

# Brewing & BEVERAGE INDUSTRIES **BUSINESS**

August 2016 Issue 2

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In This Issue....

# On The Bar

Plus all the latest industry news

The Products & Services Magazine for the UK Drinks Industry



# Close Brothers Brewery Rentals

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joining the **BFBi**  
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pleased to be a  
MEDIA PARTNER to**



Representing the entire value chain  
supplying the Brewing, Food &  
Beverage Industry

## BevExpo will grow!

**The first BevExpo, held 15th & 16th June at Manchester Central, has been declared a success by exhibitors and visitors.**

A number of learnings were taken on board (don't hold an event at a time when there is any possibility that England might play football, especially against another home nation...) but, overall, we feel that the format of the event and quality of visitors and leads taken by exhibitors gives us confidence to develop and grow a UK-based show, profiling the entire value chain supplying the wider beverage industry.

The timing and venue for the next BevExpo is under discussion and

consultation. However, as a not-for-profit event, created by and for industry, exhibitors and visitors can rest assured the next BevExpo will be delivered to best fit their needs and pocket.

On a wider market note, UK manufacturers should not just be looking to UK shores for inspiration and knowledge of what is new and exciting within the supply chain. Brau Beviale, a short (and not expensive – cheaper than a standard return between London and Wolverhampton) plane ride away in Nuremberg, provides 9 halls' worth of raw materials, equipment and services to view.

BFBi hosts two large Pavillion stands where UK visitors may stop for a beer,



take a short break and meet UK exhibitors benefitting from the Pavillion exhibition space. And, don't forget, next year is drinktec – the global show, held once every four years. Again, BFBi will be supporting UK companies and visitors at this important event (including an end of show visit to the Oktoberfest). Anybody interested should contact us asap.

*Ruth Evans M.B.E. BFBi CEO*



## Representing the entire value chain supplying the Brewing, Food & Beverage Industry

We believe that we are unique in that we represent an entire value chain – from seed merchants, barley growers, maltsters, hop merchants, suppliers of raw materials through to production and packaging machinery manufacturers and suppliers and dispense/point of sale suppliers, manufacturers and installers.

Our core values are sustainability of the value chain; fraternity; promotion of our Members, enabling them to act together in all areas relating to their trade or professional interests.

Today, our strength and depth of membership expertise continues to help manage the opportunities and challenges facing our modern industry.

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- ❖ Management and financial help at a number of overseas exhibitions;
- ❖ Discounted stand space at the triannual International Brewing Convention;
- ❖ Free of charge Business Advisory Helpline;
- ❖ Participation in social and professional activities, enabling Members to maintain direct contact with decision makers within the industry
- ❖ Representation via trade committees and direct lobbying at UK, European and International level

Indeed, no firm selling to the brewing, food & beverage industry can afford to remain outside BFBi – if only for the value manufacturers place on it as being their most effective contact with suppliers and the value suppliers place on it as being their most effective contact with the industry.

**Brewers - the BFBi is open to you too! - Telephone 01902 422303 for more information**

# Adrian Tierney-Jones

## We're not craft any more

**Do you call yourself a craft brewery, I asked one of Britain's best and brightest brewers? He shook his head, a semaphore of 'we're a bit beyond that now' and carried on telling me about his brewery's barrel-aging programme. This was a couple of years ago and I think that was the moment when a big bell clanged within my head: 'we don't need a definition of craft beer anymore' sang these metaphorical bells of, let's say, St Clements.**

I can still feel those reverberations (and I've had similar comments from other brewers since that epiphany). If you are a brewery who is making exciting beer, whether it's a barrel-aged saison, a Flemish-influenced sour brown, a vibrant IPA (West Coast, English, Czech-style, take your pick), a sleek muscular English bitter or an elegant Pilsner brimming with Saaz spice, calm down you don't need to let the world know you're craft anymore. You need to move on and instead tell the world that you make great/fantastic/savagely-delicious beer (the word awesome is so yesterday), and that the farmhouse ale (for instance) you brew owes more to a tradition in southern Belgium than a marketing term.

Let me explain. Breweries, PRs and writers have been using the phrase 'craft beer' since the last decade, sometimes knowingly and other times with a nod and a wink. However it seems that since 2012 it has become essential for everyone and their mothers to declare, yes they were craft (with accompanying tattoos/beards/take-your-pick). At the same time, there was no definition of what it meant. Were craft brewers small, independent, cuckoo or gypsy, young, old, trendy or brash? No one knew but everyone had an opinion (I think the beer equivalent of Kim Kardashian breaking the internet for me was Stuart Bateman growling that he too was craft). Meanwhile, the likes of Guinness and Fosters got in on the act, telling their drinkers that they were craft as well (or at least crafty). The result, to my mind, is that craft doesn't mean anything anymore; it has become a redundant catch-all term and something that

marketing departments use to try and get their beers into the supermarket or onto a bar in a fashionable festival, without really thinking about what it means.

This rash of me-tooish has also infected brewers, marketing types and beer writers, who argue that there is the need for the continuation of using the word craft. That it helps a brewery explain to the befuddled consumer that their farmhouse ale (again for instance) is something special that they should also pay a premium for (price is another kettle drum of hop-infused wort so let's not go there for the moment). The argument continues that once a definition is found only then can British beer continue into the kind of sunlit pastures that Boris Johnson promised if Britain voted Brexit (that went well didn't it?). Then of course the argument gets bogged down as the endless wheel of definition goes round and round and nothing much happens.

Instead, I would argue that brewers should be bold and confident and say, paraphrasing Oscar Wilde, that they have nothing to declare but their collective brewing genius; that their beers are strong enough to be sold to a drinking public who are thirsty for beer. After all, we are in perhaps one of the most exciting times in British brewing since the 19th century and there is no need to dress it up with faux American declarations or definitions that have written by a committee of wise men and women.

Of course, there are always clouds on the horizon when it comes to British beer: buyouts of breweries continue to cause dismay amongst the fervent; experimentation can often topple over into gimmickry (I'm not a great fan of fruit-infused IPAs for instance); and not every example of bottle-conditioned beer meets the high standards that those of us that love beer expect.

However, on the other hand when I taste something like Thornbridge's Sour Brown (Derbyshire meets West Flanders and they both get on famously), Chorlton's Amarillo Sour (a grapefruit just grew up and started drinking beer) or Fourpure's Shapeshifter, which is perhaps one of the best West Coast IPAs



I have ever had from a British brewery, then I know that the future is bright and that we never have to hear the word craft again...

So my message to British brewers would be move forward with confidence and hope, drop the word craft and let those who continue to use it be seen as hollow men and women unable to leave behind a gimmick. After all, in one of my previous working existences as a music writer I do remember the pity that those who still claimed to be punk in the mid 1980s were held...

### Adrian Tierney-Jones

**Adrian Tierney-Jones is a freelance journalist whose work appears in the Daily Telegraph, All About Beer, Beer, Original Gravity, Sunday Times Travel Magazine, and Publican's Morning Advertiser 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 the history of the International Brewing Awards Brewing Champions; 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 Brussels Beer Challenge, International Beer Challenge and Birra Dell'Anno.**



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## The rise of fruit IPAs

**In the beginning, there was pale ale. And there was fruit beer.**

Although the fact might seem a quaint anachronism in today's super-charged world of barrel-aged this and kettle-soured that, those two categories at one time accounted for a great deal of North America's craft beer output. The 1997 book, *America's Best Brews*, devoted six pages to fruit beers – more than it gave to blond ale or barley wine – and treated IPA as a mere substyle within 32 pages of pale ales, while even as recently as 2002, the total number of pale ales entered in the Great American Beer Festival's competition outnumbered those in any other category.

Only three years later, however, the style juggernaut that is IPA was already making its presence felt, with all pale ale categories at the GABF totalling 167 entries, while the cumulative total of all IPA categories dominated the competition with 193 beers entered. Ten years after that, the American-Style IPA alone totaled 336 entries, well over one hundred more than any other judging category.

And somewhere along the line there appeared a beer called Grapefruit Sculpin.

A spinoff of the wildly successful Sculpin IPA from San Diego's Ballast Point Brewing, famously purchased by Constellation Brands in 2015 for US\$1 billion, Grapefruit Sculpin adds grapefruit to the well-hopped original IPA to emphasize – some say over-emphasize – the citrusy character of the beer's American hops. The release was an instant hit, with beer drinkers and bar managers outside of southern California tweeting the arrival of kegs as if they were rare sightings of endangered wildlife or reclusive rock stars.

Naturally, such success engendered imitators and it was not long before other fruit IPAs began to appear on draught taps and store shelves, arriving slowly at first and then with steadily increasing frequency. Soon the dribble had become a torrent and today the beer rating website, *ratebeer.com*, counts in its database 381 such beers, 310 of which are brewed in North America.

Which certainly suggests that brewers and beer drinkers alike have cottoned on to the style. But why specifically fruit IPAs and why now?

One currently popular theory, almost certainly true to at least some degree, is that fruit, be it in the form of whole flesh, juice, extracts or peels and pith, serves as a handy substitute for increasingly hard-to-source hops. Can't get your hands on enough Citra hops? Try adding citrus fruit instead! No access to New Zealand hops like Motueka and Riwaka? Pack in some pineapple and mango! It could scarcely be more simple. Another view is that the fruit is not necessarily intended as a substitute for hops, but rather that the hops most popular today actually laid the foundations for the rise of fruit IPAs.

Contrary to the more spicy, leafy and floral characteristics of classic hop varieties such as Fuggle and Saaz, modern New World hops are, of course, widely noted for their abundant fruitiness, be it the powerful grapefruit of Centennial or the equally potent gooseberry of a Nelson Sauvin, and in their use beer drinkers have grown more used to hop-derived fruit characteristics in their beers. From fruity hops, it is obviously but a short step to hoppy fruit beers.

A third view parallels the second, after a fashion, suggesting that an overabundance of intensely hopped IPAs has created a sort of 'hop weariness' in a beer drinking public which, while not quite ready to turn its back on IPAs, was ready for something a bit different. That 'something,' this theory conjectures, was the fresh and lively flavours of IPAs juiced up with fruit.

In the end, the motivation behind the rise of fruit IPA as a style likely resides in some sort of combination of all three theories. How long they will remain on the scene and how lasting might be their legacy, however, depends on whether you put more truck in the first or the second two viewpoints. For if fruit is being used as principally a hops substitute, then it is unlikely this situation will change until hop supplies increase significantly, and that doesn't seem likely for at least the next couple of years. If, on the other hand, fruit IPAs are a



movement based on the fancies of craft beer drinkers, then the future would seem less certain. Indeed, in that case one might be well-advised to heed the words of Jennifer Litz-Kirk of the trade publication, *Beer Business Daily*, who at this year's Craft Brewers Conference referred to fruit IPAs as "the flavored-vodkafication of beer" and suggested that the trend might be "getting a little bit faddish" and could soon be due for a correction.

### Stephen Beaumont

**A professional beer writer for 25 years, Stephen Beaumont is the author of ten books on beer, including *The World Atlas of Beer* – the second, fully-revised edition of which will be published in the fall of 2016 – and *The Pocket Beer Guide 2015*, both co-written with Tim Webb. Stephen's latest solo book is the *Beer & Food Companion*, which was published to much critical and commercial acclaim in October of 2015.**

**Stephen has also contributed to several other books and written innumerable features, articles and columns for publications as varied as *The Globe and Mail* and *Playboy*, *Fine Cooking* and *Whisky Advocate*. When not writing, he travels the world extensively, tracking down new breweries and hosting beer dinners and tastings from São Paulo, Brazil, to Helsinki, Finland, and Beijing, China, to Seattle, Washington.**

## ECasks charity beer festival success

CBBR ECasks held a charity beer festival on 2nd July 2016 and raised a total of £3,361.75 for a charity very close to their hearts, the Doncaster and Bassetlaw Kidney Association.

The ECasks team organised and manned the event, with members of team mucking in to pull pints, entertain the crowd and of course most importantly take the money! The day was a great success. There were about 350 people through the gates and nearly 1,000 pints of real ale, cider or craft beer were sold on the day.

This is the second year the charity day has been running, and the event is generously supported by many great British breweries. Through the supply of their beer free-of-charge, the breweries play an active role in attracting so many visitors to the event and helping to maximize the money raised for the chosen charity.

Great beer, however, wasn't the only draw for the crowds. There was also a charity rugby tournament played across 4 pitches, involving 14 teams, which proved to be a highlight of the day. After 6 hours of hard fought play, The Honey Badgers were triumphant, and were very pleased to be able to walk off the pitch to an amazing selection of beers and ciders.



The ECasks team would like to thank everyone who helped support the event and for their generosity, especially the breweries who so kindly donated their beer for such a great cause.

Adnams, Brecon, Celtic Marches, Charnwood, Cotswold Spring, Dark Star, Longman, Martsons, Oakham, Pennine, Red Squirrel, Roosters, Sadlers, Salopian, Sambrooks, Scrumpy Wasp, St Austell, Thistley Cross, Westons, Wye Valley

All of the money raised will go to support real people - The Doncaster and Bassetlaw Kidney Association this year is trying to raise £9,000 for two new Infra Red Treatment Centers, so it really is a life changing sum of money.

