice quality.

Richard Charlton, Technical Sales Advisor, explains, "Voran's EBP420 is a great intermediary press, when compared with the EBP350 and EBP580. It produces double the output of the 350 and has a smaller footprint than the 580, allowing producers to produce good volumes without losing too much space. Variable harvests needn't be an issue either because the EBP range is flexible enough to be able to press small batches too.

"Because belt presses are more technologically advanced than traditional presses, some producers are concerned about how they are going to



operate and maintain them, but once they experience automated pressing and realise our engineers are on hand to offer full back-up there is no turning back."

As with all Voran equipment sold, Vigo offer a comprehensive 2-year warranty

backed up by Vigo engineers. To discuss your pressing requirements, or any aspect of cider production, call 01404 892100.

**For more information email:**  
[sales@vigoldt.com](mailto:sales@vigoldt.com)

## National Association of Cider Makers

**National Association of Cider Makers (NACM) has 12 Full Members, representing 87% of UK cider volume, and 6 Affiliate Members, representing more than 250 small cider makers.**

The Affiliate members are the South West of England Cider-makers' Association, Three Counties Cider & Perry Association, Welsh Cider & Perry Society, Kent, North of England, Armagh.

### NACM – Objectives

- Promote the merits, qualities, heritage and authenticity of the cider industry.
- Ensure a fair and stable duty environment.
- Represent the interests of all members, protecting their businesses and license to operate.
- Promote consumer interest in the cider industry.
- Lead the alcohol industry by example.

### Examples of how NACM supports cider makers:

- Promoting cider heritage and diversity through social media.
- Representing cider industry in meetings with legislators, to protect cider making and promote the need for a fair and balanced market place.
- Promoting export, through work with DEFRA and liaising with other trade associations around the world.
- Technical panel offering support for new and developing cider makers, representing cider industry in discussions with EFSA and supporting all types of cider maker with annual technical conference.
- Pomology panel supporting apple growers and develops research to better protect cider apple growing.
- Encouraging all cider makers to protect the industry's reputation through responsible marketing, supporting local communities and

investing in the rural economy.

- NACM is one of the leading bodies raising the profile of cider through the annual Global Cider Forum.

### All UK based Cider Makers can join up to NACM

- No volume restrictions on membership
- New members must:
- Be a UK-based cider maker
  - Agree to provide annual volumes and to pay an annual membership fee
  - Sign an annual declaration confirming adherence to:  
NACM Membership Agreement  
NACM Code of Practice  
Portman Code of Practice

**For more information visit:**  
[www.global-cider-forum.com](http://www.global-cider-forum.com)

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# Aston Manor teams up with Woodforde's Brewery to create PET packaging solution

**Aston Manor, one of the UK's leading cider makers and contract bottlers, has teamed up with the Woodforde's Brewery to support the launch of its flagship ale in recyclable plastic bottles.**

The Norfolk brewery enlisted the help of Aston Manor to enable it to become one of the first suppliers of ale in recyclable PET bottle at a football stadium. The Wherry Amber Ale launched at Norwich City's Carrow Road in September and has been a massive hit with the fans of the Canaries.

Following the success of the 3.8% ABV brew at Carrow Road, Woodforde's Brewery has now made the product widely available in this format for the first time.

The PET bottles supplied by Aston Manor are lightweight, requiring less energy to transport, effectively minimise waste and reduce raw material use. The bottles do not shatter if broken and are sustainable, with increasing numbers of plastic bottles now made from recycled PET.

As part of the On-Pack Recycling Label scheme, Aston Manor ensures better communications to consumers on its packing regarding what types can be recycled.

The bottles were filled and labelled at Aston Manor's facility in Aston, Birmingham, which has received the coveted AA+ accreditation in the BRC Global Standard audit for the last three years following unannounced visits.

The Aston site has recently undergone significant investment. The latest phase of this development has seen new modular labeller commissioned, with the capability to perform wet glue and PSL labelling.

Working with many of the world's largest brewing companies, Aston Manor offers a wide range of packing solutions, ranging from aluminium bottles to small pack PET.

Chris Hodgkinson, Supply Chain Director at Aston Manor, said: "Woodforde's Brewery came to us with an exciting project to help them become one of the few breweries to provide ale in recyclable plastic bottles at a football stadium. Following its launch at Carrow Road in September, it is fantastic to see that their flagship ale is so popular with the Norwich City fans.

"We look forward to continuing working with the Norfolk brewery to provide packaging solutions so their products can be enjoyed at events and venues across the country."

James Armitage, Woodforde's commercial and marketing director, said:



"The idea was originally a response to Norwich City FC requests for a faster way to serve Wherry to fans before kick-off and at half-time, so we worked with Aston Manor and came up with the plastic bottle solution.

"And ultimately, we want our most popular, award-winning ale to be easily and widely available, and in the packaging – whether plastic or glass – that our customers prefer and find most convenient.

"It was essential, too, that our Wherry plastic bottles are recyclable. Woodforde's is committed to ensuring our products have as little impact as possible upon the environment."

**For more information visit:**  
[www.astonmanor.com](http://www.astonmanor.com)

## BS Labels' "busy year to date"

**Leicestershire-based label printers, BS Labels, has just taken delivery of an 8-colour combination press, including a hot foil facility, which is currently being installed.**

This joins a 16-colour combination press which was installed earlier this year. After adaptations, this is now a

17-colour, single pass, combination, featuring hot foil, embossing, and dual tactile screens.

With the digital and conventional facilities on offer, B S Labels says it is unique in the UK for a single site operation having such complex production capabilities, including flatbed, magnetic & rotary die, hot foil,

embossing, tactile screens, offering its customers flexibility, reduced lead times and reduced set-up costs without compromising on quality,

Other services include braille, numbering, leaflet/booklet labels, and 'Peel n Read'.

**For more information visit:**  
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## SEB helps Hiver into cans

**SEB Brewing Services, the SALSA-accredited craft beer packing specialist, is partnering with Hiver to put its range of award-winning, all-British craft beers into cans.**

These include the original Hiver favourite, The Honey Blonde, and the popular draught beer, The Honey IPA, with limited-edition seasonal variations currently being planned in can for 2019.

