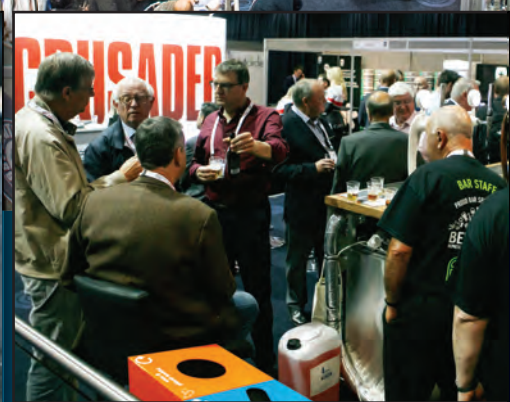


Brewing & BEVERAGE INDUSTRIES BUSINESS

The Products & Services Magazine for the UK Drinks Production Industry

Winter 2017/18 - Issue 7
December • January • February

BEVEXPO 2018
PREVIEW



Showcase features

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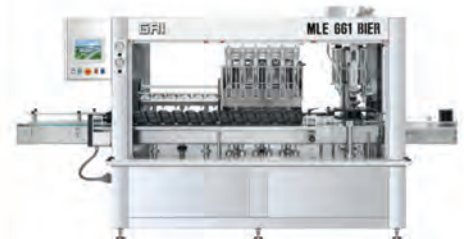
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Winter 2017/18

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Brewing

& BEVERAGE INDUSTRIES

BUSINESS

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Word from the BFBi

RUTH EVANS MBE

We should all get out more...

We have all read articles about how the millennium generation doesn't go out/mix/engage face to face. I don't think it is fair to blame it on millennials and view it as a culture change. After all, with phones, ipads, andriods, computers, social networking etc, etc, it is not surprising that we don't bother to speak face-to-face anymore.

Together with the increasing work pressures, expectation or feeling that we are all doing two jobs, how can we justify attending non essential events?

The business gurus tell us that face-to-face meetings 'top trump' email/telephone, social media - reasons being:

- Body Language is Communication
- Ensures Engagement.
- Clarifies Meaning
- Drives Participation
- More Efficient
- Develops transparency and trust
- Makes it personal

Why should we attend events, conferences etc?

- To build relationships
- To keep up-to-date with trends
- To benefit from new ideas
- To connect with key influencers

- To be motivated
- To socialise
- To recruit new employees

All of the above make sense and I would urge you to consider whether it is more productive to sit at your desk continuing your day-to-day activities or attend an event where you will do all of the above, whilst securing new knowledge, contacts and potential expertise or.

In the end it comes down to value versus cost. BFBi believes it delivers value via its events and attendance will deliver an ROI in excess of the cost. In researching this I came across a number of studies that confirm that networks and social relationships are important in fostering value creation and business competitiveness.

So it is not just me....



I don't want to be the first to speak of New Year resolutions but I will. Please make one of your New Year resolutions to get out more, attend industry events, especially those that are free of charge – what have you got to lose other than your time (and yes, I do appreciate it is precious)?

With that in mind, may I direct you to our second BevExpo event, an opportunity for the wider beverage industry to meet, learn and discover the excellence of products and services within the entire beverage industry supply chain.

Further information on pages 44 and 45, with details of some of the companies exhibiting at BevExpo on the following pages.

Ruth Evans
MBE, BFBi C.E.O.

For a full calendar of BFBi events visit: www.bfbi.org.uk/industry-events/consolidated-programme-of-events



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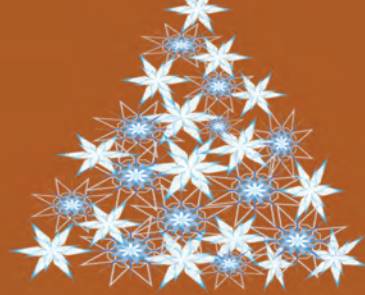
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Called To the Bar

ADRIAN TIERNEY-JONES

So just how equal is equal?

Is all beer created equal? Should we regard all beer, whether it's brewed in a farmhouse hidden away in the middle of nowhere or a bright and sparkling industrial unit on the unlit edge of town or even a wanna-be megapolis sited just off a motorway, in the same way?

Does it matter that a campaign to persuade more people to drink beer suggests Miller Lite, the ubiquitous Doom Bar or the Catalonian seaside special Estrella Damm as a match for a particular dish rather than something from Cloudwater, Magic Rock or Beavertown (I know which beers I'd devour)? Does it even matter that there seems to be a mantra running through the more venerable part of the UK brewing industry that all beer is good (as a beer writer I keep hearing it like an echo in a cave)?

This then leads onto the next question: does ownership of a brewery matter? Independence even? Should we just drink what is in the glass and decide whether we like it or not according to our own personal preferences rather than how we look to those around us or who follow us on Twitter?

The easiest answer to all of these questions is: yes, all beer is created equal. When it comes down to it, beer is a personal preference, you either like it or not. If it quenches the thirst, makes the drinker feel good about the day and is the clink of conversation in the pub, then who cares?

On the other hand, beer also comes with a lot of cultural baggage and bias. Drinkers have their own views on the beers they like. And even though we live in exciting times, as well as what sometimes seems like an endless online war of words between those to which

cask caters and those whose badge of craft is a uniform of modernity, this view of beer as being something more than the liquid in the glass is nothing new. Drinkers have always had their prejudices.

I recall being told by the late founder of Butcombe Simon Whitmore that due to the logo of Bristol brewery Georges (swallowed up by Courage in the 1960s) being a carthorse, unimpressed local drinkers often said that the beer tasted like it had passed through one. Lager, of course, was another divider. Casketeers would talk of industrial yellow fizz (and some still do), while lager lovers would talk of old men's beer. Nowadays this battle is joined between those who like 'murky' fruit-juice beer and those who love 'twiggy' ale.

Then there's independence. Back in the summer of 2016 SIBA launched the Assured Independent British Craft Brewer seal, a new kitemarking system that the Society's members could feature as a logo on their products. To qualify, they had to agree to abide by SIBA's Food Safety & Quality standard; be an independent brewer who is a sole trader, a partnership, a limited company or a public company but is not a subsidiary of a larger firm with attendant or other subsidiary brewing interests; and finally brew less than 200,000hl annually. So far, it seems that over a third of members have taken up the offer of the logo.

Independence is a very emotive subject as events in the UK and the USA easily demonstrate. I recall being on a press trip at BrewDog when news broke of the sale of Meantime to SAB-Miller (they are now owned by Asahi) — a journalist asked BrewDog co-founder James Watt if he would ever consider taking that route. His reply was an emphatic no (though back in April, a private equity



firm acquired a 22% stake in the company) and Meantime beers were withdrawn from their bars; this also happened with US brewery Ballast Point. An ironic counter-withdrawal occurred when Burning Sky stopped their beers being sold in Brewdog bars, though this seemed more about the aesthetics of punk.

Top of my head, other breweries that can no longer be considered wholly independent are Camden (AB-InBev) and Hawkshead (Halewood Group), but in my view they still make very good beers and I drink them when I find them. However, and this is just a personal view, I do have a very jaundiced view of the owners of Camden, who in the last few years have been on a medium-sized shopping spree in the US and Europe. Call it a prejudice, or an inability to move on from both the companies' actions in the past or just a folk memory of the tales I heard about Whitbread's buyouts in the 1950s and 60s, but I find it hard to trust them. This is despite Camden's founder Jasper Cuppage being on record as saying that nothing is going to change (apart from of course the recently built brewery in Enfield). I hope he's right.

However, as for all beer to be considered equal I don't really think so: in my personal preference. I don't enjoy drinking 'lite' lagers that taste of nothing; I don't like badly made bitters brimming with acetaldehyde or diacetyl; and I don't like mild (there I've said it). Some beers are more equal than others, and it's up to you to work that one out and not let anyone or any campaign change your mind about it.

Adrian Tierney-Jones

Adrian Tierney-Jones is a freelance journalist whose work also appears in the Daily Telegraph, Original Gravity, Sunday Times Travel Magazine, Inapub and Imbibe amongst many others.

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

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



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Letter From North America

STEPHEN BEAUMONT

Cloudy, Cloudier, Cloudiest

A few days ago, while in the midst of preparing dinner, I popped open a can of pale ale. It was a local brand I knew from experience to be quite good, but had only previously enjoyed from the tap or bottle. The canned version was a recent addition to the brewery's portfolio.

Like so many North American pale ales and IPAs these days, it poured cloudy, quite cloudy, in fact. In deference to the beer's lovely, fruity aromatics, however, I overlooked its turbidity – often a source of significant irritation – and focused instead on its quenching character and the next few stages of my menu preparation.