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

## Microbrewery design & finance course launches

**A new one day course at Brew-School in Bakewell is aimed at microbrewers looking to set up or expand their existing business by looking at two key aspects of developing a microbrewery.**

In the morning the course will focus on the design of the brewery with expert brewing consultant Dick Murton looking at the competing aspects of quality, performance and price. In the afternoon the course turns to the critical issue of raising the necessary finance to set up or expand your brewery with leading industry experts. This includes Mark Banks of Close Brothers Brewery Rentals looking at how equipment finance can help finance your brewery. The course also looks at case examples and the importance of the business plan in being able to access funding.

The course takes place at Brew-School on the 7th November

[www.brew-school.com/courses/brewery-design-and-finance.html](http://www.brew-school.com/courses/brewery-design-and-finance.html)

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

## 'Adultifying Soft Drinks' report

**Sophisticated sodas not only offer an increasingly attractive alternative for consumers who wish to limit their alcohol intake, but also appeal to broader demographics.**

This is according to a new 24-page report - Adultifying Soft Drinks - which has recently been published and is available to purchase.

This report explores opportunities to meet rising adult demand for non-alcoholic beverages. It outlines consumer

motivations for purchasing adult soft drinks and key innovation trends in adult soft drinks.

Some of its key findings include:

- Moderation and avoidance is a key trend driving demand for adult soft drinks among alcohol drinkers.
- The concept of craft sodas has mainstream appeal.
- 56% of consumers globally would like to see more craft style non-alcoholic beverages.

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

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## Pallet networks for UK ale brewers

Brewers have benefitted from one huge advance in UK freight over the last few years, and that's the growth of the pallet networks. By linking local hauliers together into a 'hub and spoke' network, they allow co-operation and massive benefits of scale. The local haulier collects pallets each day in their area, ships them to a central 'hub' each night, bringing back pallets for local delivery tomorrow.

There are at least 7 major networks operating in the UK, and the total number



of pallets is now up to around 70,000 per night! Even with the 'double decker' lorries now mostly used, that's getting on for 2,000 lorries per night taking pallets into and out of the network hubs. Most of the networks hubs are in the West Midlands area, and if you've ever been on the midlands motorways about 8pm, you will have seen them streaming in from all directions. Once in the hub, each lorry is photographed and every pallet is scanned, so as to give traceability, before unloading,

then reloading with pallets to go back to the haulier's local area.

Everything from manufactured goods to machinery and even TV's are shipped this way and because it is so efficient and competitive, the cost is very low at £35 to £45 per pallet (more in outlying areas of UK). Traceability has now advanced to the point where some networks allow you to track a pallet in near real time, so that you know when it is delivered. These systems are pretty unique to the UK, because of our modest size, high urbanisation, wealth of local hauliers and good motorway networks. Some networks are now expanding to mainland Europe to establish similar models there, especially in Germany.

UK brewers have benefitted hugely from the networks. Most smaller brewers use them to ship their beers into wholesalers and also to national logistics networks, such as KNDL, Tradeteam and Carlsberg. As far as cask ale goes, a happy accident means that 18 x full 9 gallon casks fit nicely on a Euro pallet (cheap), which weighs just under 1 tonne.

The networks are also the lifeblood of inter-brewery trading, commonly called 'beer swaps'. There is a compelling business case for smaller brewers to trade pallets of cask ale with each other, and it currently represents over 3% of the total sector output. Around 300 brewers are thought to trade this way, shipping over 200,000 casks per year to each other. Although the availability of low cost pallet shipping makes these trades even more attractive, there are 2 main problems restricting brewers – the lack of a 'marketplace' for the activity, and the potential for cask losses.

Beerswaps Ltd has been founded to provide a unique solution to both of these problems, providing a FREE online marketplace and for the first time allowing brewers to use ECasks for these trades. Another dimension has been added, which is to act as an optional 'invoice hub', so that brewers have the chance to trade more flexibly by buying from one brewer and selling to another, so avoiding the need to always do direct swaps.

### Will ESOS change post-Brexit?

"Amidst all the post-Brexit uncertainty," says UK energy adviser Will Todd, "one thing is guaranteed – for brewery energy managers the landscape will be one of government spending cuts and more taxes.

"Most of our climate change legislation raises taxes, and the government is unlikely to do anything that will reduce that status," explains Todd, MD of CarbonArchitecture.co.uk which advises high-energy users such as the brewing industry on energy efficiencies, benchmarking and tax implications.

"The government has used the EU as a convenient scapegoat for the climate change taxes that have helped make various UK industries less competitive, whereas in reality that tax burden is to a large degree UK imposed and within the power of our government to change. They just aren't minded to do so because it's a big revenue spinner."

#### Will ESOS change post-Brexit?

"The ESOS (Energy Savings Opportunity Scheme) was implemented in response to an EU directive and seeks to drive businesses towards energy efficient behaviour and practices – think of it as 'ISO50001-Lite'. But it raises no taxes, so its future in four years' time when it's next due will depend on any value that the government perceives in ESOS at that time. ISO50001 is most likely to be

the common ground across the international community.

"The UK has been a key force in the liberalisation of energy markets in the EU, but the question stands as to whether we will be allowed to continue to participate in the Energy Union. In either event it is unlikely we will have a say in the formulation of the rules.

"Brexit could mean that the UK will be released from EU renewables targets and this will give the government more freedom to choose how to support – or phase out – renewable schemes. The EU Emissions Trading Scheme EU ETS affects large energy users and they will be keen to know the impact.

"It is possible the UK may continue to operate in the EU ETS as do Norway, Lichtenstein and Iceland, but if the UK doesn't participate then some arrangements will need to be made to ensure companies with large carbon reserves don't miss out in the transition," explains Todd.

"Current international markets and currency uncertainties are likely to trigger short-term rises in energy costs, but for Brexit to have a long term impact on UK prices, it would need consequences like export tariffs on EU gas flowing to the UK." he adds.

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

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
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## Conveyor solution for Welsh brewery

**Great Orme Brewery is a 12.5 barrel microbrewery in Wales, which was established in November 2005 by Jonathan Hughes.**

Jonathan approached UniTrak Powderflight as the brewery was increasing its capacity by around two and a half times. Due to expansion the brewery was moving to new premises which meant the equipment they had was no longer fit-for-purpose and a new solution was required.

The challenge was to raise malted barley from one level to another in its simplest form without damaging the product but allowing a reach from the dry raw materials room into the brewing room. Jonathan stated: "It is very important that the dry raw materials are kept away from the dampness of the brewing room itself and so we have to keep them in separate rooms, otherwise this spoils the dry materials. The volume of materials

being used at the old plant was around one third of a ton and now it's a lot closer to two thirds of a ton. This can't be mixed by hand so needs a mechanical way of doing it so it can be more efficient."

After a very open discussion about the challenges and the solution that the brewery needed, UniTrak Powderflight's Phil Booth guided Jonathan through the process of what could be done. Phil recommended that the F75 UniFlex Conveyor would be best as it is ideal to handle malted barley.

The F75 UniFlex Conveyor is simple but sturdy in design. The receiving hopper, which can be fabricated from mild or stainless steel, is attached to a food-grade polyethylene tube. Situated within it is the only moving part of the conveyor, the stainless steel spiral which draws the grist to the discharge chute.

Great Orme Brewery had approached



three other companies, but found that UniTrak Powderflight was better with a quick all-rounded package, with competitiveness, no hard sell and the quality of the advice given.

Jonathan said: "UniTrak would be our first port of call for a similar sort of solution".

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

## Air Products extends Young's contract

**Air Products has extended its contract with Young & Co's Brewery to supply its Leisure CryoEase® drinks dispense systems and helium to all 172 of the British pub chain's outlets following new installations at 32 Geronimo outlets.**

Fostering innovative thinking through close partnerships between pub companies and their supply chain partners can provide many competitive advantages. Air Products and Young & Co's Brewery have worked together for over 15 years; during that time they have taken a proactive approach to drinks dispense and used fresh thinking to unlock further improvements in areas such as efficiency.

Through Air Products' CryoEase® service, this latest agreement will see all Young & Co's network of pubs benefit from the modern concept of Microbulk drinks dispense gases. This system provides a simple and convenient alternative to cylinders for customers requiring a

continuous supply of high purity gases for beer and soft drinks dispense. In confined pub cellars where space is often a premium, replacing cylinder stocks with a compact gas storage system that has a far smaller footprint can be invaluable.

Pipework from the CryoEase® tank will deliver gas directly to the keg or drinks container in Young's pubs, where it helps to displace oxygen and keep the drink fresh and carbonated. From here, the drinks product is piped straight to the dispensing tap at the bar to be enjoyed and when gas replenishment is needed, it takes place automatically. This is a great advantage for the Young's team who can spend more time serving customers rather than changing cylinders in the cellar.

Although achieving efficiencies is key, serving the perfect pint without any risk of cross contamination is of the utmost importance. Young's have proven that the CryoEase® system, which uses certified gas purity, delivers in this area as well.

Bill Epsley, Commercial Manager at Young & Co's Brewery commented: "Our long-term experience of bulk-gas systems is that they provide an efficient means of dispense, reduce or eliminate the need to store and manually handle gas cylinders, which makes them popular with our staff. We are therefore pleased to be able to extend the use of these systems to the further benefit of both our customers and our staff."

Noor Ali, Air Products' Industrial Gases Commercial Manager for the UK & Ireland, said, "The diversity of our business and the differentiation we can bring – from dispense gases to helium – can make a real difference to the leisure industry.

"We're pleased to be continuing and expanding our relationship with Young & Co. who value our gases and cutting edge technology, along with our team's expertise in areas such as safety legislation."

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

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## Energy saved on new kegging line

When Battersea-based craft beer specialist, Sambrooks Brewery Ltd, wanted to install its first piece of steam-powered equipment – a two-gear semi-automatic kegging line – the fast-growing company turned to CFB Boilers for a suitable steam boiler solution.

Steam is used for keg sterilisation purposes before filling and has allowed Sambrooks to use stainless steel kegs instead of disposable ones. This move has not only opened the doors to many more outlets and national accounts, but also resulted in significant cost savings – so much so that CFB Boilers' steam boiler solution has a return on investment period of just six months. In fact, such has been the success of CFB Boilers' 4VT steam boiler that it will soon be linked up to Sambrooks' new brewhouse and

hot liquor tanks, which promises substantial benefits with regards to reduced energy costs.

Prior to installing the brewery's new kegging line, Sambrooks had two solutions for its kegs. The first was to purchase disposable sterile kegs, at a cost of around £40,000 every two months. The second was to wash the kegs by hand in hot caustic rinse, and fill by hand. However, this was proving very labour-intensive and always led to a certain amount of spillage and wastage.

Sambrooks already had one quote for an electric steam solution from a supplier recommended by the kegging line distributor when, by chance, a sales representative from CFB Boilers made a visit. This proved to be a stroke of luck as CFB Boilers soon discovered that the electric boiler initially specified was in fact too small for the kegging line.

Russell Grainge, Sales Director at CFB Boilers, resized the boiler and confirmed with the kegging line manufacturer that a much larger steam boiler would be required, over double the size in fact.

CFB Boilers was able to recommend its advanced 15hp 4VT Steam Boiler (pictured left). Not only would this be able to easily accommodate the needs of the kegging line, it would also offer lower operating costs as it runs on gas, which is around five times cheaper than electricity.

"We looked at a few suppliers but CFB Boilers provided us with a solution that best suited our present needs, as well as plans for future expansion," stated Head Brewer Sean Knight.

"It was clear that the 4VT steam boiler was the most cost effective solution for our kegging line in comparison with an electrical steam raiser."



### Packo Pumps set "a new standard"

The innovative stator (patent pending) on Packo shear pumps SFP2 and SFP3 offers an efficiency improvement between 70 and 100% compared to current technologies available.

Moreover, a single system is sufficient for in-line mixing, dispersing and homogenizing, as well as for pumping the final product. This, says the company, pushes out the frontiers and once again sets 'a new standard' in the market.

A typical application would be the mixing of two liquids with a different specific gravity and/or viscosity as well as dispersing of solids in liquids.

The shear pumps owe their efficiency to the stator, which allows the pumps to operate very quietly and makes them highly energy efficient.

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

## Oast House quenches Manchester thirst

The Oast House venue in Manchester, well known for its high quality selection of craft beers and ales, has given Budvar tank beer pride of place – literally, right at its entrance, with a bespoke installation care of T&J.

For the first time, drinkers in the city are being offered the true taste of the hallowed cellars within the Budweiser Budvar brewery – at the Oast House in the heart of Spinningfields.

Paul Jones, Operations Director of T&J, said: "We're greatly encouraged by the reception Budvar, tank beer and our accompanying service is getting, as the

program of rollout continues to unfold. We now have a venue outside of London serving the product through this system, and that's excellent."

The installation at the Oast House required a bespoke engineering approach, to incorporate the new tanks either side of the entrance to the venue.