Marking Hiver's fifth birthday, the introduction of cans demonstrates how the brand has grown under the direction of founder Hannah Rhodes to become the UK's 'honey beer of choice' and the only honey beer now available in cans in the UK.

Hiver's beers are being canned by SEB Brewing Services, whose state-of-the-art canning facility includes rotary counter-pressure filling process, pre-purging, CO<sub>2</sub> showers and in-line labelling. SEB's MD, Tracy Sambrook, commented that: "We love to build relationships with innovative, authentic brewers to produce quality packaged beer and we're particularly pleased to work with Hiver in

what has been a step-by-step partnership to date. We look forward to working with Hannah and the Hiver team going forward!"

Commenting on the launch of the can format, Hiver's Hannah Rhodes says: "SEB Brewing Services' QMS framework and processes have aligned brilliantly with the way we work, and they've even helped us with a tricky haulage situation to hit our fifth birthday deadline.

"It's been fantastic to see how Hiver has developed to become a firm favourite amongst UK drinkers, both for refreshment and alongside food. Our current packaged format perfectly showcases us as a premium British brand stocked in foodie havens up and down the country. With this in mind, launching into can made perfect sense to open wider F&B opportunities, especially as this format now accounting for 25% of craft beer sales."



Hiver is brewed using a blend of urban and rural honeys from independent British beekeepers and is currently available in 330ml glass bottle as well as on draught. Drinkers can expect the cans to deliver the same distinctive and moreish taste for which Hiver's beers are renowned.

**For more information email: [tracy@sebottling.co.uk](mailto:tracy@sebottling.co.uk)**

## Linx laser coders offer high quality and minimal downtime

**Two Linx CSL30 laser coders from Linx Printing Technologies are delivering high-quality codes and significantly reduced downtime for a premium whisky and gin producer.**

Bruichladdich Distillery Co. Ltd, based on the Isle of Islay in the Inner Hebrides, installed its first Linx CSL30 coder on its gin production line last year. Having been impressed with the results, it has now installed the same machine on its malt whisky line.

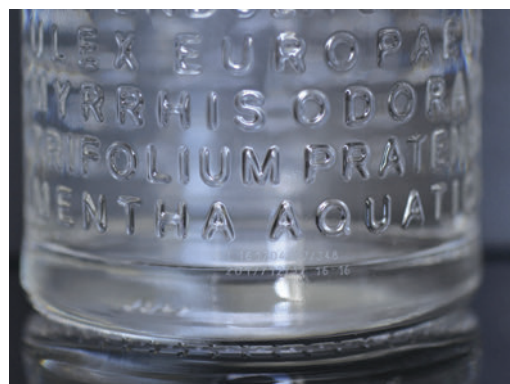
The quality and permanent codes produced by the Linx CSL30 are enabling the company's Botanist Islay Dry Gin bottles to meet the demands of their export markets for high-quality codes.

Installed in the bottle labeller, the CSL30

codes two lines, 5mm in height, onto the bottom of the glass gin bottles. The codes comprise a line number and a batch code, including a unique bottle number and the bottle's production date and time. The line currently runs at 2,100 bottles per hour, nine hours per day, producing 1.2 million bottles per year.

The laser coder can apply codes from a wide range of distances, ensuring easy integration into production lines. In Bruichladdich's case, the gin bottles stand on a base plate that means the laser head has to sit further away, yet the quality of code remains high.

On the whisky line, the Linx CSL30 codes clear, etched codes that are highly legible. This capability of laser coding to



produce a visible code on every colour and shade of bottle is particularly important to Bruichladdich, many of whose whisky bottles are black.

Both Linx CSL30 coders are providing Bruichladdich with high-quality codes that are discrete yet clear and always appear in the same position on the bottle every time.

**Continued on page 52**

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## Beatson Clark goes back in time with bottles for first UK Trappist beer

Glass manufacturer Beatson Clark has a heritage dating back centuries, so it's appropriate that the company has been chosen to supply bottles to the first monastery to brew beer in the UK since the days of Henry VIII.

Monks at Mount Saint Bernard Abbey, near Coalville in Leicestershire, have become the first in the UK to brew an officially recognised Trappist beer – and their brewery is one of just 12 in the world to earn the name 'Trappist'.

Beatson Clark, based in Rotherham in South Yorkshire, is supplying 330ml amber beer bottles from its general sale range to the brewery, along with green crown closures which feature the brewery's logo printed in white.

The beer is called Tynt Meadow and packs a punch at 7.4% ABV. It is named after the meadow where the monks originally settled in 1835 and is on sale at the abbey and in specialist beer shops. The monks started planning their new brewery in 2013 after they closed down their economically unviable dairy farm.

Beer brewed by monks was common in England in the Middle Ages but the

practice died out after the dissolution of the monasteries during the Reformation by Henry VIII.

Trappist beers must be brewed within the abbey by the monks or under their supervision, and brewing must be secondary in importance to the monastery's work and way of life. A Trappist brewery must not make profits, but rather the proceeds should go towards the monks' living expenses and grounds and to help charitable causes.

Belgium is famous for its Trappist beers, having six of the world's 12 Trappist breweries, but there are also two in the Netherlands and one each in Austria, Italy and the United States.

"This is a historic and very exciting development for lovers of traditional beer and Beatson Clark was really pleased to have been asked to supply the bottles for this new beer," said Jonathan Clark, Account Manager at Beatson Clark. "We recommended the amber glass beer bottle from our standard range because of its traditional appearance and because amber glass protects the beer inside the bottle from the harmful effects of UV light."



Father Erik Varden, Abbot of Mount Saint Bernard, said: "We chose Beatson Clark because they were able to provide the shape of bottle we wanted. Our dealings with the company have been very happy so far; we have found their service very good and their communication prompt, courteous, and effective."

**For more information visit:**  
[www.beatsonclark.co.uk](http://www.beatsonclark.co.uk)

## Linx laser coders offer high quality and minimal downtime

*Continued from page 50*

This is key due to the premium nature of Bruichladdich's products, which require impeccable codes that do not detract from the premium branding.

An additional benefit of using laser coders is the lack of consumables, which removes the need for printhead cleaning and maintenance. This reliability and consistency ensures minimal downtime and allows the busy drinks producer to always meet its deadlines.