Then, sometime later, I completed my prep and turned to take another sip of my beer, and was stopped in my tracks. The beer in my pint glass, which I had sipped to about one-third to one-half empty, looked decidedly odd, even foreboding. Instead of an appetizing ale, there was a foamless, coppery-orange liquid with all the clarity of extra-pulp Tropicana orange juice mixed with unfiltered apple juice. It was, in a word, a mess.

Further still, and compounding its sins, I knew for a fact that it was an intentional mess. In conversation with one of the brewery's founders not that much earlier, he had admitted to me that they were using flour and other substances to increase the cloudiness of the beer. While he had not mentioned this specific brand by name, it was easy enough to deduce from the appearance of my pint that this was one beer so adulterated.

To which I ask: Why?

Trends in brewing come and go, it's true. It was not that long ago I was bemoaning the proliferation of fruit IPAs – even taking the practice to task in an essay for my and

Tim Webb's new book, the Pocket Beer Guide, 3rd Edition – but these oft-unbalanced mash-ups appear now to be falling out of favour. And few brewery industry denizens should need reminding of the greatest rise and fall of all, that of the original global beer style, porter.

Yet even so, it is rare that a trend or fad can take down entire breweries with it, although I fear that may well be the result should super-cloudy beers eventually run their course, as they almost certainly will. Many is the brewery these days that has created an entire portfolio of beers that are, if not actually based upon their turbidity, then at least heavily characterised by it. Which is of course fine so long as such fashion continues, but raises several interesting scenarios when it does not.

Take Joe's Brewing Company, for instance, whose brands run the gamut from Cloudy as Hell Pale Ale to Can't See Through This Double IPA. Joe's is doing well now, with haziness and cloudiness all the rage, but once drinkers encounter one too many such ales that have developed off-flavours from sitting too long on the shelf and decide that perhaps there is something appealing about clarity after all, what is Joe to do?

Were it one brand alone that Joe had used to climb aboard the turbidity train, it could be easily and quietly be dropped and the brewery soldier on. But with an entire portfolio of cloudiness, Joe faces a choice of continuing to wave high the flag of murkiness, even against the drift of popular opinion, reformulating all of his brands to relative clarity – and in so doing admit the falsehood inherent in his long-standing defence of there being "a lot of flavour in that haziness!" – or retooling his entire brewery and essentially starting again from scratch.



Granted, Joe's is but a fictional brewery, however many very real ones may someday soon find themselves in the exact same position. And as alluded to above, in the shorter term, fashion should be only one of their worries.

Two years ago, around the outset of cloudy beer-mania, I wrote a column about the steadily increasing turbidity of IPAs for Canada's national newspaper, for which I interviewed a respected and successful veteran Montréal brewer, Ellen Bounsall, and Dr. Michael Lewis, professor emeritus of brewing science at the University of California at Davis. In the view of the former, cloudy beer was itself a bit of a minefield in that it "could have beer-spoiling bacteria lurking inside," while Dr. Lewis was of the mind that "putting beers on the market that are deliberately hazy – or, worse, accidentally hazy – (is) a risky sales strategy because it might signal not so much 'craft' as 'incompetence.'"

Of course, Bounsall and Lewis could both be wrong and/or the fashion for murkiness may continue indefinitely. But given the very real possibility that they are right and also that the trend will eventually pass, the choice of whether or not to go 'all in' on cloudiness would seem to be, ahem, clear.

Stephen Beaumont

A professional beer writer for 27 years, Stephen Beaumont is the author or co-author of a dozen books on beer, including the new, recently released third edition of The Pocket Beer Book, and 2016's fully-revised and updated second edition of The World Atlas of Beer, 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 newbreweries and hosting beer dinners and tastings from São Paulo, Brazil, to Helsinki, Finland, and Beijing, China, to Seattle, Washington. Visit <http://beaumontdrinks.com>

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Collinson silos for Tiny Rebel

Having decided to invest in a brand new dual-stream 60 barrel brewery in Newport, Tiny Rebel – the first Welsh brewery and the youngest ever to win Champion Beer of Britain – sought a streamlined bulk storage system that would help it grow capacity and improve handling.

With popularity soaring and demand growing, the company recognised growth meant change, and bigger production needs meant bulk storage.

"When you get to a certain size it becomes more economical," said Gareth Williams, Tiny Rebel co-founder and brewer. "Manual handling just dramatically decreases. Also, your buying power becomes a lot greater because you're buying in bulk. As you grow, your process changes and you need to invest in certain things like silos and auger systems, but you save on labour. You make the money back quite quickly, to be honest, the payback is there."

Gareth first heard of leading UK silo manufacturers, Collinson, from someone in the brewing industry: "I knew they had purchased from Collinson before so I contacted them and was happy with what I was hearing. Because I knew the other established breweries they had supplied it gave me a lot of confidence to go with Collinson for our silos."

After contacting Collinson and discussing



particular needs, it was determined two County Range silos would suit Tiny Rebel's brewing schedule, each storing a full lorry load of malt at 18 tonnes with capacity to spare. Each silo would have a conveyor discharge which would take the malt directly to the grist case. For Tiny Rebel, the Rotaflex conveyor was a great choice, allowing selection of components to shape the system to suit its building layout.

As a final touch, and to protect the site from product dust, the silo exhausts were connected to a Cyclone Dust Collector designed to capture dust generated during filling, keeping the silo base clean for hygiene and biosecurity.

Tiny Rebel's impressive expansion has significantly reduced its manual handling load. The silos are now featured on the website wrapped with eye catching vinyl graphics to match Tiny Rebel's branding. Sitting proudly outside the brewery, they've become a product not just of function, but of fashion. In essence, the clean-cut bins with their bright vinyl wrap act as a billboard to draw in customers.

"It gets your branding out there, we want to get people into the brewery so

it's more awareness isn't it – people come past and it's the first thing they see," said Gareth.

"Another benefit of storing raw materials in Collinson silos is the quality boost that comes with the ability to crush their own malt. Obviously its fresher malt because it's coming in whole, it's not getting crushed.

"We always used to buy it crushed because we didn't have the facility to crush it but now we crush ourselves, and we can store more of it. It's just generally much easier and more economical having silos."

Like Tiny Rebel, Collinson prioritises a good customer experience backed up by quality product. "It was a super easy process to be honest, it was one of the least headaches we had," said Gareth.

"Collinson were great to deal with. Communication was fantastic throughout, the driver was good and, most importantly, we were really happy with it, hence why we've come back for a third."

For more information visit:
www.collinson.co.uk

AEB Group acquires equipment company

The Brescia-based multinational company, AEB Group, a leader in biotechnologies for the wine and beverage sector, has acquired the majority share of Innotec Technologie Innovative Srl, a company offering state-of-the-art plant and beverage solutions.

The acquisition of the leading equipment manufacturer augments AEB's innovative and leading product portfolio in the

oenology and broader beverage industries: the offer of AEB equipment is further enriched and becomes one of the most complete and in the wine and beverage sector (beer, juices, soft drinks, mineral waters, etc.). Innotec, besides continuing the production of equipment that has made the company famous in the world of plant engineering, together with AEB will develop new technologies for the oenological sector, in order to optimise the management of cellar operations.

Luca Zavarise, who will remain the Managing Director of Innotec, comments: "We are specialised in the production of high-level equipment recognized worldwide for their technology. Our systems guarantee the removal of microorganisms naturally occurring in beverages, in order to obtain the biological stability of the bottled product."

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Fileder offers rough filtration solution for kegged beer

Fileder Filter Systems, one of the UK's leading filtration and water treatment suppliers, has provided Navigation Brewery with a solution that has assisted the process of filtering its keg beer.

Navigation Brewery, based in Nottingham, produces a wide range of cask ales and craft keg beers. The brewery opened in 2012 and now has a capacity to brew 180 brewer's barrels a week, or in drinkers terms that is 52,000 pints a week and almost 3 million per year. It is one of a handful of craft breweries with the capacity and expertise to brew, filter and keg its craft range on site.

Dom Flynn, the Head Brewer, sought the help of Fileder Filter Systems. The main difficulty was the hassle of the slow

process of changing the plate and frame filters in the existing set-up and the amount of batch waste generated.

Fileder visited the site to see the set-up and determined bag filtration would help improve this process. After a successful small-scale trial, Fileder supplied the SPECTRUM Size 4 stainless steel bag housing together with a SPECTRUM Economic 1 micron and Premier 5 micron bag. This system is installed on the final filtration kegging line and, depending on the beer being produced, utilises either the 1 or 5 micron bag to remove dry hops, flavour additives and sediment, whilst leaving the crucial yeast and bacteria in place. Dom is pleased with the results and the amount of time saved filtering the beers.

He said, "The SPECTRUM bag filter has increased our keg filling speeds, reduced



batch wastage and minimised the labour required at the end of the brew. The only test data is a lot of empty kegs, happy drinkers and pub landlords, not to mention happy brewers."