"The buzz we see being generated by each new Budvar serving venue is very promising for the future of both Budvar Tankové Pivo and the tank beer system – testimony to the quality of the product."

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



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## Cooler the toast of a Cotswold pub

J & E Hall's ambient beer cooler is helping a traditional Cotswold village pub to save money on its energy bills. The unit was installed at the Old Fleece, a former 18th Century coaching inn at Rooksmoor, near Stroud. The Old Fleece is part of the Cotswold Food Club's pubs and hotel portfolio.

TK Refrigeration's managing director Tim Rogers and senior engineer Chris Pass carried out the installation at the Old Fleece. Tim is celebrating 40 years in the refrigeration industry, most of the time spent with TK Refrigeration, which operates within a 50-mile radius of its Gloucester base and employs ten people.

The Cotswold Food Club conducted an energy efficiency survey at the Old

Fleece and Tim suggested installing a J & E Hall ambient beer cooler. It was decided to locate the cooler in the cellar, which is above ground, where it was installed to operate in tandem with the existing J & E Hall Cellar Cooler – a JCC2-50E system, previously installed by TK Refrigeration. The ambient beer cooler unit was supplied by the Gloucester branch of FSW.

The J & E Hall ambient beer cooler draws in cold air from outside and, as it contains no refrigerants, employs a greener method of cooling. This also helps to reduce servicing costs and extends the life of the main cellar cooling system.

Cotswold Food Club operations manager Ben Powell said: "The ambient beer



cooler is an intelligent and tidy piece of equipment. We have seen it working, we like what we have seen and we hope to achieve significant savings over time. We are definitely going to look into installing more ambient beer coolers."

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

## Providing leading brewers with an early warning system

Shimadzu have just delivered and installed the first of two new online TOC – 4200's, used for the analysis of organic carbon at a leading brewery site

"Its blocked again!" An all too common phrase when it comes down to the online analysis of total organic carbon. Unreliable analysis of organic carbon is providing to be a major concern within the food, drink and packaging industry, says Shimadzu.

Analysis of process water, waste water and effluent streams can

often be problematic due to the high levels of particulates in these streams. Many online TOC analysers become clogged and as a result will spend more time under maintenance than running samples. This was the scenario faced at the customer's site and as a result they have just replaced the existing TOC analysers with Shimadzu's new online TOC-4200.



How does Shimadzu's TOC –4200 help solve this problem? Its's all down to the unique sample introduction system. After the raw sample is introduced into the TOC – 4200, it enters the sample chamber via a strainer where it is homogenised using a rotating knife. The completely homogenised sample is then transferred to the instrument for analysis.

After sampling, the self-cleaning system will wash the strainer and sample chamber, allowing for continuous TOC measurement with minimum maintenance.

The TOC-4200's fast, continuous and accurate analysis is key in providing an early warning system to potential problems within a process whilst also providing the data required to ensure regulations are met.

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

## New labeller from IC

IC Labelling Systems has recently introduced an innovative and low cost new labeller suitable for applying reel-fed oriented polypropylene labels to glass bottles, jars and tin cans.

The new RF-12K labeller can reach speeds of 12,000 bph. A hot melt glue applicator with a gear type pump controls the glue volume and temperature.

Features include: a frequency inverter to fine-tune the synchronised speed; container feeding for high speed operation; a safety sensor to stop the machine if there is an over-load and a pneumatic gate to prevents further entry of containers in case of a jam; hot melt glue application to both label ends.

Competitively priced, the new RF-12 offers high quality label application for the budget conscious producer.

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



## JOIN THE CAN-DO REVOLUTION


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The thing is, there's always been a problem for small breweries: canning is expensive. With this in mind, Canning Technologies Ltd is reshaping the process, providing affordable small-scale canning machines that are entirely designed, manufactured and assembled right here in Britain.

With our unique system you can wrap your eye-catching artwork over the entire can whilst benefiting from numerous other features, including compact and robust construction, optimised recycling and protection from light, helping to contain the individual flavour more than a bottle ever will.

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**Contact: 0113 2870081**

 **@canningtech**

**[www.canningtechnologies.co.uk](http://www.canningtechnologies.co.uk)**

**[enquiries@canningtechnologies.co.uk](mailto:enquiries@canningtechnologies.co.uk)**

## Bottle output surpasses 20 million

The Moravek bottling line at Bath Ales recently passed the 20 million bottles mark after 9 years of reliable service.

### Boiler order

In December 2014 CERTUSS UK Ltd was invited to tender for a project by specialist brewery supplier Moeschle (UK) Ltd.

Tender details were to supply and commission a steam generator and package plant module that would serve a new microbrewery for Spey Valley Brewery in Keith, Mulben, Scotland. The equipment would need to supply a 20-barrel facility, with a fuel supply of LPG and steam production requirement of 8 hours a day, 7 days a week.

After evaluation of the requirements, CERTUSS UK offered a tender for the following equipment: • 1No. Junior 350kg/h LPG Fired Generator • 1No. CVE Skid Unit with all necessary ancillary equipment pre-installed • Water treatment package and program • Delivery to site • Commissioning

In November 2015 CERTUSS received an order for the supply of the equipment with full commissioning of the plant taking place after the completion of the brewery installation in March 2016.



Joint owner of Spey Valley Brewery Mr David McDonald informed that "We did look at second hand boiler plant. However, after calculating up the costs and taking into consideration efficiencies and warranties, we decided to go with the CERTUSS unit, as it offered a far greater return on our capital outlay."

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

As well as packaging their own range of bottled beers, the Bath Ales bottling line is also used as a contract packing service to over 20 other local breweries located in the South West of England. Bath Ales' managing director Roger Jones said "The Moravek line has been a great piece of equipment and is still going strong after 9 years!"

Craig Lewis, production director for Bath Ales said "We run the line 5 – 6 days per week and some times on extended shifts to meet growing demand. The Moravek equipment has proven to be very reliable and robust, which has allowed us to establish an excellent reputation for brewery packaging in the South West of England."



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

## In-house quality control

**BAD Co. was established to create craft-brewed beers with outstanding flavours and impact, inspired by the American approach to ale production and the current British craft brewing renaissance.**

Just months later a brand new, state-of-the-art brewery was installed at its Dishforth site, doubling brewing capacity to 20BBL of beer per shift. The new plant includes a whirlpool facility, allowing the hop flavours and aromas to become even more prominent in the finished brew.

With the new brewery installation, head brewer Paul Holden-Ridgeway was keen to introduce quality control to the brewery, to improve consistency and track any changes during the brewing process from start to finish.

Using the CDR BeerLab, supplied by QCL, the brewery has been able to test beer and wort for ABV, Bitterness, Colour, pH, and Fermentable Sugars; essential parameters for the taste and appearance of any beer.

The results of all tests on the BeerLab are stored with a time, date and operator stamp, which can be exported as CSV or XML files, making it easy to trend results and spot any changes during the brewing process that may affect the



finished product.

BAD Co. has also been using the BeerLab to test brewing water for calcium, magnesium, bicarbonates, chloride, potassium and sulfates.

A validation study was run by Campden BRI, comparing the ABV, Bitterness, pH, and Colour tests on the BeerLab with reference methods and the final report of this validation is one of the key points that attracted Paul to the BeerLab.

"Since its installation, we have found the analyser to be accurate and easy to use," he said. "We are looking to list BAD Co. beer with a well-known national retailer and we wouldn't be able to do that without in-house quality control using the BeerLab."

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

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## Wye Valley chooses Lambrechts

Following on from its investment in a brand new brewhouse in 2013 and a more recent bottling line, Wye Valley has recently entered the keg market.



With Wye Valley's green credentials utilising a wide variety of energy saving and sustainable processes, they decided on Belgium-based Lambrechts for a keg washer-filler. The Compact 235 will sterilise and fill up to 35 x 50 litre kegs per hour, or fill up to 60 one-way kegs per hour. A cask wash option for the washing head is also available.

With the brewery having moved away from a centralised steam boiler to an innovative thermal fluid system, it was decided to install a steam generator supplied by CFB Boilers of Clackton-on-Sea to supply the Compact with the saturated steam required to ensure complete sterility of the keg prior to filling.

With its rugged construction complete with 316 titanium process heads and all stainless steel service valves, the Compact 235 is built to last. As a consequence of the excellent build quality the machines retain much of their value having a working life of twenty years, so as craft brewers expand their production their existing machines can be exchanged for higher throughput or more automated machines directly through Lambrechts.

Delivered and installed to schedule the head brewer Gareth Bateman was well pleased with the investment and choice of suppliers.

**For more information visit:**  
[www.lambrechts-group.be](http://www.lambrechts-group.be)

## Brewing up more cleaning innovation

The importance of hygiene within the brewery is becoming more important as brewers strive to produce consistent product batch after batch. Producing a quality product whatever size of the brewery is vital for its long term success and growth within its market.

The Caskforce brand has been developed by Hugh Crane (Cleaning Equipment) Ltd a specialist manufacturer of commercial and industrial cleaning equipment for many industries including food and beverage. The concept of the first caskwasher was born out from a conversation from a local brewer who was having issues with cleaning their casks consistently. They were finding that in a number of batches the quality wasn't as consistent as they would have liked and they identified that it was due to residue remaining in the casks after the cleaning process which lead to contamination.

This was back in 2002 and the first caskwasher was designed and built with the head brewer to eliminate this problem. The machine was designed using an automated process and with the use of specialist nozzles it enables the spray pattern to reach all areas of the

cask removing any residues that may cause contamination. To further improve the process there is also a steam sterilisation function and it is available to those brewers who have steam within the brewery.

Keith Trenton the design engineer at Caskforce has over 20 years' experience in this sector and is responsible for the design and builds of all of the products within their range. He explains: "The need to make sure that breweries whatever their size deliver a consistent quality product time and again is fundamental to their success. They need to be sure that when they fill their casks that the quality of the product to the end user is consistent and ullages are kept to the bare minimum. The success of the Caskforce range of machines has been down to their ability to consistently produce a clean cask time and again which not only save the brewer time it also saves the brewery money.

"Following on from the success in the cask market we were then approached by brewers to use the same technology and apply it to the keg sector. said Keith and the integration of the K-series dual cask/keg washers was developed in 2014 to meet the demands of both markets."

Due to its success Caskforce have now developed a new standalone keg washer/filler. The KEG-2000 machine is was on extensive trials during February and early March at Redwell Brewery in Norwich. Redwell are local to the manufacturing facility in Norfolk and have been instrumental in helping Keith and his team develop the machine. Coincidentally they were also Gold Medal winners for their kegged beer at this year's BeerX in Sheffield where the KEG-2000 machine was launched.

There are currently two models of the machine the KEG2000 which is a washer/filler and the KEG2000W which is a twin head washer. The KEG2000 will clean and fill 28 30l kegs or 20 50l kegs an hour. The KEG2000W will wash up to 48 kegs an hour.

"Like with any product it is important that it is simple to operate and cost effective," adds Keith Trenton.

"All machines in the range meet this criteria as brewers are always looking at ways to streamline their processes to increase the efficiency within the operation."

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

# lambrechts

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**Belgium References:**

AB Inbev Hoegaarden, Castle Brewery, Chimay, Duvel, Haacht, Lindemans & St. Bernardus

**Recent new keg lines at:**

Beavertown Brewing (35 kegs/h); Five Points Brewing (35 kegs/h); Fourpure (60 one way kegs/h); Harvey & Son Ltd (35 kegs/h); Meantime Brewing (80-90 kegs/h); Sambrook's brewery (35 kegs/h); Sirencraft (60 one way kegs/h); St. Austell Brewery (80 kegs/h); Wye Valley Brewery (35 kegs/h).

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## Priming pump on Moody shelves

The LKH Prime from Alfa Laval is an efficient, versatile and hygienic self-priming pump that uses a combination of air-screw technology, optimized impeller and casing geometry to exceed industry expectations for quiet, efficient operation and reduced energy consumption. It is now available via Moody Direct.

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pump family that's renowned for quality and reliability.

**Quiet, hygienic:** The pump operates very quietly and is certified according to the most stringent hygienic design standards.

**Easy to service:** Sharing many common components with the Alfa Laval LKH pump range, it is easy to service and maintain.

Alfa Laval LKH Prime promises superior efficiency resulting in low energy consumption – which means brewery output will go up whilst outgoings will go down. As the LKH Prime shares common parts with other Alfa Laval LKH range pumps it offers low cost of ownership and increased uptime, backed up by the security that comes from Alfa Laval's global service network.

The ability to evacuate air from the



suction pipe combined with a low noise level and high pumping efficiency makes the LKH Prime also ideal for tank emptying and CIP return applications.

Get in touch with Moody Direct for an informal chat about your brewery requirements and find out how we can find the right solution for you.

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

## Inncellar grows

Inncellar Equipment reports that it has continued to progress over the last few years, through the satisfaction and recommendations of customers regarding the quality of products and service they have received from the company

A new Multi-Purpose Jacket® was launched this year, catering for the multiple applications needed to cover the new influx of CASK/KEG variations. Also introduced this year has been the 3 over 3 Occasional Beer festival racking system, and 4.5 Gallon (Pin) adaption for Inncellar's racking system making these adaptable to customers various requirements.