"We installed our first Linx CSL30 during a period which saw a 47% growth in our

Botanist sales in the previous year," explains Jonathan Carmichael, Bottling Hall Manager at Bruichladdich. "In order to adapt and keep up with this unprecedented demand, we took the opportunity to re-configure our line in another warehouse, adding some new machinery – and the Linx CSL30 was an extremely important addition to our line.

"As a producer of premium spirits, it's vitally important that the codes on our bottles are clear and sharp and in keeping with the brand's expectations. Another key factor in the decision to install a laser coder was the low

maintenance required, meaning less downtime in production. For these reasons we've not hesitated to install a CSL30 on our whisky line as well."

Originally founded in 1881, and reopened as a progressive distiller in 2001, Bruichladdich produces and sells high provenance whisky, distilled using much of the original Victorian machinery. In recent years it has expanded into gin under the brand name The Botanist.

**For more information visit:**  
[www.linxglobal.com](http://www.linxglobal.com)

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## Schäfer expands its ECO KEG production facility

A new production line for ECO KEGs will enable SCHÄFER Container Systems to deal with demand peaks more efficiently. The manufacturer has now doubled its production capacity. At the same time, new staff are being recruited to guarantee the necessary three-shift operation and resulting capacity expansion.

With increased automation and its more modern, faster laser technology, the new line will raise capacity significantly. A second robot applies the signature, doubling the output volume. A newly commissioned electronic torque-controlled screwdriver unit further improves quality when screwing the fittings into place.

At the same time, the new production line relieves the workload burden on employees. Operation is more ergonomic, as the KEGs are integrated into the fully

automated production flow and automatically positioned on the work surface. A new brushing machine, also fully automatic, now takes over the previously semi-automatic process. The electronically controlled screwdriver unit is also very quiet and so considerably reduces the noise level.

"Our new ECO KEG production line is also an investment in this location," says Guido Klinkhammer, Business Unit Sales Director at SCHÄFER Container Systems. "For the next stage in 2019, we are planning to modernise the semi-automatic packaging machine. This will enable us to do the packaging directly at the end of the production process and avoid internal transportation across the extensive production areas."

**For more information visit:**  
[www.schaefer-container-systems.com](http://www.schaefer-container-systems.com)



## Expansion at Lightweight Containers

The demand for KeyKeg and UniKeg is growing significantly and therefore Lightweight Containers, already with a production plant in the UK, is strengthening its capabilities by opening new plants elsewhere in Europe, in Spain and Italy.

The company is witnessing breweries, winemakers and producers of soft drinks and other beverages making the switch to the KeyKeg (pictured) and



UniKeg, and since its start in 2006, Lightweight Containers – from Den Helder in the Netherlands – has grown into an impressive global market leader.

Together with One Circle, an initiative of Lightweight Containers, aimed at the collection and recycling of one-way kegs in general, the company says it is really making a big difference in 'leaving the world a better place'.

**For more information visit:**  
[www.lightweight-containers.com](http://www.lightweight-containers.com)

## Petainer unveils new leadership team

Petainer, a leader in plastic packaging innovation, has launched a new regionalised approach to the way in which it goes to market.

The announcement, made by new CEO Hugh Ross, will ensure that the markets in which Petainer operates are supported as closely as possible with commercial and product expertise.

Petainer is a global leader in one-way PET kegs and refillable bottles – both of which offer significant sustainability benefits. It also manufactures one-way preforms for reusable and fully recyclable water coolers, and jars.

Hugh Ross, Group CEO of Petainer said:

"This is an important and significant change to the way that we approach our markets and reflects the global growth opportunities across our product range. We will be able to serve our customers and end-users even more effectively by providing local market expertise and knowledge."

There are now four regional leadership roles reporting to directly to the CEO, and Craig Pope, who has been with Petainer for three years, is Commercial Director Europe and will now lead all commercial activity in Europe across all products and routes to market.

**For more information visit:**  
[www.petainer.com](http://www.petainer.com)

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## Working with Ryebeck Ltd paying dividends for UK distillery

**Outstanding gins are now being produced by Henstone Distillery, a little over a year after investing in a still and other equipment, supplied by Ryebeck Ltd.**

Ryebeck is one of the UK's leading suppliers of new and used brewery and distillation equipment, also offering relocation, commissioning, decommissioning, dismantling and asset valuation solutions.

After a career in telecommunications and IT, Chris Toller and business partners decided to set up Henstone distillery in the premises of Stonehouse Brewery. Having researched different still suppliers, he contacted Ryebeck and was immediately impressed by the company's approach. Following a meeting with managing director Tim Prime, they visited a local distillery that used a Kothe still for which Ryebeck is the sole UK & Ireland distributor. This was followed a few months later by a trip to Kothe's plant in Germany, where he learnt more about the high quality of spirits produced by its stills.

Chris recalled how Tim's expert advice led them to make a much more informed

decision to choose a larger still than they had previously considered. "We carefully went through the design specification that best suited us and through Ryebeck's expert advice and excellent, accurate drawings, we agreed to purchase a custom-built Kothe K1200N 1000L pot still," he said.

Throughout the process, Chris was impressed by the Ryebeck team's professional and helpful attitude, particularly when delays in receiving a grant from the European Agriculture Fund for Rural Development prevented any payments until the application had been approved. "It's not easy buying stills in the UK and Ryebeck's supportive, personalised service and also the price points they quoted were the main factors that secured the deal for me," he confirmed.

Henstone required a still with enough flexibility to allow multiple distillations of different spirits and the design of the Kothe K1200N is perfect for them. "The functionality is great, particularly the cleaning system", explained Chris. "It's superbly constructed and visually it looks stunning too."



The relationship between Ryebeck and Henstone has not ended with the installation of the still, as future plans are currently under discussion. "Working with Ryebeck has been a great experience", says Chris, "and whenever we need advice, Tim is our first port-of-call and always points us in the right direction."

With an international network of suppliers and consultants, Ryebeck Ltd. is able to research, purchase and install the best equipment for individual clients' needs. These include complete breweries or individual equipment such as beer filtration systems, bottling, canning and kegging lines, micro-breweries, fermentation tanks, spirit stills and many other specialised machinery items.