Established for over 3 decades, Fileder Filter Systems is the largest process filtration and water treatment supplier in the UK. A wide range of filtration and water treatment products is available to order for next day delivery, including carbon blocks, pleated and depth cartridges, housings and RO systems.

For more information visit:
www.fileder.co.uk

Makro develops craft spirit bottling lines

The craft spirit boom in the UK is not restricted to the 180+ craft gin distillers, but with vodka, Welsh Whiskey and premium edition Scotch whisky blends and malts becoming ever more popular, with all the large international distillers jumping on the bandwagon, the need for high quality craft spirit lines is

becoming an important issue for this burgeoning market.

Craft premium spirits, by their very nature, need premium packaging so they look the part on high-end bars and all this needs to be applied by well-engineered equipment.

Richard Portman, Managing Director of Makro Labelling UK Ltd, said, "A number of our existing customers asked if we could look at a number of projects and we sourced some really top quality Italian equipment that is scalable, if required, that can fill, apply stopper cork or Ropp closures and back and front labels with high precision. The semi-auto lines can operate with up to four operators at 40 b.p.m. These lines come in at £60,000 delivered and installed and, if you do the maths, payback can be in as little as two months."

Richard continued, "We have sold and installed three of these lines in the last few months and have orders for three more lines all to be installed in early Autumn. The mindset of the craft distiller is very different to the craft brewer. Of course the unit selling price is very different, which makes a huge difference for the distillers' bottom line. I am sure some of them will develop and then require the next step up to a small fully auto line and having said that flexibility is key to this sector of the market and our lines offer this inbuilt flexibility."

The lines on offer include infeed conveyors and rotary tables feeding the rinser and the filler, which may be either a 4 or 6 head inline filler and single head capper together with an inline labeller that applies a body and back label. The labeller can also be equipped with a mechanical spotting device to accurately apply the labels, and a packing area conveyor is provided. If the client's output increases then in time an automated carton packing station can be included and an automatic depalletiser.

Richard concluded, "This new business for us comes at a very exciting time for Makro in the UK. We have enjoyed our best year to-date since the UK company was founded seven years ago, which mirrors the success that Makro Italy is enjoying around the world. We had several very exciting new machines on show at the recent drinktec exhibition in Munich."

For more information visit:
www.makrolabelling.it



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1 US 16oz Pint

NEW!
56.8cl
1 UK Pint Brimful

New: Craft Master One Pint Brimful!

As a result of strong interest at BeerX and since, RASTAL is delighted to announce the launch of Craft Master One Pint Brimful.

Created by Carsten Kehrein, RASTAL's Head of Design, initially as a 47cl brimful tumbler, this multiple award-winning design has already proved to be a great success both in the UK and internationally. Its distinctive shape makes it comfortable to hold, whilst the chimney-shaped upper bowl allows concentration of aroma.

Craft Master One Pint joins RASTAL's range of quality Craft beer-focused designs including Teku, Craft Master Two and Craft Master Bowl, allowing dedicated brewers to present their beers at their very best.

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Please contact me for a quotation and the opportunity to pre-order production and be amongst the first to offer Craft Master One Pint glasses!

Best regards
Nick Crossley

UK Agent: Nick Crossley for Rastal GmbH & Co. KG
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New canning line for BAD Co.

BAD Co., set up in 2014 in Dishforth, Yorkshire, has installed a new state-of-the-art canning facility for packaging its own beers as well as contract canning in the region. BAD beers include award winning brands such as Wild Gravity, Whiter Shade of Pale and Comfortably Numb, along with Summer Breeze.

BAD wanted to ensure that the canning facility it would purchase would not only be efficient but also give the quality of canning associated with a much larger high-speed canning line. This was especially important as its products have been launched nationwide in some of the multiple retailers/supermarkets focusing on craft beers. To achieve this a complete project from Enterprise Tondelli was selected for the can filler/seamer along with the canning line ancillaries including all conveyors.

The can line starts with a high level all stainless steel can depalletiser that can handle both short and tall stacks of cans for saving on bulk can transport costs. This feeds to a gravity can rinser with

two channels for future can sizes such as 440 ml or 500ml and using the same design as high speed lines. Additionally an

ecologically-minded water conservation tank and filtration system was installed.

The line was cleverly designed by Enterprise to allow integration of an existing bottling line already supplied by Enterprise Tondelli, to maximise labour utilisation with easy access. The addition of a new BRB Globus Mega ADE rotary bottle labeller means that it can be used for can as well as bottle labelling. With the minimum print run of cans being around 50,000 and with an economic cut-off point of around 150,000, this will allow short runs to be carried out for specialist beers or local craft breweries entering the can market but seeking quality production. The labeller can run either wraparound body labels or body and back label for maximum versatility. In phase 2 it will be possible to run the



two packaging facilities independently but without moving any of the equipment installed in phase 1, allowing sustainable and modular growth for the future.

Paul Holden-Ridgway, Head Brewer at BAD Company, said: "We have several projects with Enterprise Tondelli and their customer focus on trying to achieve the best flexible solution means that we have a plant that should be future proof."

"We worked together with Enterprise Tondelli to get a number of solutions for our projects and are very proud of the result. Also Enterprise view the budget as if it was their own money which was very refreshing. We'll be back."

For more information visit:
www.enterprisetondelli.co.uk

The benefits of plate heat exchangers

Garry Folds, expert Heat Exchanger Sales Manager at Moody Direct, talks us through the benefits of PHE.

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A plate type heat exchanger provides cost effectiveness and maximum efficiency as a means of heat transfer by

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Complete support for existing units is available which includes regular on site integrity testing, refurbishment at our state-of-the-art facility in Retford and supply of plates, gaskets and spare parts. We have site support contracts in place for major blue chip companies and small manufacturing plants, each individually tailored to best suit the client.

Garry's Top Tip:

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VELO
Technologies



Cask Force builds relationship with Nene Valley Brewery

With the keg market growing in the UK, many of Cask Force's existing customers are asking about the keg equipment the brand is now building. Established in the UK market over recent years, this started with the K-series dual cask and keg washers and has continued with the KEG 2000 series of washer/fillers.

The latest customer to make an enquiry was Nene Valley Brewery, based in Oundle, Northamptonshire. The company has been expanding its keg population and was washing, sterilising and filling 50 kegs a week by hand. This involved removing the spears, washing and sterilising them independently of the keg, which was then washed on the brewery's 200 series Cask Force cask washer, purchased in the summer of 2012. The kegs were then reassembled and filled direct from one of the brewery's conditioning tanks. This was slow, time consuming and inefficient, and the risk of contamination also existed when the spear was removed.

Considering this, and with demand for its range of keg beers increasing, Dick Simpson, the brewery's owner and founder, took the decision to invest in a keg washer filler and after doing the necessary research decided that a KEG2000 would best suit their needs. Dick said, "I would never normally buy a piece of equipment so early in its model

life cycle (Nene Valley's KEG2000 is the third to be sold) but I've been so pleased with the performance and reliability of the cask washer and the service that Keith and the company provide that I've decided it's the machine for us.

"We've looked at other equipment but the simple, uncomplicated design, output performance and previous backup received have led us to this decision. From what I've seen so far I think it has been a good choice but time will tell!" With production forecast to rise to one hundred kegs a week, time will certainly tell on that!

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 18x30 or 50lt kegs an hour, while the KEG2000W will wash up to 36 kegs an hour. The kegs are placed on the flat bed and the operator presses the start buttons, both kegs are clamped to the bed plate and the heads insert automatically.

The machine follows a similar washing process to standard Cask Force machines. On head one the wash cycle consists of de-ullage, a pulsed pre-rinse, caustic wash, post rinse and acid wash finished with a CO₂ purge and pressurisation. The



wash cycle status is displayed on the panel by LEDs. Whilst head one is carrying out the wash function, head two is filling the clean keg which has previously been transferred from head one by the operator. The beer is accurately metered via a batch controller and the status is displayed on the instrument. Flow rate and pressure is controlled automatically.

When both the washing and filling process is complete the heads retract and the kegs are released. The full keg is then lowered down the output slide by the operator to floor level. The - now clean - keg from head one is transferred to head two, head one is then reloaded with a dirty keg and the whole process starts again.

The machine features self CIP; the filling head can be cleaned and sterilised without the need for additional equipment.