The company's full range of Cask/Keg Beer Products which include, Cooling (Jackets®, Saddles, Probes, Ice Blankets), Stillage (Tilters, Beer Festival and Cellar Racking) can be viewed on its website.

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

## Brewology celebrates second successful year of manufacturing

Leeds-based brewery manufacturer, Brewology, has celebrated its second successful year of engineering.

Proving that manufacturing is alive and well in the UK, in just two short years the family-run business has designed and manufactured a complete range of large pack brewing machines including keg and cask washers and fillers, CIP sets, hygienic pumps and a unique software offering.

It has also worked with breweries up and down the country to install, service, expand and streamline their businesses, helping to save them money on their water and energy bills, increasing their production and keeping Britain's finest beers in production.

Managing Director David Midgley is optimistic about the company's future.



"We've had a fantastic two years and we're as busy as ever. We are working with some great breweries and have contributed in a small way to some really great award-winning beers."

"We have lots planned for year three. We've just installed our own bead-blasting unit at the Leeds workshop to save time and money on manufacturing. We've expanded

our service division and we've exported and maintained our first machine using our remote access software. We are looking forward to year three."

Constantly looking for new ways to improve and grow, Brewology has invested in its facilities in Leeds by buying state-of-the-art machines and manufacturing equipment.

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



# ICE

## InnCellar Equipment Cask Beer Solutions

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[For more information please contact us.](#)



With the launch of the new Multi-Purpose Jacket®, this caters 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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[www.inncellar.co.uk](http://www.inncellar.co.uk)

## General Certificate in Craft Brewing

The Brilliant Beer Company will again hold a 5-day split course for brewers wishing to sit the IBD examinations in November 2016.

The courses are based at the Institute of Brewing and Distilling Offices, 44A Curlew Street, Butlers Wharf, London SE1 2ND.



Course

### GCB Craft (craft and mainstream brewing) brewing

Date	Content
Thursday 1st September	Materials & Brewhouse
Friday 2nd September	Fermentation, cask & bright beer processing
Monday 19th September	Quality
Tuesday 20th September	Utilities
Thursday 27th October	Revision

Costs – total course fee (excluding the examination fee) is £575 + VAT per student.

The course fee covers: Five full days' tutorial • Handouts and access to web based learning material will be given on registration • Coffee & Teas & a light lunch during day.

**For information please contact Tim O'Rourke  
[tim@brilliantbeer.com](mailto:tim@brilliantbeer.com) or phone +44 (0) 7979 751988**

NB. It is the responsibility of each candidate to register directly for the examination with the IBD office in Curlew Street. The examination fee for 2016 GCB examination is £245 + VAT before 23rd November – details and an application form can be found at [www.ibd.org.uk](http://www.ibd.org.uk) • Exam dates - November 8th 2016

Subject to sufficient numbers the Brilliant Beer Company can offer full week General

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## Leicester Tiger is reborn

Rudd Macnamara has supplied Everards with striking new pump clips for its range of beers. The new on-bar branding is part of the Everards transformation programme which focuses on its home county of Leicestershire and the importance of being independent and local.

Everards teamed up with Enderby-based agency, Juice, who are situated just two miles from the Leicestershire brewery. Everards entrusted fellow Midlands company Rudd Macnamara with the manufacture. Rudd, based in Handsworth near Birmingham, completed the local production theme.

Juice provided striking four colour process images of the four brands which tell the story of Beacon Hill, Sunchaser, Old Original, and of course the iconic Tiger brand. Using 3D modelling skills, Rudd was able to make 3D models derived from the 2D images. All of the images were printed in four colour process and then thermo-formed to the desired 3D shape.

The new and innovative production process was able to capture all the features of a four-colour-process image and to transform it into a substantial 3D plaque.

Erika Hardy, Everards Head of Marketing, was responsible for the project. "Rudd Macnamara was given the task of manufacturing the pump clips. We were confident that Rudd had the necessary capability to rise to the challenge and using new and innovative modelling, forming and printing techniques they proved they could get the job done. We had created a vision which looked great on paper but we weren't sure how to make it a reality! Rudd Macnamara was not phased and was keen to find a way for us to represent our brands in the way we wanted."

Graham Counce, MD of Rudd Macnamara, commented. "We are delighted to be able to support Everards in this major rebrand. The project presented us with significant



challenges but our experience in transforming a 2D images to a 3D object stood us in good stead. We used newly developed processes to achieve the result and we are delighted that we have been able to manufacture unique and market leading products."

Rudd Macnamara specialises in point-of-sale on bar branding for the drinks industry. Apart from supplying bespoke and premium pump clips it also supplies guest ale pump clips, tee-bar branding lenses and bespoke tap handles.

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

## How to get seen at the bar...

Sophia Prosser, Marketing Manager for leading POS Manufacturer Purple Mustard Ltd. talks about why Bar Runners are still such a popular marketing tool for breweries and beverage brands;

"The brilliant thing about bar runners is that they really do work for any brand and budget. At Purple Mustard, we believe that it's important to really understand our customers brief and branding and by doing so, we can suggest subtle design twists to further enhance the products and help them to deliver a unique and effective marketing solution for their campaign or brand activity."

Here are some top tips from Purple Mustard Ltd on getting the most from your bar runners; whatever your budget!

### Save

Standard bar runners are a really flexible marketing tool as they are available in a wide choice of materials and sizes to suit any design and budget. Standard options can be brought to life through use of vibrant full colour, photographic quality imagery and designs and are also available

in low order quantities, making them accessible to breweries of any size. A top tip for increasing the return from your promotional bar runner investment is to incorporate QR codes and social media handles into your design; a simple and effective way to help you to drive traffic to your website and increase your online following - easy!

### Spend

Go bespoke! Every brewery brand is as unique as the beer it brews, so why not break the mould and create your own custom shaped bar runner for maximum stand out at the bar? Bespoke-shaped bar runners allow you to literally think outside the box and create a unique shape that complements your branding perfectly. Alternatively, for added standout you can even incorporate interactive features or lenticular elements that create added interest at the bar.



### Splurge

If you're looking for something special, PVC Bar Rails or 'hedgehog mats' offer amazing customisation opportunities, long-lasting brand visibility and also double as a durable and functional drip tray. They are custom designed by their nature and are individually moulded according to your bespoke design. Bar Rails are now also available with full colour print and even integrated LED lighting, so the sky's the limit in terms of design!

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

# PurpleMustard

Supplying breweries with stunning POS products since 2004; we specialise in the print and manufacture of a wide range of promotional essentials to suit any brand and budget. We offer premium quality products at competitive prices, with Bar Runner packages available from 25 units for SIBA members.



Bar Runners



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# PUMP CLIPS YOUR ONE STOP SHOP

With over 125 years of manufacturing experience, Rudd Macnamara is your perfect choice for pump clips. Available in any design and finish!

## Benefits of Rudd Macnamara:

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- Electro plated, paint sprayed, woodgrain, slate, and any other finish you can think of
- Concept to reality service
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Our work with Treboom Brewery led to them outperforming their market by 783% and we've just brought home a Silver DBA Design Effectiveness Award for it.

We also worked on the rebrand of Hyco Manufacturing to reflect their prominent position within the rapidly developing electric water heating market.

They outperformed this market by over 1000% following our work with them, and specification sales through architects and consultants are up by 230%, an area in which brand confidence plays a key part.

We are a branding and design company helping you to capture your brand's identity. Printed literature, packaging, web and digital channels; we work with you to market and promote your uniqueness, meaning you stand out from your competitors.

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Treboom BREWERY  
RCSBARGE

## Bespoke solutions made for craft

Coming into Taphandles, you feel an energetic undercurrent reverberating off the walls. Designers huddled over sketches, heads bobbing to their playlist beats. Customer support teams chattering between desks as they shepherd products to market. People working together towards a common goal; a like-minded, passionate team. The tinkering, collaboration and impromptu ping-pong games all remind you of a start-up brewery. This is no accident. Taphandles draws inspiration from the beer community by design.

### The whale in the bar

Two decades ago Taphandles began working alongside the North American craft movement. Back then tap handles remained a tertiary thought, rarely discussed. Not much was offered by way of design either beyond a logoed sticker or etched wood. That is until Taphandles realised an opportunity. Working with Alaskan Brewing Co., Taphandles created and produced a 3-dimensional whale tap handle (pictured below) for their Summer Ale. The 3D innovation and detailed craftsmanship was the first of its kind with intricacies like hand-painted teeth. People started pointing and talking about the unique taps.



Tap forms injected with personality, like the Alaskan whale, started conversations between friends, strangers and bartenders alike. It created brand recognition amongst consumers. Brewers talked too and soon added bespoke tap handles to their marketing portfolio. Early collaborations with Samuel Adams, Anchor Steam and Sierra Nevada further revolutionised the on-trade tap experience. As independent craft beer gained global momentum, Taphandles helped more and more breweries better tell their brand story and best differentiate in a competitive on-trade environment. The bespoke bar was raised.

### Craft keeps growing

Taphandles now works with breweries of all shape and sizes across North America, Latin America, Asia, Australia and Europe. Partnerships still include the aforementioned leaders plus UK-based Beavertown and Charles Wells, and Mikkeller of Denmark.

Award-winning designs for Meantime and Great Lakes among others keep Taphandles challenging themselves. In one instance, Dogfish Head Namaste, uses kinetic movement to greet you from the tap handle. Hence, "namaste." No matter the size or request, each brewery receives complimentary design consultation sessions to craft their story via a bespoke handle, signage or other on-trade need. Hand-in-hand with design innovation is customer support. Taphandles prides itself on best-in-class service.

"Taphandles has been a trusted partner for many years. There isn't much they can't do. That versatility resulted in some unique solutions which helped us tell the story of our brand," says Firestone Walker Brewing Company. Many others agree.

With a deep understanding of the beer industry, Taphandles knows how to create impactful on-trade marketing. Their range includes bespoke and standard tap handles, pump clips, tap



markers and more. At its core, Taphandles is the same entrepreneurial-spirited company committed to telling stories through compelling visual impressions. One only has to look at their floor-to-ceiling tap wall and wonder what's next.

To learn more, contact [sales@taphandles.com](mailto:sales@taphandles.com)

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



# BESPOKE SPEAKS VOLUMES.

More and more people talk about craft beer nowadays. Get them talking about you and your beer with a bespoke solution. As the global leader for on-trade bespoke and standard tap handles, pump clips, tap markers and more, Taphandles helps craft your story to stand out and sell more beer.



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**SELL.  
MORE.  
BEER.**

## Keg-Fix boost to craft marketing

As part of our 'On The Bar' feature we interviewed Keith Forster, Managing Director of Colorscan Imaging Products, the country's well-known supplier of 'Guest Ale' pump clips. Keith thinks that 'Craft Keg' is not just the way some brewers are trending but the way the market needs to go to find new customers for craft beers. However, it needs cost-effective innovative marketing – and innovation is what Colorscan is renowned for, as is evidenced by the recent launch of Keg-Fix.

**BBIB: Can you describe your products and service?**

**KF:** We pioneered short-run digitally-printed pump clips and mounted them with a simple push-on fixing to allow for quick change. As digital printing technology improved we started to produce pump clips with metallic gold and silver. Today we produce pump clips with a huge range of metallic effects. Because these are digitally created there is no additional cost for multiple metallic effects on the same pump clip. This in-house printing on the latest digital equipment provides the twin benefits of quality and productivity. However, service is as important as quality and cost. Our average turnaround is three days but with all manufacturing done in-house, we can respond immediately to a customer's requirements when a faster delivery time is required. We also produce curved pump clips and pump clips with a resin finish for a more permanent up-market look. All pump clips are available on both white and black plastic. Our pump clips are complimented by a large range of fixings. We also produce bottle labels, specialising in high quality metallic finishes in quantities from 500 upwards. Keg font badge inserts are also produced in ever increasing numbers, particularly inserts for the guest craft keg market which are the solid plastic inserts instead of the rear illuminated inserts.

**BBIB: What about your latest innovation that we've just seen on the bar in your showroom?**

**KF:** That will be Keg-Fix, a truly innovative idea for the marketing of craft keg beers being sold on a rotational basis. This is a holder-based system that fixes into the oval and circle badge

holders on most T-bar style keg dispense systems. It can also be used over the taps of 'through the wall' dispense systems currently finding favour in the more trendy outlets of major cities. A connector then allows for the rapid change of the brand badge. No more waiting for the manager with a screwdriver, sticky tape and squidgy blue goo!

**BBIB: Is quick change the only advantage of Keg-Fix?**

**KF:** No, whilst being able to quickly change a brand badge is an advantage over "glued in" badges, the main advantage is the ability to take shaped cask ale style badges.

**BBIB: Will this increase costs for the brewer?**

**KF:** Once a Keg-Fix holder is purchased (£0.85 each) then the costs of the shaped brand badge alter little from the ovals and circles in solid plastic. These are around a sixth of the cost of a rear printed acrylic badge.