**For more information visit:**  
[www.ryebeckltd.com/contact](http://www.ryebeckltd.com/contact)

## Parker appoints new manager

**Parker Bioscience Filtration has announced the appointment of a new market development manager to oversee its Food and Beverage operations.**



Ian Curran – who has worked at Parker Bioscience Filtration (formerly Parker domnick hunter) for more than two decades – has moved to the role from his previous position as business development manager. Parker Bioscience Filtration is part of Parker Hannifin, the leading diversified manufacturer of motion and control technologies and systems, and has operations in Oxnard, California and Birtley, UK.

Parker Bioscience Filtration has five decades of experience in working with the international food and beverage sector and offers a wide range of filtration solutions. It has specialist expertise in the brewing, bottled water and wine industries, and supports companies in improving process control, efficiency and security throughout their production and packaging processes.

Ian, who is based at Parker Bioscience Filtration's Birtley site, will be responsible for overseeing Parker Bioscience Filtration's food and beverage strategy and driving its growth as well as implementing product launches and developing new partnerships.

Commenting on his new position, Ian Curran said: "With a range of new product launches coming on stream this year, it's an exciting time to be taking up this role at Parker Bioscience Filtration. I'm looking forward to supporting the growth of our services to the food and beverage industry and helping to shape solutions which will have a major impact for operators in the dairy, brewing, bottled water and wine sectors."

**For more information visit:**  
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## New Makro labeller for Shepherd Neame

Shepherd Neame, the award-winning brewer based in Faversham, Kent, has installed a new labeller, bottle conveyor and bottle drier, as part of a major upgrade at the brewery. All the equipment was supplied by Makro Labelling UK.

At its brewery in Faversham, Shepherd Neame bottles its products on a single production line. With volumes increasing in recent times the company went out to tender to look for an upgrade to the labeller and bottle conveyor. The contract was awarded to Makro Labelling UK, who installed a new 42,000 b.p.h. labeller with a bottle drier in the spring of this year.

Richard Portman, Managing Director of Makro Labelling UK commented, "This order for the MAK-5 40-platform, wet glue, three station labeller will apply body, back and neck labels. The inbuilt flexibility of the Makro MAK-5 means it can label five label formats for a number of bottle sizes, 330ml generic, 330ml Samuel Adams, 500ml Samuel Adams, 500ml Shepherd Neame and 660ml generic bottles. The labeller includes the Makro camera-based visual control system, ALICE (Automatic Label Inspection Control Environment). The labeller has been manufactured so that it can easily accommodate six self-adhesive units at a later stage if the company wishes to switch from wet glue to self-

adhesive labelling in the future."

Richard continued, "As the main supplier for this part of the line upgrade we also included Colwall Conveyor Systems and a Matrix bottle drier. We have used both of these suppliers on numerous occasions and they have proved to be excellent partners for projects such as this one. The MAK-5 is the fastest wet glue labeller that we have in the brewing industry in the UK to date. Our parent company from Italy have supplied Makro labellers into all the main International brewery groups around the world."

Richard added, "We were very pleased with the way the project came together, as our client only has one bottle filling line, therefore we had to ensure there were no delays once the stripping out of the old equipment started. Colwall Conveyor Systems were excellent, removing the two old labellers and conveyors, to then re-configure the line with the new Makro Labeller, Matrix Drier and its own conveyors. The whole job was completed in just a week. As part of the contract a full set of change parts for all of Shepherd Neame's own brands and co-pack customers was provided. The new line layout has significantly increased available space in the bottling hall."



Mark Bowes, Engineering Manager said, "We are very pleased with the upgrade to our bottling line. We started with an upgrade to the existing Sidel filler, which increased the line speed up to 42,000 b.p.h. on the 330ml bottles. Our old labellers had given good service over the years but were not fast enough.

"We saw the Makro Labeller at drinktec last year and we are pleased with our choice. Our line engineers also like the new machine, it is easy to operate and set up for different bottle sizes and label configurations is also very easy. Flexibility is key to us with so many different brands going down the line. Whether that is our own brands, or an element of co-packing work, means time is very precious to us. The line upgrade has undoubtedly increased line efficiency and speed."

**For more information email:**  
[sales@makro-labelling.co.uk](mailto:sales@makro-labelling.co.uk)

## Canned beer and growth, naturally

When Wild Weather Ales founder Mike Tempest opened his Reading, England brewery in 2012, he began bottling his beers almost from the start. But he quickly saw cracks in the concept. "We never really liked bottles," Tempest says. "They're fragile and allow light strike and early hop fade."

He made the jump to cans through a UK mobile canner, but was never comfortable with a third party handling his packaging. So in September of 2016 he purchased a manual canning system from Cask Global Canning Solutions and began canning his own beer.

"Our cans quickly started to sell much faster than our bottles," Tempest recalls. "A year or so and some 200,000 manually filled cans later, we started looking for

options to move up to an automated line." The brewery chose Cask's Micro-Automated Canning System (mACS). "We looked at a number of options from different suppliers," Tempest says. "But the Cask mACS machine was brand new and offered some new technology in terms of can-seam reliability. Plus, we had worked well with the Cask team since our early days with their manual system."

Christened in January, the new system helped the brewery dramatically boost its canning speeds and its efforts in the little-explored realm of can conditioning. Wild Weather ferments its beers to completion and then adds a measured amount of priming sugar and live yeast to its beer when canning. Before leaving the brewery, the cans remain onsite for about two weeks as the yeast works its magic. "We really like can conditioning," Tempest

says, "because it is a totally natural process, and we can keep the whole of our brewing process natural from end to end."

This year the Wild Weather team - which includes brewers Jamie Duffield and Chris Price and sales/marketer Jain Clarke - has grown its beer production by about 25%. It has also expanded into distant markets it wouldn't have pursued in glass. The brewery sends its 330ml cans to about ten countries spread across the UK, Scandinavia and Asia, with more nations on the horizon.

"Cans are so much easier to ship around the world," Tempest says. "They provide complete protection for our beers, they are pretty much bulletproof, and we like them way more than bottles."