For more information visit:
www.caskwasher.co.uk

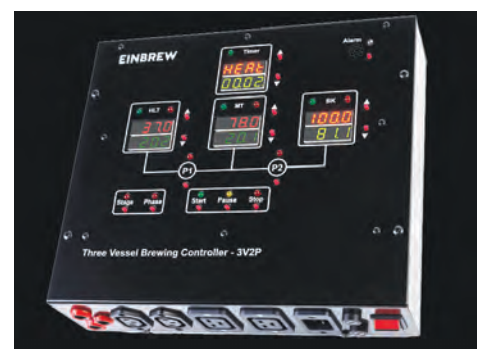
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brewing recipe before you start, with support for up to 9 mash stages and 9 hop insertions. It is compatible with wall or stand mounting so it can be placed at a convenient working height. It automatically controls to a brewer's set temperatures, and rests for the time defined. Custom control algorithm helps to prevent overshoot and oscillation.

Temperatures and stages times can be adjusted on-the-fly when brewing, if things need to change!



It includes a temperature measurement probe for each vessel (3 in total).

For more information visit:
www.einbrew.com



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UB Plastics are now manufacturing an in mould labelled Plastic 1 Pint Cup offering up to 5 colour branding. The cups are reusable therefore environmentally friendly, fantastic quality and are an excellent advertising tool for festivals / events.

Please contact Steve Brown on 07885 866777 or stevebrown@ubplastics.co.uk for any quotations or information and we will be happy to discuss your exact requirements.

New BrewPilot™ now available from Vigo Ltd

Vigo Ltd can now offer American Beer Equipment's new BrewPilot™ system to the UK market.

The BrewPilot is ideal for start-up craft breweries, micro/nano-breweries, or brew-pubs, particularly where space and/or budget is limited. It is also a good option for established breweries looking for a test-pilot system which will offer a high degree of control over the brewing process.

The BrewPilot™ is available from 2 to 3.5 BBL-UK (3 to 5 BBL-US) capacities. The materials, construction and processes used are the same as American Beer Equipment's larger brewhouse systems. This enables breweries with limited resources to benefit from ABE's key design features. It also means that UK breweries which already have a



brewhouse, now have the opportunity to own a pilot-scale version to produce pilot brews which could be easily 'upscaled' on their original brewhouse. If you are interested in the Brew-Pilot™,

visit the Vigo Ltd stands at BevExpo2018 and/or BEERX2018.

For more information visit:
www.vigold.com

Linx 8900 ideal for beer cans

A Linx 8900 Continuous Ink Jet (CIJ) printer is being used for coding onto beer cans at a successful craft brewery in London. Since purchasing the Linx 8900 for its range of premium beers, Beavertown Brewery has praised the machine's ease of use, compatibility with high-speed canning lines, and reliable operation in a damp environment.

The Linx 8900 is printing a single line code, using Linx Black fast-drying 1240 ink, onto the bottom rim of the can, ensuring accurate placement and excellent legibility in this small area. The 2-3mm high code comprises 'best before' date and batch code for traceability purposes.

The company had originally used a Linx CJ400 CIJ printer for all its coding requirements, but upgraded to the Linx 8900 after undergoing a dramatic expansion that saw its production batches increase from 700 litres to 10,000 litres, the equivalent of 77,000 litres of beer per week, leading to much higher speeds on its canning line.

The Linx 8900 is able to handle the line's current maximum speed of 200 cans per minute as well as higher speeds should throughput have to increase further as demand for Beavertown Brewery's products continues to grow. Equally important, the printer can also cope with the line's variable speed, ensuring code quality and clarity remains consistent even as the line speeds up or slows down.

With the installation of the Linx 8900, Beaverton Brewery has been able to redeploy its original Linx CJ400 printer, using its carton coding feature to print lot numbers and best before dates onto boxes of cans, as well as product names onto boxes of smaller runs of beer.

"The Linx 8900 has provided the ideal solution to help us cope with growing demand for our cans of beer," comments Tom Jones, Beavertown Brewery's Assistant Head Brewer and Production Manager.

"It can easily keep up with our canning line speed and I really like the IP55 rating, which is an important benefit as we wash the line down after every shift.



Equally important the touchscreen interface is simply laid out and allows us to change over codes very quickly after each run.

"In summary, the Linx 8900 is really easy to use, keeps up with the line and meets all our needs."

For more information visit:
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"Brewing is the production of beer by steeping a starch source (commonly cereal grains, the most popular of which is barley) in water and fermenting the resulting sweet liquid with yeast."

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Yorkshire craft comes to the aid of London Pride brewery

Innovative Leeds-based design and manufacturing company Brewology has completed a major project for London's leading independent brewery – Fuller Smith and Turner PLC (Fuller's).

A specialist supplier to the brewing industry, Brewology won a £200,000+ contract to support the famous brewer's investment in a state-of-the-art packaging line at the historic Chiswick brewery – home to the celebrated London Pride premium ale.

Brewology was tasked to devise a de-keystoning and de-shiving solution for used casks which would achieve 380 casks per hour as an integral part of the new 'robot line' to streamline cleaning efficiency.

The company designed, trialled and built the Keystone Extractor (KSE) – the first of its type to be produced by three-year-old Brewology – on a fast-track system which saw designs finalised with Fuller's

in just two months, production commenced and the KSE commissioned ready to hit the demanding scheduled launch date on time.

More than 2,000 parts were tooled, with 1,200 crafted by Brewology engineers. The KSE can handle a variety of cask sizes and has achieved 480 firkin (72pints) casks per hour.

Brewology Managing director David Grant said: "As a young, fast growing, business of engineering craftsmen supplying to beer craftsmen, we were especially delighted to help London's most historic but forward-thinking brewery with its investment for the future. This is a fine example of Brewology working with the customer to create a bespoke solution to a complex challenge on time and on budget. From



our Leeds base we are offering cutting edge brewing technology to a burgeoning industry nationwide."

Brewology can supply an extensive range of brewery services from complete brew-house turnkey solutions to software development, state-of-the-art automation, and spares. The company has been supported by Leeds Enterprise Partnership (LEP).

**For more information visit:
www.brewology.co.uk**

System enhancement for blow moulder

As part of its efforts to continually expand the capabilities of its Process Pilot® automated blow moulder control system, Agr International, Inc., has announced availability of the latest system enhancement, Individual Mold Control™

Agr's "individual mold-based thickness control" improves PET bottle quality and downstream performance.

The Individual Mold Control™ option further expands the capabilities of Agr's Process Pilot® product to include individual mould-based thickness distribution management during PET bottle production. Even with the most advanced PET bottle blowmoulding system, variations occur in bottle material distribution from mould to mould. This is evidenced when analysing bottles from a mould set. In the same

region, some moulds produce bottles with thicker and some thinner distributions. These variations can result in inconsistent performance from bottles of the same production run, leading to potential downstream problems.

Individual Mold Control™ provides the means to eliminate bottle-bottle variation by controlling the blow parameters for each individual mould station (in addition to global parameters for all moulds). This capability makes it possible to manage thickness distribution in precisely for each individual mould.

Using an advanced control algorithm, Individual Mold Control™ works with the Process Pilot® system to proactively adjust the pre-blow start time of each mould station through individual mould offsets, controlling material distribution on a per mould basis. This makes it possible to achieve a tighter distribution model over the entire mould set. As a

result, higher quality lightweight bottles with consistent material distribution can be produced that perform well in downstream operations and beyond.



Pictured above: Individual Mold Control™ screen on Process Pilot® user interface

**For more information visit:
www.agrintl.com**



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Famous green steam boiler's exclusive copper makeover

The famously distinctive bright green shell of one of CFB Boilers' 4VT Steam Boiler has been transformed with a copper overskin – and the result is jaw-dropping.

This customised job was completed at the request of an equally famous client who is set to launch a microbrewery in Devon later this year. The brewery will produce real ale to help pubs and restaurants meet increasing demand for the product.

Handcrafted at CFB Boilers' manufacturing facility in Essex, this exclusive 4VT Steam Boiler underwent an overskin process using a 12mm copper sheet – the same material that is used by coppersmiths in the brewing industry on copper tanks, vessels and pipework – to give the boiler a more traditional look. The usual bright red burner casing was also exchanged for a more complementary metallic silver finish. Ready to fire with skid, the boiler was then sited

and installed by CFB Boiler's in-house engineers at the client's microbrewery.

Despite its copper exterior, the 4VT steam boiler still very much retains its green credentials; it is arguably the most energy efficient, high performance, reliable, and low maintenance steam boiler on the market thanks to a number of class-leading innovations. These include energy-saving four-pass technology, a 30% larger steam chamber, and integral heat recovery.

Additionally, the 4VT Steam Boiler boasts a start-up time of just 10-15 minutes, precise temperature delivery, a compact, tubeless design, and can be used with gas, oil or LPG.

Fans of the 4VT Steam Boiler's trademark green colour needn't worry though, as Derek Parish, Managing Director of CFB Boilers, explained: "Clients can request a specific colour or finish for our boilers and plant rooms. As well as metallic finishes, we've done custom paint jobs in



just about every colour you can imagine to fit in with our client's branding or other particular needs. However, most clients absolutely love the original green and red on our flagship 4VT as it brings a great pop of colour to the brewery floor."