**BBIB: How will cask ale style badges improve sales?**

**KF:** Marketing is about raising brand awareness so that a consumer will be attracted to that brand. Most breweries have their own pump clip shape in the cask ale market, so by using a shaped badge, the brewery brand can be recognised even if the beer itself is not known. Also, the cask ale style badges are synonymous with multiple styles of beers from craft breweries whether national, regional or micro. For brewers that wish to retain their existing round artwork we have the ability to add marketing information both above and below the existing artwork.

These badges can then be used on both round and oval badged fonts reducing both artwork costs and inventory.



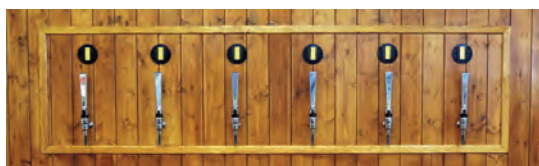
Above: T-bar dispense with Keg-Fix system, awaiting insertion of clips, and below: with clips affixed



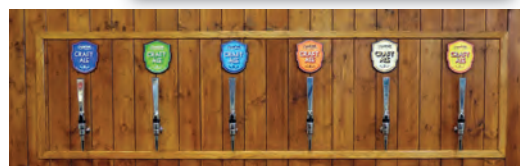
**BBIB: So a small (or large) craft keg brewer will get brand awareness without a huge advertising budget?**

**KF:** Absolutely. And a changing rotational programme where the shape of the badge as well as the graphics change on a regular basis will generate even greater consumer interest and sales. Craft keg carries a premium price which translates into greater profit from sales and hopefully better margins for the craft brewers. I would hope that by raising brand awareness outlets such as restaurant chains, ethnic food outlets, small hotels, clubs and the like could have a rotational keg beer programme modelled on pubs rotational cask ale programmes. With so many new breweries the craft beer market is over saturated, providing a simple solution to high profile marketing of craft keg beers in establishments outside of the cask ale market benefits both retailers and brewers.

**For more information email:**  
[keith@colorscan-imaging.co.uk](mailto:keith@colorscan-imaging.co.uk)



Left: 'Through the Wall' dispense with Keg-Fix system, awaiting insertion of clips, and right: with all clips affixed



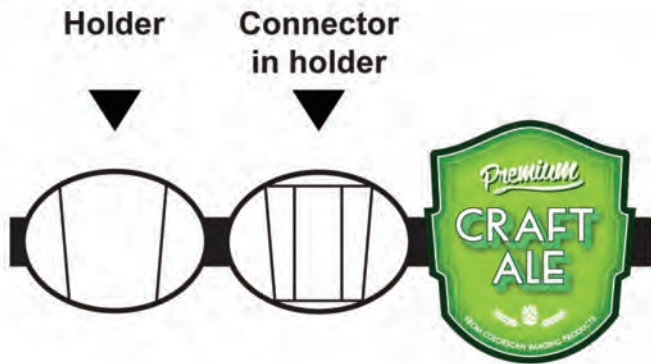
# COLORSCAN

IMAGING PRODUCTS LTD.

Phone:- 01283 511127  
Email:- keith@colorscan-imaging.co.uk

## keg-fix

### Oval Holder Instructions on rear



Badge mounted on connector ▲



Shaped pump clips can be used instead of ovals for greater brand awareness

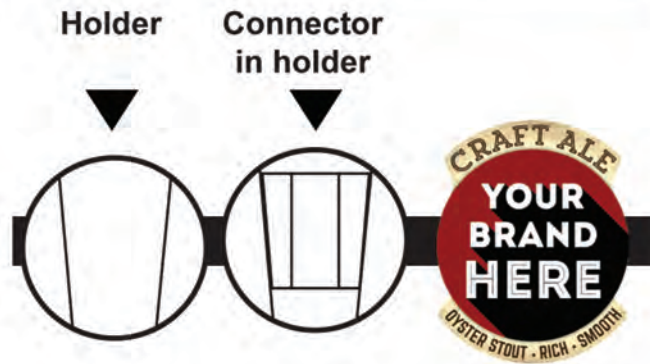
# COLORSCAN

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Phone:- 01283 511127  
Email:- keith@colorscan-imaging.co.uk

## keg-fix

### Round Holder Instructions on rear



Badge mounted on connector ▲



This product can also be used to mount badges over taps on "through the wall" dispense

# COLORSCAN

## IMAGING PRODUCTS LTD.

UK's leading  
manufacturer  
of pump clips

Introducing...

# keg-fix

- Change keg badges with ease ■
- Use branded shape badges ■
- Add crowns & tasting notes ■
- Use on 'through the wall' ■



### QUICK & SIMPLE INSTALLATION

The holder is installed once with adhesive tape and fixes in like a normal font badge.

After this, changing the badge requires no effort. **No screwdriver** to prise out the old badge, **no glue, goo, Blu-tack** or **sticky tape** to hold in the new badge.

Just drop in a connector which we supply **FREE** with our badges, remove the tape covering and mount the badge.

No mess... no broken nails... no problem.

## THE COUNTRY'S FIRST DEDICATED ROTATIONAL KEG BADGE SYSTEM

- Designed & Manufactured in the UK ■

Many brewers will know of our **GUEST-FIX** system for rotational cask ale - a semi permanent holder based system that fixes to the beer engine handle and allows the rapid change of beer badges on rotational beers.

We have now introduced **KEG-FIX**, another semi permanent fixing for keg dispense fonts, both oval and round plus use on 'through the wall' dispense systems that have dramatically increased in popularity over recent years.

- Allows shaped keg badges to be mounted on either an oval or round dispense font.

- Add a crown and tasting notes to round artwork - then use on **BOTH** round & oval fonts. **NOW ONE SIZE DOES FIT ALL!**

- Ideal for 'through the wall' dispense systems - the holder will stick to most flat surfaces but there are drill points for brick walls.
- We produce over-sized round and oval keg badges for 'through the wall' dispense if required.



tel: 01283 511127 email: [keith@colorscan-imaging.co.uk](mailto:keith@colorscan-imaging.co.uk)  
Colorscan Imaging Products Ltd, Reformation House, Second Avenue, Centrum 100, Burton-on-Trent, Staffordshire, DE14 2WF



## Advantages of off-the-shelf customised fonts

**With so many unique craft beers, real ales and wines on offer in today's social establishments the bar is quickly becoming a crowded space for brands to compete.**

It's never been a better time for quality beer, and with up to 200 breweries opening in the UK each year and growing thirst for craft beer (Management Today, Sept 2015) it's time to ask yourself, how can my brand stand out at the bar?

The 21st century customer seeks experiences and is heavily influenced by appearance, atmosphere and taste – research suggests that a brand's approach to advertising and appearance can heavily influence a consumer's decision to purchase.

As a business focused on creating sustainable drinks dispense solutions, Brewfitt can create customised fonts specifically for each brand. So why then should you consider choosing a custom off-the-shelf font design?

### Stand Out

Move away from the mainstream chrome or gold finish and stand out at the bar with a unique finish or colour. Ultimately, customising the colour of your font rather than changing a smaller feature such as the badge, will help your brand become more prominent amongst others.

### Cost-effective

Rather than considering a fully bespoke solution, a customised off-the-shelf font can be a much more cost-effective solution to creating a stand-out appearance. Brewfitt's customised fonts are available with low minimum order quantities when compared with fully bespoke towers – making customised fonts much more accessible to brand owners.

James Paxman, Operations Director at drinks dispense firm, Brewfitt, commented on the benefits of off-the-shelf customised bespoke fonts; "We have produced a number of unique fonts which really do have the 'wow' factor and we truly believe that customised fonts stand out more than the same tower with a standard chrome finish."

Brewfitt offers any finish; from bold solid

colours such as red, yellow, black, green, to varying metallic finishes including antique copper, brushed stainless steel, black chrome and many more. Wooden and water effect finishes are also available with branding on the tower including pad printing or vinyl, again, all available with no or little minimum order quantities.

James added: "Off-the-shelf customised fonts are becoming increasingly attractive to microbreweries and larger brewers who are looking for a cost-effective solution whilst avoiding large set-up costs and minimum order quantities. Brewfitt make it possible for brands to stand out in increasingly busy bars by offering a service with no tooling, set-up charges or minimum order quantities. We are in a world where consumers seek experiences and are willing to try new things; we suspect that customers are more than likely going to choose the stand out brand at the bar, therefore companies should act on this."

Brewfitt recently created some customised fonts for award-winning Welsh brewery, Tiny Rebel.



Brad Cummings, its co-founder and commercial director, said: "Our brand is known for its off-the-wall and daring identity, our fonts needed to reflect this and stand out on any bar. Brewfitt worked closely with our team to create an amazing and unique font

design that we're proud to put our name on! They really do have the 'wow' factor and we've received many customer comments on how great they look."

The Yorkshire-based firm, with a strong focus on customer service and innovation, also offer solutions for individual outlets looking for a point of difference. Brewfitt has created off-the-shelf customised fonts for a variety of brands including Meantime, Revolution

Bars and St Austells Brewery and has one of the largest ranges of fonts in the UK available for customisation.

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

## 1st Porta call!

**Since 1936 Porter Lancastrian – the brand owner of Porta – has been a leader in the design, development and manufacturing of drinks dispense products and services for the global drinks industry.**

Porta works with design agencies and brand owners to design, develop and supply both bespoke and customised beer fonts, towers and taps in a range of finishes, sizes and fittings.

Produced by Porter Lancastrian, the CraftTee Bridge range (pictured) is a new generation of bridge fonts designed to accommodate the 'craft beer revolution. The fonts feature



4,6,8 dispense points with chilled-to-top cooling, are available in two heights, and in chrome and copper finishes. Options include 'Clamp On' or 'Thro Bar' featuring industry standard oval and circular pods with LED illumination. They're also available with 86mm square pod across the range.

Newly released lens/shapes include 2 square and rectangular sizes available for various selected font models including Ikon, Chaplin, Spinal Tap and Orion.

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

# On The Bar

## Willis meets the challenges

Getting noticed at the 'Point of Purchase' is a challenge that faces all drinks companies.



So says Willis Publicity, manufacturers and innovators of branded POS, who are widely experienced and so well-equipped to find brands the perfect solution.

Produced in either resin or zinc alloy, the company can create products in a variety of effects and finishes i.e. wood, stone, granite, slate and metal.



An in-house design department is able to work with clients to create a product that - says the company - not only gets noticed, at a price that is affordable and is workable for outlets.

For more details call 01582 764040 and ask for Carl Andrews or Tom Morley

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

## EWL offers 'infinite possibilities'

EWL has been manufacturing beer engines for over 40 years, and over those years has used its knowledge and ability to create the 'perfect offering' to customers

A mix of traditional and modern materials in the manufacturing process

has allowed its beer engines to be at the highest quality and reliability, while maintaining the iconic look that people have grown to recognise.

In addition to their existing range, EWL has introduced a bespoke font solution for keg beer designed to stand out on the

bar. EWL has recognised that fully bespoke fonts have a limited life span, and that as tastes change and pub/bar décor is altered it can make the fonts redundant.

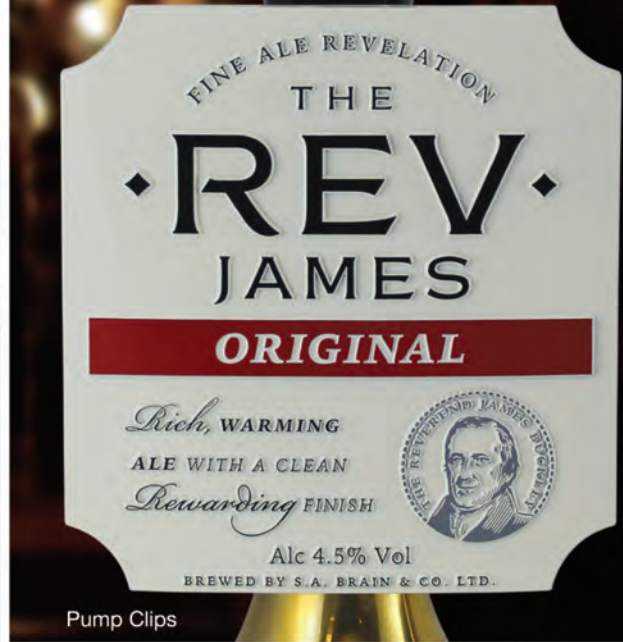
These fonts are usually costly and require a significant minimum order quantity, which unfortunately means expense for something which has neither longevity nor flexibility. EWL's solution to this is simple.

The Xpression Font (pictured) provides versatility, allowing you to have the freedom to choose the shape, branding and colour to suit your requirements. The base chassis of the font is a generic shape, allowing new branding to be attached when required.

This is particularly useful if you have a new brand on the bar which you wish to promote further, as you can simply swap the front plate as required. All of this is available at a competitive price and a low minimum order quantity.



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



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## £25m investment expands glass capabilities

O-I has completed a £25 million refit of its Harlow glass plant to provide brewers and cider makers with – says the company – ‘the firepower to support their growth, the innovative products to differentiate their brands and the quality assurance to supply the right bottles time after time’.