**For more information visit:**  
[www.cask.com](http://www.cask.com)

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# Malt milling move for Anarchy Brew Co

**Anarchy Brew Co, a growing craft brewery in Newcastle, has just moved to a new space in Benfield Business park just outside Newcastle city centre.**

As part of the process, the brewery has chosen to move from crushed malts, to whole malt grain which is then going to be milled on site, via a hopper and mill being supplied by the Alan Ruddock engineering company, which specialises in the designing and manufacturing of highly efficient precision malt milling and intake systems for the brewing and distilling industry.

The brewery has grown from two 10bbl kits to a single brand new 20bbl kit, supplied by Fabdec (pictured), which has effectively doubled the efficiency and streamlined the brewing process. The new kit includes, a mash tun, hot liquor tank, kettle, whirlpool and a handful of fermentation vessels.

The brewery has a floor area of 11,000ft<sup>2</sup> and houses five 20bbl fermentation vessels and two older 10bbl vessels from the old brewery. This tank space allows

the brewery to brew a batch every weekday and have the beer ready for next week's deliveries. Each new fermentation vessel came fitted with carbonation stones, which the brewery has now opted for instead of secondary fermentation, making the vessels act as conditioning tanks as well.

All tanks have been fitted with a cooling system based on glycol, which is cooled by an MPE chiller from Galletti. GalxC cooling services have made it possible for the fermentation temperatures to be selected by the head brewer through a digital control panel that sits on the backwall of the brewery, giving him full control of fermentation temperatures for individual vessels.

To top it all off, the brewery has installed an on-site taproom with the help of Laws Dispense Services, a local company that specialises in drink dispense management. The taproom will accommodate 10 keg lines and 4 casks lines which will be open to public on weekends. The beers served will be



tapped straight from the brewery's cold store, meaning they won't have to travel far from keg/cask to glass.

Anarchy has also invested in a new canning machine from Cask Global Canning Solutions. This new investment has the capability of canning up to 25 cans a minute, which may seem like a small number to most industrial breweries, but has allowed Anarchy Brew Co to undertake all the canning in-house, which significantly decreases the cost of the cans for their customers.

**For more information visit:**  
[www.brewing-equipment.co.uk](http://www.brewing-equipment.co.uk)

# Dry hopper supplier launches low-interest leasing to boost uptake by microbrewers

**Hoptimiser, a business division of Torqueflow-Sydex Pumps, is offering a low-interest leasing option on its Rolec DH/Hopnik® dry hopper technology.**

By leasing the Rolec DH/Hopnik® dry hopper instead of buying it outright, brewers can immediately reap the benefits, without the capital cost. The Rolec dry hopper technology – which is now deployed at sites across the UK – enables brewers to deliver consistent flavour and quality, whilst using up to 40 per cent less hops.

Brewers interested in making the transition to the Rolec DH technology can do so at a low monthly cost to their business. For example, payments for the Rolec DH45 will start from as little as £243.53/month or £56.20/week.

Finance is provided by leading provider Portman Asset Finance and is regulated by the FCA (Financial Conduct Authority). The lease, which is usually in place over a period of 2-5 years, is a well-proven way to finance equipment purchases without the need for capital outlay.

David Lee, Managing Director of Torqueflow-Sydex Pumps and the Hoptimiser brand, comments: "This is a great opportunity for breweries that are struggling to find the funds to upgrade their equipment to put in place the latest technology without delay. We urge brewers to consider this route as a means of securing the operational savings enjoyed by so many of our Rolec DH customers."

For complete peace of mind, the Hoptimiser team will also provide a



warranty for the length of the lease, in the unlikely event that any maintenance issues arise. The company provides full turnkey solutions for a range of pumping and process engineering requirements.

**For more information visit:**  
[www.hoptimiser.com](http://www.hoptimiser.com)

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## A safer way to manage your fleet

Designed and manufactured by B&B Attachments, PowerMount is a unique patented system that enables a forklift truck operator to quickly change from one hydraulic attachment to another in just 90 seconds.

The PowerMount system allows for attachment change to be completed without the need for an engineer, guaranteeing a fast, easy and safe way to interchange forklift attachments.

During the last year modifications have been made to the PowerMount system to improve safety. Sensors have been fitted to the front of the system to ensure that the attachment correctly engages with the PowerMount. This modification not only prevents the operator from fitting the attachment incorrectly, but also eliminates any chance of the attachment slipping or moving out of place. A light switch feature has also been added to inform the operator that the attachment is mounted and correctly locked to the PowerMount system. This new feature ensures that the hydraulic pipework is correctly fitted, and the attachment is ready for use.

This modified system, with its new safety features, is supplied to several companies

throughout the UK. PowerMount has become indispensable for companies that frequently handle various types of loads. It allows one forklift truck to use several different attachments, providing the best possible utilisation of a forklift fleet. Choosing the correct attachment can have several benefits to the working environment, including enhanced control, increased productivity and improved safe working practice.

The PowerMount system enhances on-site safety by ensuring operators are more likely to select the correct attachment suitable for the type of load that requires lifting, rather than compromising by using whatever attachment the truck has fitted at the time for quickness. Using an incorrect attachment for a lift is unsafe and could result in damage to the load and attachment. In some cases, forklift trucks fitted with dedicated attachments can restrict the use of the truck to only a few hours a day, effectively paying for the truck to sit idle for large amount of time.

PowerMount has the potential to severely cut fleet costs as it allows the workforce to operate with fewer trucks. This system gives the option to use the same truck for various lifting jobs and allows attachments to be changed in



seconds making material handling tasks faster and safer.

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## Battery driven pumps eliminate cables

With the development of the new battery pumps B1 Battery and B2 Battery, Lutz has launched a new dimension of mobility, battery performance, weight, life, capacity and ergonomics and offers maximum flexibility for the user.

With the combination possibilities of the pump tubes in PP, PVDF and stainless steel in different lengths, a variety of fluids from different containers can be transferred. The new BLDC motors convince with a high level of efficiency up to 70%, high battery life and service life, low weight, low noise  $\leq 70$  dBA and are infinitely varied. Easy and safe disassembly with quick action coupling.