CFB Boiler's 4VT Steam Boiler is available in 12 models from 8- 150HP and is manufactured by the 120-year-old steam specialist in Britain.

For more information visit:
www.steamboilers.co.uk

Ninkasi: "Why breweries need Unitanks"

Many craft beer breweries continue to struggle with out-dated equipment, which is costing time, money, and market opportunity, says NINKASI Brewkit Rentals, which has been looking into the issues that brewers face in trying to meet the market demands for ever more complex flavours, beer styles, and packaging solutions.

Cask beer, whilst still requiring skill and care in the brewing process, can be produced in relatively "low tech" tanks which used to be the norm.

However, with the market changing, fast growing and dynamic breweries are quick to adopt more heavily specified FVs/CTs. Consistently successful kegging, bottling, and especially canning, benefit greatly from more accurate carbonation at low and steady conditioning temperatures. Therefore, precise measurement of

volume, temperature, pressure, and CO₂ flow is ideal.

Modern FVs/CTs should be equipped to fulfil a number of functions; be pressure rated, have provision for the fitment of a carbonation stone and a method of controlling the flow of CO₂, be fitted with a spunding valve, be double skinned and insulated for quick and efficient cooling, and have accurate temperature controls ideally measuring temperature at different points of the vessel. Conical tanks have the added benefit of being universal, thus enabling fermentation and conditioning to take place without transfer of the beer between FV and CT.

With the right equipment, it is easier to achieve consistency of flavour, and brew the widest range of beers quickly and efficiently. A brewery will also have the opportunity to keep more production in house with potentially less outsourcing, particularly for bottling and canning. Right now, there is no reason why any

brewery should be without these essential pieces of equipment.

NINKASI Brewkit Rentals UK manufactured, high quality Unitanks are fully specified, as standard, to meet all the requirements of a modern and dynamic brewery, and the optional Carbonation Kit features a long carbonation stone plus precise CO₂ flow metering. There is also the availability of controlling the tank temperature remotely via phone or tablet. NINKASI says its Unitanks set the new standard for craft breweries.

100% of NINKASI Unitank customers have so far opted to take the carbonation kit, and 90% the NINKASI Chiller Pack which is matched to each tank for precise and easily controlled cooling, all it needs is a plug!

Hire is from 8 weeks to 5 years

For more information visit:
www.ninkasirentals.co.uk

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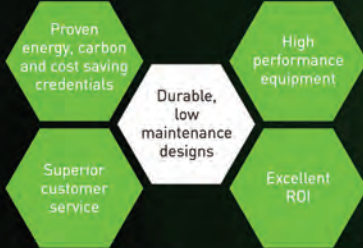
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HPE Process is not just a supplier of pumps, valves, tubes, tank equipment and product recovery systems. It is passionate about the industries it serves and understands that its customers need more. With over 25 years' industry experience, HPE is now working with PL Controls to provide process automation solutions for the brewery industry.

HPE appreciates that of all the processes in a brewery, fermentation is the one that requires constant caretaking over several days. As a business grows this can often become a constant source of disturbance at time during the day or night. Managing this process correctly also has a direct impact on the quality and repeatability of the end product, not always an easy task to delegate.

Automating this part of the process has never been easier or more cost effective,

giving all the following benefits:

- Tight & linear temperature control prevents the oscillating temperate associated with other systems and keeps the yeast working at its best.
- Remote / Internet access enabling the operator to see and control fermentation wherever they are, with any smart device that can connect to the internet
- Automatically record each fermentation cycle and if required add into this record the values from any SG measurements taken (this assumes manual samples and testing)
- The solution starts with the 8 controlling loops (the number of temperature measuring points) and can be extended to suit specific process or customer requirements.
- Programming is simple and



straight-forward and users benefit from the peace of mind afforded by remote internet support of their systems.

This application is designed to grow with you. You'll never need to 'throw away' and start again. The hardware technology comes from Siemens, a global presence in brewing and automation giving brewers reassurance and confidence that this investment will continue to be supported as their breweries grow.

**For more information visit:
www.hpeprocess.com**

Supplying equipment and expertise

ABUK started out in 1982 as Advanced Bottling UK Limited and has developed into a small, family-run business, with a focus on the microbrewery industry.

A long-standing member of SIBA – The Society of Independent Brewers (formerly: Small Independent Brewer's Association), ABUK has spent over 30 years supplying equipment and expertise to small and mid-sized breweries in the UK and overseas.

Today, Advanced Brewing UK (a trading name of Advanced Bottling UK Ltd.) focuses on turnkey brewery installations of all sizes, as well as the supply and installation of new and high quality used tanks and vessels across a range of industries.

Many of ABUK's customers are new to the industry, are starting small and working to a budget. For them, the company offers a 5 UK barrel, fully

electric brew-system, which utilises second-hand vessels that are modified and finished to a high standard. The 5-barrel system can be tailored to a budget, to produce traditional cask ales. With the addition of pressure-rated vessels, it can produce carbonated beers suitable for kegging.

For customers taking things to the next level, as sales agents for DME of Canada (recently merged with Newlands Systems to form DME Group), ABUK is able to offer their full product range of brew-house solutions. The smallest DME system installed in the UK is a 2.5BBL system in operation at Brewlab, Sunderland and is used to teach the next generation of professional brewers. The largest installation that ABUK has facilitated is the 100 BBL single infusion brewhouse at Sharps Brewery in Cornwall.


ABUK's expertise lies in facilitating and



executing the installation of brewhouse plant and turnkey systems to a tailored design. It also offers tanks, vessels, CIP systems, kegging and racking solutions and more. Many of its brewery installations have been accompanied by carbonation, bottling and keg filling systems from Moravek International.

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Brewing hygiene specialist sets sights on growth as it undergoes company rebrand

Brewing and beverage hygiene specialist Klenzan has changed its name to Christeyns Food Hygiene to fully represent its new status as part of the Christeyns group.

Jon Walker of Christeyns UK, who heads up marketing for the Bradford based manufacturer, said following the buy-out of Klenzan in early 2017, the time was now right to rebrand and bring the business in line with the other companies in the Christeyns group.

"Supported by Christeyns N.V. Gent, we are providing the company with the best possible platform from which to further develop its business in both UK and Irish markets. It is a new era for the Warrington firm, now set to become a centre of excellence for food hygiene across the whole European group."



'Klenzan' is one of the most trusted manufacturers of industrial hygiene solutions in the UK. Experts in detergent and disinfectant manufacture, the company uses its innovative chemistry and industry insight to manufacture, design, install and maintain cleaning solutions across the brewing and beverage industry.

"It is a company that can be proud of its roots and achievements over the past 28 years," commented Nick Garthwaite, Managing Director of Christeyns UK.

"We are now setting the stage for the next phase of growth where, as Christeyns Food Hygiene, we aim to increase our share of the €1bn European food and beverage hygiene market to double figures."

The firm recently won Best Industrial Hygiene Product Provider 2017 in the North West Enterprise Awards 2017. The awards are designed to seek out the very best firms in the region and celebrate their innovation, client care and performance over the past 12 months.

Christeyns Food Hygiene celebrated its new name with a staff day at the headquarters in Winwick Quay where senior management from Bradford and Gent were in attendance.

For more information visit:
www.christeynsfoodhygiene.co.uk

Brewhouse hygiene with Murphy & Son – Enzybrew 10, the latest innovation

The Murphy & Son team have been working as part of the brewing industry for over one hundred years, so know the time and effort that goes into keeping a brewhouse clean and how important this is to the success of any brewery.

Enzybrew 10 an enzyme based cleaner, and represents a sustainable and innocuous alternative to caustic based detergents. It's seen great success in Italy and is receiving excellent feedback via company trials. It can be used as an all-in-one daily enzymatic cleaning product, specially designed for microbreweries. Enzybrew 10 safely and efficiently rids equipment of organic soils from traditional brewing, such as vegetable fibres, proteins, and starch, ensuring less time scrubbing and more time brewing. From heat

exchangers and brew kettles to fermenters and centrifuges, all get a sparkling clean without the corrosive chemicals. It's an enzymatic cocktail which provides a safe, in-depth clean. Murphy believes this really could be a game-change for the industry.

Enzybrew 10 represents a sustainable development in the realm of brewing hygiene. Enzymes are natural proteins which transform any organic material into small components which are directly soluble into water and more easily assimilable by bacteria. For this reason Enzybrew 10 is a biodegradable means to purify waste water made from renewable materials. It's a an



exciting addition to the brewer's toolkit in times when green policies are only increasing in importance.