O-I has been producing glass bottles at Harlow since 1954, and was one of the first employers to move into the post-war ‘new town’. The plant has had a consistent focus on the brewing industry for 25 years and pioneered UK production of lightweight narrow neck press and blow beer bottles in the 1990s.

Premium bottled ales continue to grow at around 10% a year and are estimated to reach £1 billion by 2020 with more product launches and innovation than any other beer category. Demand for premium ale in glass is growing twice as fast as cans and from a larger base, according to the Marston’s Bottled Beer Report 2015.



A combination of a growing market, tightening glass capacity and O-I’s commitment to its broad customer base of multinational, regional and independent brewers prompted the company’s decision to redevelop the Harlow facility. It has been transformed into a dedicated beer plant with an advanced high productivity furnace capable of producing 135,000 tonnes of amber and green glass every year.

The new furnace is gas-oxy fired and burns more efficiently, which optimises energy usage, assists heat recovery and reduces emissions of CO<sub>2</sub> and NO<sub>x</sub>. The recovered heat is used to power a new cullet pre-heater, the tallest in

O-I Europe, which enables recycled glass to enter the furnace at higher temperatures, improving the consistency and speed of glass melting.

From the furnace, glass flows into one of three forming machines. The 12-section triple offers high productivity and reliability. The other two ten-section machines have been upgraded for faster job changes and shorter runs as suited to independent and craft brewers.

Paul McLavin, marketing and new business development lead for O-I in the UK, said, “As the marketplace for new beers gets more crowded, O-I continues to help customers large and small make their brands stand out. With the Harlow investment in place, we also have the production capacity to meet that growing demand.”

To discover more about O-I’s offering for UK brewers, contact Graham Caldwell on 01259 218822

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

## New brewery chooses Beatson Clark bottle

**A distinctive beer requires a distinctive bottle, which is why a new farmhouse brewery in Belgium has chosen one of Beatson Clark’s standard 330ml bottles to launch its new range.**

The Humblet family began restoring Bertinchamps farm in 2011 and launched the first range of beers from the new brewery two years later. Now they are launching a second range of more unusual beers under the B+ brand, and they have chosen Beatson Clark’s 330ml beer bottle via Pont Europe, a leading pan-European supplier



of glass bottles and jars and a sister company of Beatson Clark.

The first beer to be brewed in the B+ range was Pamplemousse, or grapefruit, and this will be followed by a white beer or wheat beer and other styles later this year. Pamplemousse has already been sold in France, Italy and Taiwan and will be launching soon in other Asian countries and South Africa.

“Beers with fruit flavours sell very well in warmer countries and Bertinchamps hopes to export 70% of its B+ range while selling the remaining 30% in Belgium,” said Mario Vleurinck, Pont Europe’s Sales Manager in Belgium. “It’s great to see another overseas customer choosing Beatson Clark’s standard bottles because of their elegance and quality.”

Jean-Philippe Humblet from Bertinchamps Brewery said: “When it came to launching our new range of

beers we were looking for a nice, distinctive 330ml bottle that hadn’t been seen much on the market.

“We spoke to various glass manufacturers but couldn’t find what we were looking for – until we met Mario, who showed us the Beatson Clark range.

“The bottle we chose has an unusual shape and we really like its modern and elegant design.”

Bertinchamps Brewery near Gembloux is a labour of love for the Humblet family, whose father Benoit is an experienced brewer of Belgian beers.

When they discovered Bertinchamps farm in 2011 it was abandoned and in a bad state of repair, but after two years of restoration work a brewing system was installed in the old barns.

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

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\*See reverse for details of Rent to Own packages.



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Reduced rental term fees (37-72 months) Price per unit/per month +VAT	<b>£1.40</b>	<b>£1.40</b>	<b>£1.50</b>
Minimum order quantities	<b>36 Units</b>	<b>45 Units</b>	<b>27 Units</b>

## DEPOSIT

You pay £5.00 per cask/keg, which is considered equity and credited towards purchase.  
(Due 30 days after delivery of casks/kegs)

## RIGHT TO PURCHASE

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9 GALLON CASK



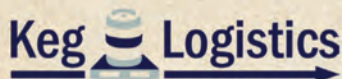
30 LITRE KEG



50 LITRE KEG

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37 - 48	<b>£30.50</b>	<b>£31.50</b>	<b>£34.00</b>
49 - 60	<b>£23.00</b>	<b>£24.00</b>	<b>£26.00</b>
61 - 72	<b>£15.00</b>	<b>£16.50</b>	<b>£18.00</b>
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\*Cost to purchase at anytime. Net cost = £Price less deposit (for example 25 month cask = £38.00 less £5.00. Net £33.00 buyout cost per cask. All rental agreements are subject to status. Terms & conditions apply.



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MOBILE: 07919 321352  
EMAIL: ged.carabini@kamac.com  
[www.kegandcask.net](http://www.kegandcask.net)

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# Containers

## New multipacking materials for craft

**British Polythene Industries has launched WaveGrip as the ideal multipacking solution for craft producers – enabling them to multipack quickly at minimum cost in packs of four, six or eight**

With their extensive experience and knowledge in consumer packaging, BPI has devised a photodegradable blend for a fully recyclable polythene multipack carrier. WaveGrip has also been engineered to ensure the lowest possible material content and with a weakened corner to enable easy break-up after use.

Manufactured in the UK, WaveGrip will reach producers across Europe quicker and at a lower cost than alternatives. For the North American market, WaveGrip will also be distributed by BPI's

Canadian operation – AT Films in Edmonton.

In addition to the WaveGrip material, BPI has also developed three unique applicator systems – the G1, G2 and G3. Offering a solution for every type of producer, the G1 and G2 systems enable easy manual application for lower volume producers, while the G3 offers the opportunity to integrate into a full-scale canning line with high line speeds.

There is also the option to automate the G2 system for medium volume producers who are looking to increase efficiency but are not ready to invest in a G3. In partnership with WeCan – Europe's largest mobile canner – BPI is



now rolling out WaveGrip to craft breweries and drinks producers across Europe who now have an alternative flexible multipacking solution to choose from.

**For more information email:  
aaron@wavegrip.co.uk**

## Recyclable beer keg company is expanding

**A recyclable beer keg company in Bridgend, Wales, is expanding its operation. The growth of the firm follows a £170,000 finance package from the Welsh Government, UK Steel Enterprise and Finance Wales.**

EcoKeg supplies innovative, high-tech plastic kegs to brewers both in the UK and internationally. A growing technology in the market, "one-way" kegs eliminate the cost of return transportation and cleaning associated with traditional steel kegs; they can be recycled after use, are lighter to handle and cheaper to buy. The company, based on Brynmenyn Industrial Estate, will use the finance to invest in reducing outsourcing costs by manufacturing specialist components onsite as well as developing new slim-line kegs to supply beer, cider, wine, cocktails and mineral water. Gavin Rees and Steve Tipples, EcoKeg's directors, are excited about the company's future and the potential opportunities expansion will bring.

Mr Rees said: "One-way-keg technology is increasingly popular and a wealth of potential new export opportunities is opening up. EcoKeg has a strong market

position and with the funding we've received from the Welsh Government, UK Steel Enterprise and Finance Wales we can implement our growth plan.

"We have ambitious plans to develop our technology, expand our product range and move into new markets. We also plan to drive down costs in our supply chain and to recruit a number of new employees as we expand," he explained.

Welcoming the news of EcoKeg's expansion, cabinet secretary for economy and infrastructure Ken Skates said: "This investment will help the company establish itself in the wider supply chain serving small and large breweries, while also supporting the significant growth in micro-breweries in Wales as the enthusiasm for craft beers continues to grow at a pace.

"I am pleased the Welsh Government is supporting the funding package to enable EcoKeg to increase capacity



(L-R): Leanna Davies, FinanceWales; Gavin Rees, Ecokeg; Andy Morris, UK Steel; Steve Tipples, Ecokeg

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## Jobs growth in the booming craft beer industry

The craft beer industry continues to grow at a rapid rate. In the past 8-years, the United States craft beer industry has posted double-digit growth and now represents 12% of the total beer market in terms of volume. In the United Kingdom, there are now more than 1,300 craft breweries – more per capita than any country. The total number of craft breweries in the UK is also increasing by an astonishing 10% per year.

This incredible level of success has caused a boom in the number of jobs available in the industry. Independent brewers around the world are employing thousands of brewers, managers, salespeople, and marketers each year. The industry is also employing many young people, creating a new generation of skilled brewers who will deliver some innovative and delicious products in the years to come.

### The uniqueness of craft brewing

The modern craft beer movement began in the 1970s in the United Kingdom. It was started by beer lovers who wanted to brew their own beers and experiment with different flavours. These kinds of small, independently owned breweries were referred to as microbreweries.

The craft beer industry is known for its diversity and quality. There are thousands of different beers to try, each one lovingly crafted in a unique style. Craft beers often have strong flavours and distinctive styles.

Most craft brewers are fiercely independent and invest heavily in local communities – using local ingredients, opening local brewpubs and employing local people.

### The kinds of jobs available in the craft beer industry

Because of the small size of microbreweries, staff members are often in multi-disciplinary roles where they perform different kinds of work. For example, a brewer may also be involved in the marketing or sales department at a small brewery. Larger craft breweries tend to

have more specialised roles in place.

Craft breweries also tend to have a more hands-on brewing process. They don't use significant levels of automation. This hands-on approach means they require more staff to produce the same amount of beer. This also means that the industry is hungry for more workers. The most in-demand roles in the craft brewing industry include:

### Beer production roles

There are plenty of brewing positions available for people who wish to move into the craft beer industry. The sheer number of breweries gives workers many options and levels of entry. Typically, craft breweries are looking for candidates who are creative and innovative. They want brewers who are willing to think outside of the box and create a unique product that consumers will love.

### Processing and packaging roles

Because microbreweries are operating at a much smaller scale than other breweries, the processing and packaging process is usually more hands-on. In most cases, workers who are involved in packaging will also have roles to play in plant maintenance and general brewing operations. Engineers and people with mechanical skills are very much in-demand for these roles.

### Management roles

Most microbreweries only have a handful of managerial positions and in some cases, the brewers or owners fill these positions. As craft brewing companies grow larger, they tend to require highly trained managerial staff with experience in the food and beverage industry.

The managerial roles most in demand include general managers, financial managers, operations managers, sales managers and marketing managers. Because there are so many successful new craft breweries that are expanding, demand is expected to be high for managers in the coming years.

### Sales and marketing roles

Most craft brewers match the uniqueness of their beers with

interesting and unique branding. The branding of craft beer is designed to stand out on the shelves and often tells a story about the brewery.

It is the job of sales and marketing staff to take the story of each beer and successfully convey it to consumers. Craft breweries are looking for sales and marketing staff who can use innovative and clever techniques to reach consumers.

### What kinds of qualifications are required to get into the industry?

There are a number of certificates, degrees and post-graduate qualifications available for people interested in pursuing a career in the brewing industry. Some courses focus on beer production while others provide additional training for marketers, salespeople and managers who wish to find employment in the industry.

Some of the most reputable courses are provided by the Institute of Brewing and Distilling, Heriot Watt University, Nottingham University, Brewlab, Campden BRI, Doemens Academy and Weihenstephan.

The future of the craft beer industry is very bright and there are some great employment opportunities available. It is an exciting industry to work in and the people who work for these breweries are some of the most creative, friendly and passionate people on the planet!

**Julie Carling worked at the International Brewers Guild for 10 years before forming the Carling Partnership, during which time she also built a boundless network**



**of contacts within the brewing industry. The Carling Partnership (CPL) is a leading search and selection company working with and for the drinks industry.**

**For more information visit:  
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## Veolia meets wastewater limits at distillery

Veolia Water Technologies has successfully completed a £2.5m wastewater treatment plant for the £100m Macallan Distillery and visitor centre in Craigellachie, Moray.

The Macallan owners, Edrington, commissioned the new distillery to provide a much needed increase in volume production to meet the global demand for the world famous Macallan single malt whisky.

The distillery needed an enhanced wastewater plant on site to meet the SEPA regulations for discharge into the environmentally sensitive River Spey. Key to the success of the project was valuable experience acquired while working on The Macallan's previous wastewater treatment plant, plus a wastewater characterisation study prior to the design of the new plant. The knowledge gained and a close working relationship with engineers from The Macallan enabled the Veolia team to forge ahead with a high degree of



confidence that they had the right solution.

The installation is based on Idraflot™ dissolved air flotation (DAF) unit followed by a Biosep™ membrane bioreactor (MBR). The water treatment plant has built in future proofing and can be easily upgraded as demand for the whisky increases.

Edrington's UK Engineering Manager, George McKenzie, is delighted. "Based on Veolia's experience we expected to achieve a good quality discharge – certainly well within the consent limits – and that we have done", he says. "In addition the new plant has a much

higher level of automation which means reduced operator involvement."

Veolia group is the global leader in optimized resource management. With over 174 000 employees worldwide, the Group designs and provides water, waste and energy management solutions that contribute to the sustainable development of communities and industries. Through its three complementary business activities, Veolia helps to develop access to resources, preserve available resources, and to replenish them.