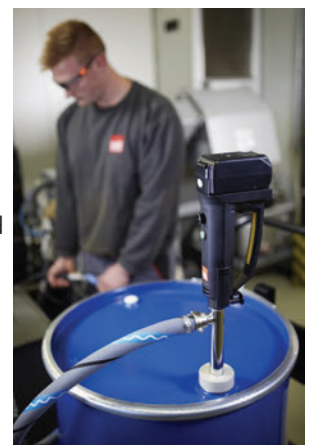
Replaceable, high-performance Li-Ion technology enables a filling up to 2,500

litres with one battery charge and battery life of 25 minutes at maximum speed. The new battery pumps from Lutz are mobile helpers in the daily working process.

The battery motor B1 Battery with a performance of 75 watt is suitable for small to medium filling quantities and a low viscosity  $<200$  mPas and low density  $<1.2$  kg / dm<sup>3</sup>. The powerful 260 Watt B2 Battery Motor is designed for medium to large filling quantities. Due to the extremely high performance with low weight, higher viscosities  $> 200$  mPas, higher pressures/flow rates and higher densities  $> 1.2$  kg / dm<sup>3</sup> can be achieved. Both motors have an automatic switch-off at overload.

The Lutz engineers have achieved a significant increase in performance

compared with other products. Equipped with the suitable accessories, as hoses and valves, the pumps can immediately be used and are convincing when pumping thin-bodied liquids, acids and alkalis.



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[www.lutzpump.co.uk](http://www.lutzpump.co.uk)

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## Beer Packaging for Hop Kettle Brewery

Hop Kettle Brewery has been a customer of Saxon Packaging since February 2016 and during that time the latter has supplied a range of beer packaging solutions including gift packaging and mail-order boxes.



In May of this year Saxon was approached by Tom at Hop Kettle and asked if it would support an opportunity he had been given to help raise funds for the National Thames Path. Hop Kettle was to become the brewer of the official beer of the Thames Path National Trail, donating a percentage of profits for every pint sold. This money would go towards the upkeep of the Thames Path.

"We agreed to create an iconic ale for The Thames Path National Trail who were looking for a way to raise awareness and money towards the upkeep of the Thames Path," said Tom Gee, owner of Hop Kettle Brewery. "We felt a golden ale would satisfy the broadest of demographics and therefore a combination of traditional and contemporary hops was used in the Liquid Highway brew. We then sought eye-catching gift packaging to house three bottles enabling us to draw more attention to the Thames Path and the charity itself."

Saxon Packaging agreed to support this great cause and in return became sponsors of the 3 x 500ml bottle gift packs which housed the specially brewed 'Liquid Highway' beer.

The initial order was for 2,000 litho printed beer gift packs which also employed the additional print embellishments of spot UV - to add depth and highlight design features - and matt lamination, to contrast with the spot UV and give the gift pack a luxurious feel.

"As per usual Saxon Packaging was extremely helpful and created a gift box that surpassed both ours, and the Thames Path committee's, expectations," added Tom. "The printing is fantastic and the box stands out beautifully from the crowd. The Thames Path National Trail were very grateful for the support given to them by Saxon Packaging."

**For more information visit:**  
[www.saxonpackaging.co.uk](http://www.saxonpackaging.co.uk)

## The Label Makers help to refresh Robinsons' premium beer brands

Stockport-based beer brewing icon, Robinsons, has recently worked with leading label manufacturers, The Label Makers, to produce a new look for its award-winning 122-year-old Unicorn Copper Ale, together with 3 brand new premium bottled beers - 'Mash Out', 'Kettlehead' and 'Hopnik'

In a departure from previous styles, the labels distinctive designs display a silhouette of Robinsons' brewing premises, the Unicorn Brewery, standing proud on the Stockport skyline, and provide a modern refresh whilst observing the family firm's 180-year heritage.

In creating the new labels, The Label Makers used a craft paper material incorporating a subtle texture for the substrate. With the labels being die-cut to reflect the skyline design, the material was thoroughly tested beforehand to

check that it could withstand a rigorous bottling line environment. A subtle mix of complementary pantones were selected and the labels were flexo printed with a rotary inline silkscreen to add a tactile dimension. The Unicorn Copper Ale label utilised The Label Makers new MPS EF 10-colour flexo press with an integrated ABG Big Foot hot foil/embossing module. With this combination press, The Label Makers were able to produce the label in a single pass and embellish with hot foil to give the ultimate premium beer label appearance.

Gill Yates, Robinsons' Brand Manager said: "We have been working with The Label Makers over the last 18 months and they have supported us on some challenging and innovative projects such as, Trooper, Red N' Black, Light Brigade and our Old Tom range. We knew they



would be professional, efficient and quick to deliver and they always give us a final product.

"Our new 500ml range looks great and has met and exceeded our expectations. We have already received some fantastic, positive feedback regarding their quality, look and feel. We would highly recommend The Label Makers."

**For more information visit:**  
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# Muntons appoints new production director

The Stowmarket-based malt and malted ingredients manufacturer, Muntons, has appointed Steve Miller to the position of Production Director.

With over thirty years' experience in the food industry, Steve (pictured right) not only brings a wealth of experience but also a firm grasp of the demands of modern food manufacturing practices, having previously managed sites making everything from base ingredients through to short shelf-life chilled products.

Steve has a broad understanding and appreciation of all areas of business. In previous companies, he has held senior roles in manufacturing, technical and commercial areas of business and moves

to Muntons following his previous senior positions in 'Eat' and the Kerry Group.

Steve commented: "Muntons is an impressive company with strong family traditions making natural ingredients very much in demand throughout the food and drinks industry. I am looking forward to helping the company successfully grow to meet this rapidly growing interest."

Muntons makes its malt and malted ingredients from locally grown cereals such as malting barley, sourcing over 250,000 tonnes from farms typically within a 50-mile radius of the two maltings.



For more information visit:  
[www.muntons.com](http://www.muntons.com)

# The Charles Faram Hop Walk proves as popular as ever



This year's Charles Farm Hopwalk, proved to be another successful day. Held at Pridewood Farm, Ashperton, near Ledbury, on the 6th September, the rain held off until the last of the guests boarded the Faram's bus for the journey home.