To learn more, discuss pricing or get some technical advice, get in touch with Murphy & Son via 0115 978 5494 or email frances.maud@murphyandson.co.uk

For more information visit:
www.murphyandson.co.uk



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LALLEMAND

Advances in heat transfer herald a new dawn for temperature control

With energy costs spiralling, the brewing industry has long been seeking a cost-effective, efficient, and safe alternative to current heat transfer fluids.

But for decades breweries have had one hand tied behind their backs as they are forced to choose a fluid that is either non-toxic or one that offers enhanced performance.

Now scientists at Kilfrost, a third-generation owned and managed family company, recognised as a global leader in safety critical chemistry and rheology, have answered that dilemma and

launched ALV Plus, a first-of-its-kind heat transfer fluid set to revolutionise food and drink processing and manufacture. For the first time the fluid provides a commercial solution to the long-standing efficiency-versus-toxicity challenge.

The fluid is in use with Pillars Brewery, craft lager producers based in Walthamstow. The brewery was looking for the most efficient glycol product for use in crash cooling fermentation tanks, to reduce electricity costs and stay true to its environmentally-friendly values.

Brewer and Pillars Founder, Gavin Litton, said: "Thanks to Kilfrost ALV Plus, our pumps are working less hard, using less energy to circulate liquids around the plant. We've been so impressed with the performance of the fluid, as it not only saves us money, but means we're as energy-efficient and environmentally-friendly as possible."

As well as having NSF/FDA accreditation as food and beverage

safe, the fluid also exhibits excellent low viscosity performance at temperatures as low as minus 40°C and as high as 75°C.

Compared to existing traditional fluids, Kilfrost ALV Plus offers significantly lower resistance to slushing at low temperatures, is non-toxic and formulated with organic, approved inhibitors and viscosity modifiers. It requires less pumping energy, and offers fewer pressure drops in existing systems bringing significant savings through lower electricity costs. New systems can now be designed with smaller pumps, smaller heat exchangers, and lower diameter pipework meaning significant capital and cost of ownership savings.

Visit the Kilfrost stand at BevExpo to find out how ALV Plus is quickly building a reputation as the environmentally-friendly, low risk, cost-efficient heat transfer fluid for the beverage and food industries, and how it can help save your brewery money.

**For more information visit:
www.kilfrost.com**



"Faster, cheaper, safer beverage production"

UK firm Aquadron is now offering clients a cost-effective, non-hazardous biocide that replaces traditional expensive, hazardous, high-environmental impact chemicals.

The Aquadron system also allows beverage producers to benefit from accelerated CIP cycles and continuous operating disinfection within the filler cabinet.

Jim Gott Director of Aquadron says, "Our experience shows us that CIP disinfection costs can be reduced by 95% and that CIP cycle time can be reduced by 20-30%, which can have an enormous impact on production volumes and the bottom line. In addition filler line hygiene will be improved and health and safety risks will be reduced – we are very

excited about the benefits that our clients enjoy and the positive effect that it has on their businesses."

The Aquadron system is a retro-fit beverage disinfection system that is used on 50+ bottling lines in the UK and Europe. It produces a highly effective, but low-cost, biocide and is used for CIP, filler disinfection, bottle disinfection and process water disinfection. A variant of the system is also used for Legionella control at hundreds of sites.

Aquadron provides systems that produce a non-hazardous biocide, this is used for disinfection and for water treatment. The technology originated for CIP in breweries in Germany. Aquadron was Winner in the BUILD magazine Facilities Management Awards 2016 - Best Disinfection Systems Supplier.



**For more information visit:
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Franchise opportunities at Clear Brew

Operating since 2006, Clear Brew provides a regular and dedicated fully-managed professional beer line cleaning service.

Clear Brew cleans both keg and cask lines maintaining quality on a regular repeat 3-weekly cycle. The labour-inclusive service uses a unique specialised portable water-fed mixing unit, coupled with inhibitors, plus market-leading chemicals.

A fully-integrated support system verifies each and every clean using ATP testing, all designed to provide support and maintain standards in an ever expanding UK-wide network of franchised owners and highly experienced technicians. This service, combined with onsite free-of-charge staff training, is guaranteed to

improve the quality of draught products, save money and reduce waste, in turn also reducing risk and maximising yields, adding real value to any business in today's licenced sector.

Clear Brew has just welcomed its 40th franchisee and is looking to continue to expand.

The company is seeking highly motivated individuals who are enthusiastic, good communicators and have a desire to succeed. They can become their own boss, running a highly successful franchise with a huge

protected territory, training package, full equipment pack, marketing launch and full on-going support, which represents a golden opportunity with an introductory offer of only £15,000 plus VAT.

Clear Brew says you can run your business from home and enjoy benefits such as low overheads, an excellent daily cash flow, high profit margins and massive growth potential. The franchise offers a vital repeat service to your customers, regardless of the state of the economy.



For more information visit:
www.clearbrew.co.uk

MPS Microbiological joins forces with Morrow Brothers Packaging

Morrow Brothers Packaging has recently added to its state-of-the-art contract bottling plant based in the North West by joining forces with MPS Microbiological.

Marilyn Seedhouse, the founder of MPS Microbiological, set up the business early in 2017 to provide complete microbiological support for the brewing industry. The move is the first of its kind within the micro-brewing sector, where the majority of microbreweries and contract packagers looking to serve them rely on third party contractors.

The difference with this move is the fact that MPS Microbiological is based permanently on site and as a result samples of beer arriving for packaging are taken immediately and analysed. Effective decisions regarding packaging can then be taken in order to avoid beer with high levels of wild yeast and bacteria being filled into bottle or keg.

With there being so much competition between breweries it is not worth taking the risk and allowing a potentially infected product in to the marketplace.

Where issues are found within a beer arriving to be packaged, Marilyn is on hand to visit the brewery concerned in order to provide advice and source the potential cause of infection. This area of expertise is something in which Marilyn has gained a vast experience in during her time within the industry.

On securing the partnership Marilyn stated that "as a trained brewing microbiologist, I have a great deal of experience within the industry and also partake in committee work within the Institute of Brewing and Distilling.

"I am extremely passionate about the industry and have been privileged to experience many positive changes during my career and to see and taste the infinite varieties of beers that have evolved and become available. I am proud to be associated with breweries, brewers and now Morrow Brothers Packaging."

Gerard Crompton, Managing Director of Morrow Brothers Packaging, commented that "it's a fantastic development and opportunity for our businesses to further service breweries of all sizes. We have

seen a rise in product recalls recently from producers attempting to reach the marketplace by undertaking packaging themselves with no real checks or balances.

"With the addition of Marilyn to our team we are now able to ensure a guaranteed high standard of packaged product to our customers and it allows our business to move on to the next level."

Morrow Brothers Packaging has since 2015 established itself as one of the leading contract packagers within the industry. It is now registered to package cider as well as beer in run sizes from 10bbl to 150bbl.

With the new addition of a microbiological lab alongside its existing qualitative laboratory, customers can concentrate on selling their product in the knowledge that it is in the best possible condition.



For more information visit:
morrowbrotherspackaging.co.uk

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Chemisphere UK now providing a tailored delivery service for the craft brewer

Established since 1986, Chemisphere UK has built a strong reputation for manufacturing and distributing innovative cleaning detergents and disinfectants to the hospitality industry.

In recent years, in association with Kilco, the company has expanded its product range to include tried and trusted cleaning detergents for the brewing industry. However, providing quality detergents were not the only requirements needed to become a successful supplier.

Glyn McCracken, Brewery and Distribution Sales Director, explains further: "We knew that partnering with Kilco would mean that we had a great range of Clean in Place products to offer the craft brewer but there was also a

problem in the supply chain we had to fix. Having spoken to many brewers it was apparent that some of the constraints of pallet-sized minimum order quantities or high minimum order values demanded by other detergent suppliers were not appropriate for the size of the majority of craft breweries in the UK.

"In view of this we have taken our experience of supplying small orders to licensed retailers and used the same infrastructure to enable us to deliver smaller order quantities. As a result our minimum order size is just 3 x 25 litre containers which means a typical minimum order value of less than £85 with delivery within 3 days of ordering.

"As a result we have seen year on year double digit growth in our CIP detergent business."



For more information visit:
www.chemisphereuk.com

Ecolab presents innovative food safety and water management solutions at drinktec

At drinktec 2017, Ecolab highlighted its innovative food safety and water management solutions.

Amongst the solutions highlighted was Scufex™ Cold, an innovative scuff-masking solution for bottlers in the beverage industry. It covers up scuff marks that accumulate on returnable bottles over time and contains no greasy residue. By masking the scuff, the bottles are not subject to the 4-5mm scuff limits imposed by beverage manufacturers. Scufex Cold is applied to returnable glass bottles filled in cold environments where condensation interferes with traditional solutions.