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

## Aquabio appointed by Glenmorangie

As part of its major programme of environmental improvement, The Glenmorangie Company, which boasts one of the most recognisable brands in Whisky, has nominated water treatment specialist Aquabio, to design and build the core technology package for a new wastewater treatment plant at Glenmorangie Distillery at Tain, Ross-Shire.

The Anaerobic Digestion Plant uses natural biological processes to both reduce output in distillery waste water by up-to 95 per cent, and create energy in the form of methane rich biogas. The biogas will replace some of the fossil fuels currently used at the distillery to heat the stills in which the spirit is made.



The Plant will also improve the standard of wastewater discharge. United Utilities have been appointed as overall main contractor for the construction phase and have appointed Aquabio to provide the remaining mechanical and electrical work on the project.

Steve Goodwin, Managing Director of Aquabio said: "We are delighted that The Glenmorangie Company is investing in renewable energy technology with us

which will benefit the company, its customers and the environment.

"Our experience and track record in successfully delivering industrial wastewater process projects was a key factor in the company's decision to award us this prestigious contract. Glenmorangie is a global name and Aquabio and our Group Company Freudenberg are very excited and proud to be involved with such a premium brand."

Construction work has started with the plant due to be fully operational in early autumn this year.

**For more information visit:**  
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## Chemical-free liquid disinfection

atg UV Technology, the leading UK manufacturer of ultraviolet water disinfection systems, has developed a range of UV disinfection units to meet the needs of the food and beverage industry.



Waterborne micro-organisms are responsible for adverse effects on flavour, colour, odour and shelf life of products and, of course, potential health risks to consumers.

A number of emerging pathogens, like Cryptosporidium and Giardia are showing increased resistance to chlorine disinfection. As a result, the food and beverage industry is tightening its already stringent microbiological safety and quality standards for process water, product water and sugar solutions.

UV irradiation has a long history in pharmaceutical and drinking water disinfection where it has been proven that 254nm UVC light, at the correct and consistent dosage inactivates the whole range of spoilage microorganisms – viruses, bacteria, moulds and protozoans

– even chemically resistant ones – including thermophilic bacteria which are resistant to pasteurisation.

UV systems from atg UV Technology are entirely chemical-free, low maintenance and cost-effective and can be used in a range of process applications, from CIP

rinsing to liquid sugar. Unlike alternative methods of disinfection, UV leaves no contaminating toxins or residues and there is no change to the chemical composition, colour, taste, odour or pH of the fluid being treated.

The success of UV disinfection depends on ensuring that the applied dose is always

sufficient to inactivate the target microorganisms. atg's UV systems closely match the US EPA guidelines for equipment validation – the standard generally adopted for UV disinfection systems. Continuous UV intensity monitoring as standard goes to ensure that the UV dose is always being delivered.

atg UV Technology has over 30 years' experience in UV disinfection covering industries from oil and gas to food and beverage and pharmaceuticals.

The company, established in 1981, is an industry expert in the design, production and maintenance of ultraviolet disinfection/treatment systems and is recognised as a market leader for the supply of high-quality UV equipment and services.

With thousands of installations worldwide, a strong commitment to research and development and an ongoing validation programme, atg UV offers a wealth of industry experience, specialised knowledge and expertise.

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

## New employee at Clear Brew

Clear Brew is a Cornish eco-led beer line cleaning company established in 2006, and 'powered by people, not just machinery'.

The company has just announced that, despite the effects of the economic climate, landlords have not cut back on employing the beer line cleaning professionals; in fact it is quite the opposite.

Landlords maintain an awareness that quality products and services are still of the upmost importance in today's market, and this requirement for quality has led many to embrace professional beer line maintenance as a way of ensuring that their products are served to the highest standard each and every time.

Due to the increase in demand for its services, Clear Brew has expanded by recruiting the company's 7th employee Colin Battle.

Colin has over 30 years experience in the licensed sector, including running several pubs and a hotel. Colin has been welcomed into a team that continues to provide a first class service, which also forms part of an every expanding franchised network.

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



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## Quality matters, but so does safety! Get serious about HACCP, says Tim O'Rourke

**With over 1500 smaller scale 'craft' breweries all over the UK producing a superb range of beers, the consumer is embarrassed for choice, and the brewer has eager and interested customers waiting to drink the beers.**

However, you are only as good as your last pint. If you supply a poor pint, then the consumer will move on, possibly never to sample any more of your brands again.

In terms of meeting consumer's expectation this largely revolves around taste and appearance of your beer. If you keep your brewery clean, taste your beer before dispatch, carry out basic quality checks and have a good relationship with your retailer, i.e. visit the pubs where your beer is on sale, then you should not experience too many problems provided you keep on top of the quality of your product. That will be the topic of a future article.

Food and drink producers are governed by a number of UK government Quality Systems designed to ensure the products supplied to the customer are safe and wholesome. Producers found to be in breach of these regulations risk being shut down or sued by their customers.

So quality matters.

This article will focus on the regulations around food manufacture notably Hazard Analysis Critical Control Points (HACCP) and Feed Materials Assurance Scheme (FEMAS) which deals with brewery co-products such as spent grains fed to animals which then goes on to form part of the human food chain.

HACCP was originally developed between NASA and the Pillsbury Food Company to avoid any illness during the space programme. Since then it has almost universally been adopted by all food and drink producers to safeguard consumers and to satisfy regulators that have a programme to prove "due diligence".

Fortunately brewing is a very robust process and in the nature of beer and brewing many of the risks are avoided. However, there are still some risk to consumers which have to be identified check or eliminated and this is best achieved through a HACCP system.

Before embarking on a HACCP scheme it is recommended that you either attend a HACCP training course or engage the services of a suitably qualified consultant. This can save a lot unnecessary time and confusion.

HACCP is a formal system of examining processes and methods to establish safe methods of producing foods. It identifies hazard which is anything that can cause harm, microbiological, chemical or physical. It

establishes the critical control point which is the point in the processing of beer, identified during hazard analysis, where control can eliminate a hazard or reduce it to a safe level

The methodology to follow for HACCP is published by Codex Alimentarius Commission (1997), with the following steps

- Conduct a hazard analysis, which involves looking at the whole brewery, often best achieved by following a process flow chart and identify any hazards which could present a risk to your customer.

Remember it is only serious health hazards which need to be considered, which pose a serious risk like dangerous chemicals in a cask which could burn a customer's mouth. Fortunately there are very few serious risk in breweries. Quality issues which may make the beer un-palatable but would not harm anyone should be classed as "pre-requisite" and not listed as a Hazard.

- Determine the Critical Control Points (CCPs) which is usually the last stage in the process where checking would identify any contamination. For example in an empty cask immediately before it was filled.

- Establish critical limits – i.e. how much chemical carry over is permitted – expect no visible traces.

- Establish a system to monitor the CCPs – how do we check, it could be visual with a light wand looking in each cask, or it could be random checks by some chemical method such as pH paper or titration

- Establish the corrective actions to be taken when monitoring indicates that a CCP is out of control. If liquid or dirt is observed in the cask it will be removed from the line and not filled. It will be inspected for any faults before being re-cleaned and rechecked

- Establish procedures for verification to confirm that the HACCP system is working effectively. Every day or every shift the process is checked. If titration is used then a known contaminated keg will be checked to see that the process is working and a positive reaction is observed.

Having completed the routine checks then it should be recorded. This does not have to be an elaborate procedure and can simply be added to the brewing sheet saying – 09.00 Check cask positive – 148 cask washed and inspected all clear.

Many retailers require their suppliers to have a HACCP programme in order to business with them and will actually audit the supplier to make sure they have an appropriate HACCP system and that it is being followed.

Although HACCP is not legally required to sell beer, it is an industry standard and in the unfortunate circumstances that a critical event occurs as a result of your product, for example broken glass is found in a bottle of

beer which goes on to harm a consumer, then in the ensuing Court Case it would be expected that you would have a suitable HACCP programme in place. If you do not, then you have a much harder task proving that you took proper precautions to safeguard your customer.

Beer is not the only product from your brewery. You will produce spent grains and possible surplus yeast which could go to feed animals and hence enter the human food chain. The supply of co-products is legally regulated through FEMAS and applies to all feed ingredients intended for direct feeding to animals and it does not matter if it is sold or taken away for free. The same regulations apply.

To meet the FEMAS requirements you must ensure that:

- A sample of spent grains is available from each load dispatched. This is usually achieved by keeping a small sample in a fridge or freezer for 3 months
- That the spent grain handling system is cleaned at least once per week
- That there is a record kept of the previous three loads carried in the collection truck or container
- That the container is clean before filling
- That there are suitable records of the co-products produced with an audit trail.

In practice many of these regulations are simplified for the smaller scale brewer. You should keep a sample and records of spent grains removed from your brewery and you should ensure the spent grain bin or wagon is clean. Your records are likely to form part of any inspection of your premises.

As brewers enter the industry and expanding it is very easy to become solely focused on meeting demand and making a profit, instead of finding time for quality systems and paper work.

It is important that we develop a professional and responsible industry which understand and meets its obligations. This is best achieved by creating a professional industry with qualified brewers.

There are various training options such as University Degrees, attending brewing training courses and taking professional qualifications such as those offered by the Institute of Brewing and Distilling.

**Tim O'Rourke is a Master Brewer with over 35 years' experience in the international brewing community, including product and business development, marketing and promotion, and running his own business The Brilliant Beer Company.**







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## Passive fire protection of premises

### The environmental impact of fires in pubs, clubs and venues

**With the ongoing requirement to keep premises fresh and appealing in today's tough trading environment the licensee or building owner must be aware of the dangers of altering any aspect of the building without giving due consideration to the passive fire protection measures that have been installed.**

**Inadequate fire safety in your premises could have your occupancies restricted by 20%. (Fire and Rescue Service)**

**Annual UK fire loss statistics, estimated cost of fire - £7 billion**  
Direct property loss of £1,490 million, loss of business £35 million, death or injury £1,260 million, fire service cost £1,700 million, fire prevention £2,160 million and administration claims £560 million.

Source: Home Office statistics and Association of British Insurers.

In 2013/14 there were 2,200 fires in restaurants, cafes, pubs and wine bars - 10% of all fires. 25% of those fires were due to faulty electrical equipment and 5% were started deliberately. 47% of survivors caught in a fire could not see more than 12 feet (3.6 m), 75% of all fire deaths are caused by smoke inhalation and 57% of people killed in fires are not in the room of the fire's origin. (UK Gov.)

It will take less than 4 minutes for smoke to fill a room to a thickness such that you cannot see your hands 18 inches in front of you. Smoke travels 120-420 feet per minute (36 - 128 m/min), under fire conditions.

The regulatory Fire Reform Order states that the chosen responsible person as named on the licence must take charge of the following elements: fire safety policy, fire risk assessments, fire procedures, regular fire drills, upkeep and maintenance of alarms and extinguishers, emergency lighting, means of escape, fire doors and signs, notices and evacuations.

Ensuring your premises are compliant is your responsibility. Incorrectly installed fire protection measures will lead to compartmentation failure. Any penetration through a fire compartment wall or floor during refurbishment or the installation of BevEx python lines must be suitably sealed with an approved and tested system and must reinstate the penetration to the required fire rating, according to the Advisory Notice, Fire Safety in Small and Medium Places of Assembly (20-300 people). The passing of services such as heating pipes, electrical cables and beverage pythons through fire-resisting partitions leaves gaps through which fire and smoke may spread. This should be rectified by suitable fire stopping.

Passive fire protection is a vital component of any fire safety strategy. It is built into the structure of a building to safeguard people's lives and limit the financial impact of damage to buildings and their contents. It does this by protecting escape routes for essential means of escape, protecting the building structure thereby ensuring its sustainability and limiting the spread of fire and smoke by containing it in a single compartment.

#### Andrew Whiteside

**Case study:** A Paignton hotel was so dangerous it could have led to tragedy. The hotel was described as being "deficient in every aspect of fire safety". When investigated, fire officers immediately issued a prohibition notice, shutting it down until improvements were made. The owner was sentenced to six months in prison, suspended for 2 years. The offences related to failures of the fire safety standards, including:

- Not having an adequate working fire alarm system
- A large number of the fire doors in the premises not meeting the required standard
- Large amounts of flammable materials stored throughout the hotel
- Breaks in the fire separation between areas in the premises



#### Andrew Whiteside

has been with K-Flex Bevex for nearly 6 months during which time the company has launched its K-Fire range of passive fire protection products in the UK and Europe.

Andrew has been involved in passive fire protection for the last 12 years predominately in a business development role. Before joining K-Flex Bevex he was with Warrington Certification as a passive fire protection site inspector for the FIRAS 3rd Party Accreditation Scheme for installers of passive fire protection products.

K-Flex K-Fire provides designers, installers and business owners with a complete range of solutions for fire protection, capable of ensuring compliance to the most stringent regulatory requirements.