The company has published a number of comments made by 'hopwalkers' after the event. These include:

- "A very informative and enjoyable day. We got to see hop harvesting through to kilning. Experts were on hand and eager to share knowledge. I'd recommend it."
- "An event that you will realise you will miss if you don't take the effort to go. Very satisfying seeing the whole process. Rare to see so many hop lovers at one event!"
- "An important date in any brewers calendar"



- "Great to be able to try beers with new hop varieties: enables me to give advice to small brewers, old and new, that I am advising."
- "Real education to learn about the growing of hops."
- "Always something new to learn and a great place to network and meet old friends. A highlight of the Brewing calendar not to be missed."
- "Superb and informative day out, with national and international experts available and no "hard sell" from anyone."

**Continued on page 68**

*Pictured above: Charles Faram's Paul Corbett talking with one group of 'hopwalkers'*

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# Harvesting the best for British beer

**With all the concerns about post-Brexit trade deals and the practicalities and costs of importing, UK brewers have something to fall back on. The main ingredient of beer is – for the most part – grown and malted in Britain.**

What's more, when brewers opt to buy malt made from home-grown barley, they don't have to compromise on quality. "Far from it," says Steve LePoidevin of Crisp Malt. "Britain grows some of the best malting barley in the world, much of it produced in Norfolk."

The region's harvests are relatively reliable, and even this year when barley yields are down, the quality is very good. The North Norfolk winter barley crops have come in with an average nitrogen content of 1.48%, with Maris Otter at 1.39%. British brewers generally look for barley with low nitrogen content, preferably below 1.6%, so these are strong results.

Below the macro-picture of supply and demand is a growing debate about 'terroir'. This refers to the geography, topography, soil and climate. It was, in the past, a concept limited to grapes. Its importance in the wine world is still growing, as wine journalist Jancis Robinson says: "All over the world

winemakers are more obsessed than ever with terroir... Geological credentials are now de rigueur on labels and technical specifications, and some producers even name their various offerings with a specific soil type."

Craft brewers in Britain are increasingly interested in nuances of flavour, colour and body of beer. Taking the lead from American brewers, many are beginning to explore how terroir can impact on barley – and how this plays out in characteristics of malt and subsequently of beer.

North Norfolk features highly in their considerations. The region is well known for its sandy and chalky, light soils; gentle slopes; and warm, dry climate with mild sea breezes waving across the crops, infiltrating the very character of the grains. This 'terroir' is ideal for the growing of malting barley, particularly the winter varieties. It's no coincidence that more than a century ago Crisp's main maltings were established in this region.

"Being based in the heart of this perfect terroir has allowed us to build close, long-term relationships with growers and agronomists," says Steve. "We work with around 250 local farmers, and are closely involved with them in research projects, cereal variety development and



crop trials. That's as well as being supplied with their premium barley – provenance and traceability guaranteed.

"This year's wet spring, and the summers drought, meant spring barley yields were down 10%, and winter barley yields down around 2% – that's country wide. Whilst we can implement certain controls and practices to get the best results possible, there are some things we simply can't control. That's why terroir is so important. All of England's barley is affected by the weather, but no other area could replicate North Norfolk's quality for malting."

**For more information visit:**  
[www.crispmalt.co](http://www.crispmalt.co)

## The Charles Faram Hop Walk proves as popular as ever

*Continued from page 66*

- The Faram Hop Walk has become an industry core event. Well organised and structured so very useful for information gathering from supplier stands and networking with brewers and traders.
- This has to be the number one UK event for anyone who uses hops

The pictures here and on page 66 were taken by Brewing & Beverage Industries Business' editor, Chris Freer, during the course of the day.

**For more information visit:**  
[www.wellhopped.com](http://www.wellhopped.com)



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# Kemtile supports Brixton Brewery expansion

**Brixton Brewery is the latest in a long line of UK brewers to task Kemtile with the design and installation of its new hygienic flooring system.**

Founded in 2013, Brixton Brewery is one of London's most successful and established craft breweries. Just four years on from launch - and with investment from Heineken UK - Brixton Brewery secured a new, 1,400m<sup>2</sup> site around the corner from its original railway arch brewery. The move has enabled it to increase brewing capacity from 12,000 pints to 60,000 per week.

Having seen Kemtile's flooring installations at other breweries - its brewing industry credentials include the likes of Meantime Brewery, Magic Rock Brewing; Meantime Brewery; Cloudwater Brew Co; Greene King; John Smiths Brewery; Heineken and AB Inbev UK - Brixton Brewery called upon Kemtile to

design and lay a similar system for its new facility.

In response to Brixton Brewery's brief, Kemtile specified the Kageotec BS system - installing 600m<sup>2</sup> of 18mm thick Argelith MV Tech ceramic hexagonal floor tiles. Ultrasonically vibrated into position, this innovative technique eliminates air voids underneath and compacts the bedding screed to provide an extremely even, robust, aesthetic and hygienic floor surface.

The company complemented Kageotec BS with Wiedemann-Technik heavy duty stainless-steel drainage gullies and stainless-steel kerbs - further strengthening the flooring system as well as proving greater impact resistance.

Jez Galaun, co-founder of Brixton Brewery, said: "Opening a second, larger premises was at the heart of our



ambitious expansion plan. We were impressed by Kemtile's track record with other UK breweries, so it was an obvious choice when it came to our new flooring and drainage. We'd already visited a number of Kemtile's very satisfied brewery customers and we loved what we saw and heard. We wanted the same at our new site to support our future growth and evolution."

**For more information visit:**  
[www.kemtile.co.uk/brewery](http://www.kemtile.co.uk/brewery)

## The **SPRING** issue of

# Brewing & BEVERAGE INDUSTRIES BUSINESS

will be published by **1st March 2019**

**EDITORIAL DEADLINE : Friday 1st February**

**ADVERTISING ARTWORK: Friday 8th February**

## Features

# BEERX 2019 PREVIEW

- A chance for all exhibitors at the annual trade event in Liverpool to give attendees - and potential attendees - an idea of the products and services being displayed and demonstrated on their stands

## Showcase

# IN THE MIX

- Malts, hops, fruit, yeast and any other raw materials which contribute to the finished product
- Chemicals and other adjuncts used in the drinks production process
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Watch out for the **Distilleries** feature in our Summer issue



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# The view through my glass bottom...