An easier, safer alternative to manual cleaning is the TrackCARE™ Airveyor Cleaner Program. It is designed to help improve product quality and productivity with a safe, straightforward solution for keeping Polyethylene Terephthalate (PET) bottle airveyors clean and efficient.

TrackCARE is a shuttle that cleans and lubricates the contact points between airveyors and PET bottles, preventing bottle jams and minimising downtime.

Businesses around the world are increasingly aware of the impact of water on their business. More and more companies are rethinking operations to be more water-efficient and setting ambitious water goals. At drinktec, Nalco Water, an Ecolab company, demonstrated how it partners with food and beverage processing customers to minimize water, maximise performance and optimise cost.

"While water is essential to businesses, its demand is quickly outpacing supply in several areas with the expected global differential to be 40 percent by 2030," said Dr. Geoff Townsend, Ecolab industry fellow and water stewardship expert. "A holistic water management approach can help businesses across diverse markets and especially in the beverage and dairy industry, better manage the

water they use – from basic everyday production demands to complex process challenges."

For businesses that want to understand the impact of water scarcity on their operations and quantify those risks in financial terms, Ecolab's Water Risk Monetizer helps provide actionable information, allowing for more sustainable business decisions.

The Water Risk Monetizer provides a risk-adjusted price for incoming and outgoing water that represents the full value of water to a business based on local level demands and scarcity. It is available at no cost to businesses throughout the world and enables them to factor current and future water risks into decision making that supports business growth and helps ensure the availability of this limited natural resource for future generations.

For more information visit:
www.ecolab.com

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Hygiene remains the top priority

says Peter Thorman, UK Sales Manager Brewery & Beverage, Holchem

The UK brewing industry is currently going through a mini revolution with craft brewing and micro breweries on the rise, with around 200 microbreweries opening every year and medium and large breweries also seeing growth.

No matter what changes are taking place in the industry, brewery hygiene is still the most important thing to brewers. Maintaining a clean brewery so that it can produce a consistent, top quality product is at the heart of the business, no matter what the size of the concern. From small microbreweries to the larger companies producing thousands of barrels a week, there are on-going hygiene, regulatory and business challenges that they all face.

It is vital that brewers and the hygiene solutions supplier work hand in hand to ensure that a 360° approach is used. From supplying the correct cleaning and sanitising chemicals, backed up with regular visits by a dedicated team to deliver the required advice and support to help achieve the highest level of plant hygiene. Included within this should be cleaning methodology audits and Cleaning In Place (CIP) audits as well as a requirement to shorten the whole cleaning process and ensure the site is as efficient as possible.

Consistency is key and brewers need to ensure that the product they are

delivering is in top condition, and meets the customers' requirements. The pressure is high to ensure that this is maintained because if the end customer isn't satisfied, then they will simply buy another product, and the repercussions will be clearly felt in the sales figures. Contaminants in small numbers can become a bigger problem during the production process, and cleaning and disinfecting thoroughly will help deliver a high quality beer, delivering customer satisfaction and avoiding the potential for loss of revenue.

There are a relatively small number of micro-organisms which can spoil the quality of the beer, but the relatively small numbers have the potential to have a devastating effect on the end product, severely altering flavour and taste or causing the beer to go cloudy. It's key to remember that there is no one solution to cleaning and hygiene and it can't be bought 'off the peg'.

The different stages of the brewing process require different cleaning regimes. In the brewhouse there can be heavy soiling from caramelised sugars, hop deposits and organic soils that are best cleaned using hot caustic based detergents.

Similarly fermenting vessels can have heavy soiling from yeast as well as hops and extracts. Soiling can be exacerbated by beerstone and in areas of hard water, mineral scale depositing on vessel surfaces. If the correct formulated

detergents are used, scales will not deposit but if they have been allowed to build up, they need to be removed to give the smooth surface back to allow effective cleaning. Maturation vessels will have lighter soiling but need to be cleaned with the correct detergents to prevent beerstone and mineral scale depositing.

"Containers being returned from trade can be contaminated with moulds, spoiled beer and yeast and must be appropriately cleaned and sanitised before being refilled."

Peter Thorman is UK Sales Manager Brewery



& Beverage at Holchem - Peter is a Master Brewer and he started his life-long passion for brewing with a home-brew

kit. He went on to gain a BSC Brewing and Microbiology from Heriot Watt University and worked in the brewing industry for 14 years in a number of technical and managerial roles including managing projects here in the UK and with international brewing groups. He is also a trained auditor in Quality and Systems and Environmental.

**For more information visit:
www.holchem.co.uk**

Detergent manufacturer targets UK growth

A leading UK cleaning and detergent manufacturer, RP Adam Ltd (Arpal Group), has unveiled ambitious plans to increase annual production by 50 per cent.

The company is planning to invest more than £2.75 million in its global operations across the UK and the Middle East in a two year bid to reach production targets of 12 million litres of liquid and 650,000kgs of powder product to satisfy increased customer demand.

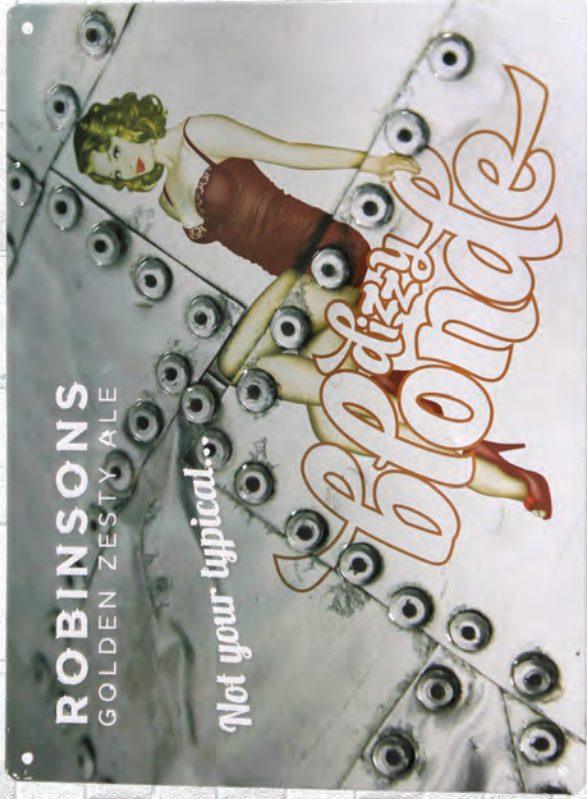
The UK's restaurant, food-led pub and retail catering sectors are key growth areas for the Arpal Group, with current annual sales in this sector reaching £4 million, representing 40 per cent of total UK sales. This next phase investment will focus on factory and warehouse expansion, filling equipment, customer support systems and extra manpower geared to expanding market share in these vibrant fast growing sectors. This investment phase is final phase of Arpal Group's five-year '20/20'

investment programme.



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The true cost of tackling hard water explains Bill Denyer of Envirogen

We all know the problems and associated expenses caused by hard water. The scale formed by calcium and magnesium ions coming out of solution clogs pipes, damages machinery, leaves residue on bottles and packaging and makes boilers inefficient.

Although water softening solutions can solve these problems, many breweries and beverage manufacturers are relying on outdated legacy systems. Systems that generate huge effluent streams accumulate unnecessary costs. Faced with pressure to decrease manufacturing overheads and minimise water use, do we understand the true cost of tackling hard water or the hidden savings that can be made?

Sending salt, water and money down the drain

Nearly the whole of England, with the exception of the North West, Devon and Cornwall, is burdened with hard water, with many areas facing calcium carbonate levels in excess of 300mg/l.

Ion exchange systems are very effective at softening water. Using sodium-saturated resin beds, they release these ions in exchange for calcium and magnesium. As sodium has a higher solubility, it remains in solution and doesn't form scale, even when heated.

Most breweries and distilleries have softening systems and, usually, those systems have been in operation for years. But what manufacturers are failing to notice is the steady cost that builds up behind these legacy systems. The problem lies in the technology. As the resins become saturated with calcium and magnesium ions, they need to be regenerated: flushed with water and refreshed with additional supplies of sodium. Legacy systems are pre-programmed with flushing volumes, using an overestimated amount of water to ensure complete regeneration of the beds and removal of the brine. This inefficient process also means overuse of salt.

The result: excessive and unnecessary water usage by as much as 80% and up to 50% more salt compared to some modern systems.

Monitor, react and save

Modern reactive ion exchange systems, such as EcoSave from

Envirogen, make use of the latest conductivity metering technology to shut off the rinsing process as soon as the brine has been discharged from the beds. This delivers huge water savings as the system only uses as much as is absolutely necessary.

The unique element to EcoSave is that it also uses a counter-current regeneration technique further decreasing both water usage and the salt needed to regenerate the beds.