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## Carbon dioxide safety – take it personally

Many don't fully appreciate that CO<sub>2</sub> is toxic, possibly because it occurs naturally in the atmosphere, albeit at very low concentrations – around 400 parts per million (ppm). It is used or produced in the brewing and pub industry both during production and in the bar or restaurant, and even we produce it when we breathe out. We breathe CO<sub>2</sub> out because it is toxic, of course, and great care is needed when working in environments where it may be present at elevated levels.

### Statutory exposure limits:

Carbon dioxide can make you unwell at concentrations as low as 0.5%, and extended periods of low level exposure can have severe consequences. Just 7% of CO<sub>2</sub> has been shown to kill in 5 minutes. Because it is toxic, the UK Health and Safety Executive (HSE) set statutory limits on permissible exposure levels during work<sup>1</sup>. These workplace exposure limits (WELs) are generally defined in two ways:

- **Long Term Exposure Limit (LTEL)** calculated as an 8-hour time weighted average (TWA)
- **Short Term Exposure Limit (STEL)** maximum allowable average concentration over any 15 minute period

In the UK, CO<sub>2</sub> has a LTEL of 5000ppm (0.5% by volume) and a STEL of 15,000ppm (1.5% by volume). These exposure limits apply to each worker, individually. Even where fixed detection is used, in environments where elevated CO<sub>2</sub> levels are a risk, a worker must wear a personal CO<sub>2</sub> gas detector if compliance with these limits is to be monitored.

### Worker safety:

Carbon dioxide is used and generated in large volumes within the brewing industry. Arguably, CO<sub>2</sub> is most recognised as a by-product from fermentation. However, it is also used in a myriad of other areas within the brewery and pub industry including:

- to pump drinks from one vessel to another
- to pump drinks from the keg to the glass
- as a chilling or refrigeration medium

- to inert spaces in order to reduce oxidation or to inhibit yeast or mould growth.

Carbon dioxide is heavier than air. This means that, if there is a CO<sub>2</sub> leak, it tends to settle in invisible pockets, particularly in low-lying spaces and cellars, rather than disperse evenly into the atmosphere. However, when warm or heated, CO<sub>2</sub> will rise and float away. As it cools, it can then settle in unexpected locations.

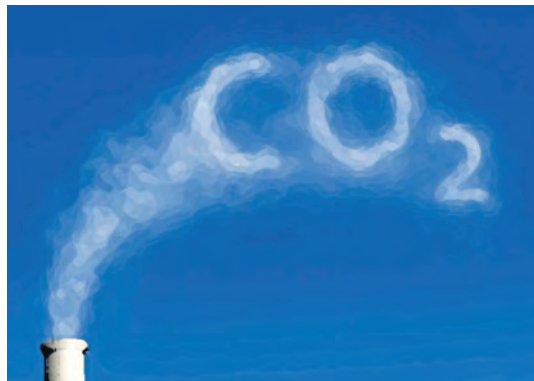
The prevalence of confined spaces in the beer and pub industry also increases the danger. Confined spaces are defined in the UK as “a place which is substantially enclosed (though not always entirely), and where serious injury can occur from hazardous substances or conditions within the space or nearby”<sup>2</sup>. These spaces are abundant within the brewing industry, not only during production – even pub cellars are frequently classed as confined spaces in the UK<sup>3</sup>. Employers have a duty of care to their workers, and this includes those who enter third-party business premises to perform their duties (service, maintenance, delivery or sales). Providing personal gas detectors capable of detecting CO<sub>2</sub> can keep workers safe in these uncontrolled environments.

### Reliable detection:

Because CO<sub>2</sub> is present in the atmosphere, any detector used must be able to accommodate a constant background level while delivering reliable performance. Electrochemical sensors are low-cost and typically offer an accurate method of detection. However, this technology relies upon consumables within the body of the sensor that become ‘used’ over time, and so increase the cost of ownership. Electrochemical CO<sub>2</sub> sensors are also limited in terms of performance to a narrower temperature range, above 10°C. Infrared CO<sub>2</sub> sensors offer improved accuracy that is not affected by high levels of gas or extremes of temperature at the same time as providing comparable life-time cost.

### Limit Exposure:

Carbon dioxide is a deadly toxic gas. Elevated levels can kill, and every year people in the drinks industry die from



CO<sub>2</sub> inhalation. This can be avoided. Use of appropriate CO<sub>2</sub> gas detection, along with thorough risk assessment and adherence to best practice, should be at the top of your health and safety agenda.

### References

1. EH40/2005 Workplace Exposure Limits, Health and Safety Executive, UK (<http://www.hse.gov.uk/pUbns/priced/eh40.pdf>)
2. UK HSE - <http://www.hse.gov.uk/confinedspace/>
3. The Safe Use of Gases in the Beverage Dispenser Industry, Guidance Note 30, British Compressed Gases Association.



**Fiona Macrae joined Crowcon Detection Instruments as Marketing Manager EMEAL in 2012. Amongst her responsibilities at Crowcon, Fiona writes articles, blog entries, White Papers and other communications, all intended to increase awareness of gas hazards and help workers protect themselves from the dangers they present.**

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## The answer could be under your feet

Dr Phil Ham, Principal Hydrologist from Envireau Water answers frequently asked questions about the wonderful world of boreholes.

### What is a borehole?

To put it simply, a borehole is just a hole in the ground. The boreholes that we are interested in are used for water abstraction and come in all different shapes and sizes. The word borehole is used quite generically to describe hand dug wells, drilled boreholes or springs – i.e. any natural or engineered structure used to abstract water from the ground. How boreholes are constructed depends on geology and the amount of water that's required. Boreholes can be deep or shallow and are constructed in lots of different ways depending on the groundwater system we want to target.

### Why are boreholes important?

Water is the lifeblood of the brewhouse and most traditional breweries were developed around natural water supplies – particularly groundwater. Boreholes have been around for as long as we have been brewing beer.

The principal benefit of a groundwater supply in comparison to water from rivers and lakes is that it is generally more consistent in quality and temperature – and that's what brewers need.

### Can everyone have a borehole?

Technically, yes but practically, no. There are two key considerations in developing a borehole water supply: how much water is available and are there any regulatory controls on abstraction? The amount of groundwater that is available from a borehole will principally depend on geology. The geology in the UK is very variable, so in some locations there may be plentiful supplies of groundwater whilst in other locations there may be very little and possible none.

Groundwater resources are heavily regulated in the UK and there are restrictions in many locations depending on local pressures on water resources. This means that although it might be physically possible to abstract water at a given location, regulatory controls may

be in place to restrict or even prohibit abstraction.

In England and Wales, supplies of less than 20m<sup>3</sup>/day are deregulated. This means that anyone can construct a borehole and abstract up to 20m<sup>3</sup> of water per day. Anything over 20m<sup>3</sup>/day requires a licence from the Environment Agency/Natural Resources Wales and would be subject to a detailed technical assessment of the impacts of abstraction. There are similar rules in Scotland and Northern Ireland.

### How much does a borehole cost to develop?

How long is a piece of string? Typically, small borehole supplies that can provide up to 20m<sup>3</sup>/day cost in the region of £15k to develop. Borehole supplies capable of providing up to 500m<sup>3</sup> /day of water could be anywhere between £50 – 100k. Supplies for more than 500m<sup>3</sup> /day of water could be over £100k. These estimates are based on Envireau Water's experience and we must stress that every supply is different. The message is that developing a borehole is a costly exercise and should not be undertaken without sound, professional advice at an early stage in the process.



*Looking inside an old, hand dug water well. Many historic boreholes started life as a hand dug water well and were later deepened by drilling.*

### What's the catch?

Boreholes are like any other engineering asset – they require ongoing maintenance to ensure they provide sufficient water of a good quality, in an efficient way. The performance of boreholes will deteriorate over time and



*Modern borehole construction.*

therefore operators need to have a good understanding of how boreholes work and how to get the best out of them. If not, problems may develop that become difficult, time-consuming and costly to resolve.

### Where can I find more information?

Envireau Water specialises in the development and management of water supply boreholes for the brewing, distilling and allied industries. We work with large brewers and distillers, family and regional brewers, maltsters, and a whole host of smaller independents. Our team of experts can assess the technical and regulatory aspects of developing new supplies or engineering issues with existing supplies. If you are considering developing a borehole or have a problem with an existing supply, then contact us to see how we can help. Alternatively, why not come and meet us at our annual Borehole Users Conference – taking place on the 26th October 2016, at the Jury's Inn East Midlands Airport. It is the flagship event for anyone who uses, manages, owns or plans to develop an independent water supply. To find out more and to book, get in touch.

### How can I contact Envireau Water?

Telephone: 01332 871 872  
Email: [info@envireauwater.co.uk](mailto:info@envireauwater.co.uk)  
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## Muntons AD award win

At the AD and Biogas Industry Awards ceremony this month, Muntons Stowmarket won the award for the 'Best food and drink industry AD project.' This was a highly contested category for UK food and drink companies sponsored by HRS Heat Exchangers.

The annual Industry awards event was held at the Vox conference centre, Birmingham. Dr Nigel Davies, Muntons Manufacturing and Sustainability Director, collected the award on behalf of the company and was accompanied by Ryland Cairns, Lawrence Howes, Paul Mead and Phil Jacobs, members of the Muntons team who manage and run the AD plant on a day-to-day basis.

The awards ceremony is a major event on the AD calendar. This year the mood was uplifting, as was the lighting for the event which threw a wonderful purple hew on the assembled guests.

Nigel Davies said: "To win this award means a great deal to us. Our site services manager, Mick Cochrane was the driving force behind our AD project but sadly he passed away just before the project was completed. His legacy is the Muntons AD plant, which now generates 13% of our Stowmarket plant electricity, has enabled us to significantly reduce waste tanker movements and more importantly provides us with a biofertiliser which we can offer back to the farmer to enrich the soil on which our raw material, malting barley, is grown."

Winning the award for 'Best Food and Drink Industry AD project' reinforces Muntons commitment to Practical Sustainability, as they have coined it, providing reassurance that they are at the forefront of the food and drink industries with their environmental investments.

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



## A trio of lunch parties

On the 7th – 9th June Warminster Maltings hosted three consecutive lunch parties all arranged by special invitation.

A marquee was erected in the garden for these events, and hospitality included 6 cask ales supplied by customers of Warminster Malt.



Day 1 welcomed a party of 33 farmers from north Norfolk, on a four day tour of farms and related businesses across the southern counties. Day 2 entertained a History Group from Hampshire, and Day 3 catered for Brewers and Distillers from across the country, all visiting the maltings for the very first time.

Comments from all, afterwards, ranged from "we did not realise just how special is the process of 'floor made' malt" to "a truly magical place!" And the 6 casks of ale were all gratifyingly drained!

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

## Crisp baton handed on

When Euan Macpherson joined Crisp Malting Group in 1987, the company was making 120,000 tonnes of malt a year. During his tenure, production has more than trebled to an annual output of 430,000 tonnes: 5% of EU output.

This means that Euan has overseen the production of enough malt to make over 64 billion pints of beer, enough to give every person in the UK 1,000 pints each.



Euan is retiring following a lifetime career in brewing, distilling and malting. Adrian Dyter, previously from Boortmalt and Carlsberg, has been shadowing Euan for a short period, and has now fully taken over as

*Euan Macpherson (left) with Adrian Dyter outside the Gt. Ryburgh maltings*

Crisp Malting's managing director.

"At a time when craft brewing and distilling are expanding so rapidly and when interest in ingredients is growing so fast, this is a fantastic company to be joining," says Adrian. "Quality and customer service are already at the top of Crisp's agenda. There's a lot of innovation going on and the team has some of the best technical expertise in the industry.

"All this means the company is well-positioned to accommodate demands from the growing craft beer and whisky sectors in the UK and across the world. The leadership may have changed, but the focus on fantastic local ingredients, and service which is second to none, hasn't. I'll be ensuring that we're responding to the markets and listening to our customers. Hopefully they can join me in raising a glass – or a thousand – to that!"

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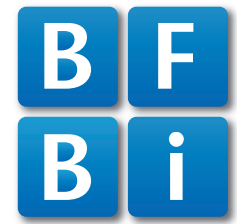
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## Brewers'/Distillers Benefits



**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.**

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

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.

109 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.

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.

**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.
- **Website** – constantly updated with access granted to Members Area, packed with updated research, legislation, guidelines and BFBi information.
- **Newsletter** – SupplyLines quarterly newsletter, sent to Members and industry. Your press releases are included free of charge. The BFBi e-newsletters provide a weekly update for Members of BFBi. Members may also use the facility to market events they may be organising to other BFBi Members.
- **Market Information** - access to news, statistics and information from internet sites around the world ((BFBi is a subscriber to the Financial Times, Just Drinks, The Grocer, Birkners Beverage World and other global drinks sites).
- **Business Advisory Helpline** - provided, free of charge, to BFBi Members from Croners Consulting giving advice and information on the full range of business issues, including PAYE, VAT, Tax, Corporate Law, HR, H&S
- **E-Groups** – the latest industry and sector specific information, delivered direct to your inbox weekly.

**ASSOCIATE MEMBERSHIP**  
**COST: £210 + VAT per annum**

**For more information please contact [info@bfbi.org.uk](mailto:info@bfbi.org.uk)**

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