JULIAN GROCOCK

## A boring brown balancing act?

**As a regular reader of this column (maybe by default, but thanks anyway) you might be noticing a persistent theme: I keep telling you it's essential for our beloved industry to present a united and unified response to any negative challenge it faces – be that damaging government policies, or the latest anti-drink assault founded on medical 'faux-facts', or whatever else hostile external forces might contrive to throw at us.**

It's a hangover, I suppose, from when I strutted in the highest echelons of executive influence, wholeheartedly embracing and promoting the mission to work with all sectors: brewers, retailers, consumers; and with all factions: global, local, macro, micro, cask, craft, commodity. And I stand by it, not least because I believe it's why the powers in Westminster have been persuaded to adopt more supportive measures for beer and pubs (as in the latest Budget, and thanks where they're due for that too).

But don't for a second think I imagine myself some sort of universal messianic voice, untainted by any of the divisive opinions characterised in recent articles. In my very first column, I hinted that I probably identify mostly with the 'Terry O'Stipe' type of diehard real ale warrior. Advancing age might have done most to shape this, but my continuing commitment to such principles is reinforced by developments and trends that are far more current. And here's why...

~  
I'm at home drinking an American craft beer – won by my youngest daughter in a pub quiz. Billed as an IPA, it has all the trademark attributes of a modern interpretation of the style. At which point, please don't expect me to adopt the posed hauteur and flowery vocabulary of a sommelier. Be assured

that I do have a palate sophisticated enough for lyrical waxing about the contents of my glass, but – paradoxically – that's not what's required when the elements of a beer's flavour profile are turned up to 11 and jumping up and down shouting 'LOOK AT ME!'.

It has long been a quip of mine that lager drinkers who swear by Carling and despise Carlsberg (or vice versa) must have far more discerning taste buds than I have. But although their brand loyalty might actually be driven by slick marketing rather than a genuine ability to detect the subtlest of differences, the same cannot be said for lovers of cask bitters. Yet, despite their history and heritage, these classic ales often find themselves attracting just two derisory adjectives from the 'cognoscenti': boring and brown. In response, I'd argue that, among the oft-quoted changes in social and leisure habits blamed for continuing pub closures and declining beer consumption, there is another integral factor...

The rise of non-cask craft beer.

~  
I am NOT Luddite about innovation, imagination and the colourful enrichment of the beer portfolio. I like and have sold many craft beers. But, however often you see the fashionable but unconvincing 'Session' descriptor affixed to their names, they set their



stall out overwhelmingly as top-of-the-market specialities, boasting challenging flavours, designed for sipping from schooner glasses, and sold in pubs at prices that are never high enough for their owners.

They are not (and never will be) the backbone of a national pub culture that celebrates the unpretentious supping – in pints – of quaffably balanced and affordable draught beer. Pretty much the same whatever size pressurised container they come in, they need the on trade far less than cask ale does. And no matter how many more specialist craft bars open, the core pub trade I love will continue to be undermined.

~  
Many craft beers reflect the uncompromising traits of those among their champions who decry calls for industry unity. When what we need is an approach that echoes the balance and harmony of the kind of Great British Beer that depends on the Great British Pub for their mutual survival and prosperity. A crusade to keep quality cask beer at the heart of a session at the local.

And that's a contemporary and relevant campaign for the real ale movement to get its teeth into.

**Julian Grocock**

**Julian Grocock is a former pub landlord, managing director of Tynemill/Castle Rock, and chief executive of SIBA.**

**Now a partner in Brewindex, a new business consultancy consortium of senior industry executives.**

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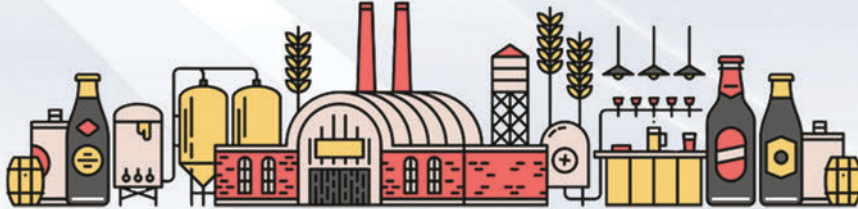


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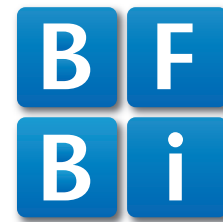
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## Brewers/Distillers Benefits



**BFBi was formed in 1907 as ABTA (Allied Brewery Traders' Association) to lobby Government of the day's legislation to control the Brewing & Licenced Trades.**

Among a gamut of sweeping changes aimed at the Brewing & Licenced Trades, its main proposal was that, at the end of 14 years, the ownership of all licenced premises should revert to the State.

Also, at the end of this term, local polls would give electors the option of voting for complete prohibition or a reduced number of licences. ABTA distributed millions of leaflets, posters and pamphlets throughout the country, culminating in a demonstration on 29th September 1907 in Hyde Park attended by 250,000 people, including 120,000 members of the Brewing & Allied Trades.

Such was the effect of this demonstration that the Bill received its coup de grace in the House of Lords on 27th November 1908.

111 years on, BFBi continues to represent the supply chain into the beverage industry with Full Members ranging from barley and hop merchants through to process engineers, packaging, point of sale.

**Manufacturers, including brewers/distillers, may join as Associate Members.**

As a "traditional" industry (in its best sense), where relationships between supplier and customer are recognised as adding value and ensuring sustainability, BFBi is well known as a facilitator of social and professional networking events.

**BFBi also has a range of benefits available to manufacturers, as well as traders, including:**

- **Export Support** – as a Trade Challenge Partner for UKTI, BFBi delivers financial and mentor support to companies within the brewing and beverage industry, as well as organising attendance at overseas exhibition and market visits. Host of the British Brewing Industry Export Email Group. This is a free of charge benefit to all manufacturers, with BFBi communicating and facilitating export leads. To be added to the list, please contact us.
- **Discounted Feed Assurance Scheme** – a Scheme developed for brewers producing less than 200,000hl of beer per year and its distilling equivalent. As a BFBi Member, brewers and distillers benefit from a one band discount (Band 2 and above).
- **Free of charge HACCP Training** – for brewers/distillers on the Feed Assurance Scheme. Certificated by SALSA.
- **Annual Directory** – the most comprehensive guide to the industry, distributed worldwide. Available in hardcopy, cd format and interactive format on the web.
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