It's easy to see how the new technology saves money and why these systems have such a short payback period, but they also address an important environmental concern by reducing incoming water supplies and reducing effluent volume sent to sewerage.

Water softening systems are often overlooked when it comes to making cost savings, but investing in the latest technology can make a huge difference, both financially and environmentally.



Bill Denyer is the Director of Food & Beverage at Envirogen. Trained in mechanical engineering, he has built a career in water solutions spanning over 20 years. Bill leads a large team of designers, project managers and engineers to build bespoke solutions specifically for food and beverage manufacturing customers.

For more information on saving money in your water softening process call the Envirogen team on 0800 316 2450 or email contactus@envirogengroup.com www.envirogengroup.com/food-beverage/

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Netherlands

Working in the cloud

Cloud computing offers multiple benefits to users and companies and SPAsoft's 'BMS cloud' offers greater flexibility to work when and where you prefer.

Other benefits include auto software updates, so no costs in maintaining your system, security as your data is held in a secure data centre and accessed by secure links and a complete disaster recovery solution. All this is Capex free with no upgrade costs or issues.

BMS cloud supports beer and cider production, whether in cans, bottles, BIB, cask, keg or bulk, UK or export with full duty compliance and traceability.

Having pioneered cloud access for breweries and cider producers, SPAsoft BMS cloud is now integrated with Xero, the cloud accounting package. This seamlessly synchronises your two critical systems. Cashflow is critical, and with pubs closing, your sales team can now take effective frontline control of their customer's credit balance. When invoices are flagged as paid in Xero, Telesales in BMS cloud shows the outstanding

balance and the agreed credit limit. Managing this on a friendly, first name basis reduces the potential for losses and improves cashflow.

Telesales enables the addition of comments from the customer, so they can easily be followed through. It also gives a complete account overview, with line item detail per invoice and casks on premises; ideal information when talking to a customer with a live-stock screen.

Access for remote/part-time telesales staff can be restricted to their customer base with easy order entry. To ensure you are trading correctly, users can validate a customer's AWRS status on the HMRC website with a record stored to prove due diligence.

The ingredients module gives full traceability of ingredients from supplier batch number through to the final



package. Should there be a problem, full traceability is available through the data. The ingredients module also monitors stock levels, giving a Low Stock Report to make replenishment easy.

BMS cloud is there to support your brewing life, recording and reporting the information you need to help run a profitable business. If you haven't thought about moving your business systems to the cloud, contact SPAsoft and ask the questions and see what benefits you could gain.

For more information visit:
www.spasoft.co.uk

Kegstar develops 'smart' technology

Kegstar has developed further technology to give customers real time visibility of every keg, cask, location and cost on a smart device.

All Kegstar customers can now use the Myster *service enabling you to track, trace and reduce costs on all your Kegstar containers. Logging on to your very own Myster dashboard will provide you with the greater real time activity and cost visibility of working with Kegstar. It also offers you online billing and statement accessibility, interrogation and reconciliation. Plus, you can replace your forecasts and orders directly through the Myster portal.

All of this is of course supported by all the regular benefits of working with



Kegstar. Get in touch with Kegstar to get switched on and start playing. (*Terms and conditions apply.)

For more information visit:
www.kegnology.co.uk

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It's full steam ahead for Thatchers thanks to its automated weighbridge!

Thatchers Cider Company has made leaps and bounds in its management of raw goods by integrating its weighbridge with Dynamics NAV, says Ian Dorling, the company's Head of IT.

"In the past the seasonal process of weighing and paying for the apples which are pressed to make Thatcher's



delicious cider was completely manual," he explains. "We rely on our own farm as well as external growers to provide us with huge heaps of apples every year and in return we commit to pay our suppliers in a 7-day period – a pretty quick turnaround!

"What started out, back in the day, as a manageable process became more and more tricky as the business grew dramatically over the years; more and more errors were occurring, there was a fair amount of duplication of effort and the process as a whole was inefficient and time-consuming. Something needed to be done so last year we decided to automate the process and integrate it fully with our NAV solution. We worked with The NAV People to develop a

solution which has already had a very positive impact on our business."

Dorling continues; "Now, what happens is that the supplier vehicle will turn up, it will be weighed in and out, but instead of it being two transactions it is now one transaction; two halves that are joined together. It is all automated which has removed a lot of the inefficiencies we previously saw and it has ensured that we will be able to easily scale-up the process as we have more weighbridges added to the business and as we purchase more and more apples to meet the growing market for our cider!"

For more information visit:
thenavpeople.com/uk/

Major UK brewery chooses Drink-IT to drive growth and improve efficiency

St Austell Brewery has chosen Drink-IT to address the constant changes and challenges within the brewing industry and to support its continued long-term growth.

St Austell Brewery is on a growth journey, and recognised that its current infrastructure and operational processes need to be reinvented to support its growing, dynamic business. The company knew that intelligent adoption and use of technology was key. In choosing Drink-IT it allows St Austell to meet its increasingly intensive information demands whilst streamlining business processes and increasing business efficiency.

Removing obstacles for growth, St Austell Brewery went for a solution that can help it handle continued growth in sales as well as being able to manage a developing, increasing supply chain. By choosing Drink-IT, it has ensured the scalability it needs to pursue current and future growth targets, and support business processes through the entire organisation.

Like many other breweries, St Austell has struggled with a lack of automated business processes and wanted to be a more efficient brewery. With Drink-IT, it will benefit from improved automation of its processes, which will in turn help the company to improve and increase its productivity.

Effective management reporting was another important issue for St Austell. By choosing Drink-IT, the brewery will more easily be able to capture and analyse data providing the business insights it needs to take better, more informed, faster decisions.

Furthermore, St Austell Brewery needed a solution to help it manage the complexity and growth of its wholesale business. Drink-IT provided the answer with its rich and extensive functionality for tax, duty and other legal requirements.

St Austell Brewery expects to achieve the following benefits from its new Drink-IT solution:

- Increased employee satisfaction through empowering and equipping

employees to do their jobs in a more fulfilling and rewarding way.

- Increased productivity and effectiveness.
- Improved systems that will track and ensure compliance whether legal, financial or ethical.
- Improved data access to allow real-time management information and reporting.
- A single integrated data model for all information required to operate "a single version of the truth", with no data duplication.
- A complete integration of financial data with all areas of business operations.

The comprehensive Drink-IT project has started and is split into 4 phases with planned go-lives over the next two years.

The solution is being hosted in the cloud by NORRIQ to make implementation and maintenance easier for St Austell Brewery.


For more information visit:
www.drink-it.com



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Our magical formula which includes a slosh of Finance, Duty and Credit Control, a measure of Warehouse & Inventory Management and a healthy dose of Tech, Property & Estate Management means that you can boost productivity, increase profits and streamline processes in your brewery business... and if you run out of your special potion you can brew up some more with the Production and Quality Module. Best taken with The NAV People for a business pick-me-up that dreams are made of!

If you'd like to get a taste of our secret formula, then get in touch!
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BEVEXPO 2018

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the entire beverage industry*

23rd & 24th January 2018

Ricoh Arena, Coventry

For more information please visit

www.bevexpo.com



VISIT BEVEXPO 2018

ON THE 23rd AND 24th JANUARY

BevExpo 2018, a free to attend, two-day event showcasing the entire beverage supply chain, is the forum for improving trade connections; discovering what is new and innovative; providing you with the tools you need to grow your business.

BevExpo 2018 has established key partnerships with leading international organisations, including:

INSTITUTE OF BREWING & DISTILLING

delivering a two-day programme on:

- Technical Cider Making
- Technical Brewing (from malt to filtration)
- Business of Brewing
- Distilling of Spirits

SOFT DRINKS INTERNATIONAL

delivering a one-day programme on:

- Markets, trends and innovations
- Health, obesity and the sugar tax
- Challenges of product reformulation (low/no sugar, clean label)
- Premiumisation, mixology and mocktails (opportunities for up-selling non-alcoholic drinks)
- Beverage dispense and hygiene

BRANDS DISPENSE ASSOCIATION/NTLG

(representing the primary suppliers of dispense services to pubs), delivering a one-day seminar programme on:

Craft Keg & The Pub Dispense System

It's exciting times at the bar, with craft keg brands increasing in popularity with the traditional cask ale consumer. This seminar programme aims to outline the basics of what "craft keg" brand owners need to know in order to get their beers to the bar.

Presentations include:

- Dispense system. What is it?
- Who Owns the Kit. Providing the dispense system infrastructure to enable all brand owners to dispense on the bar
- How to connect safely and maintain beer quality
- Promoting Technical Services using competent authorised persons.....Technicians.
- Supporting BFBi objectives through training
- Highlighting responsibilities within the current Gas Pressure System Written scheme Discussion Panel on establishing a non-restrictive Code of Practice that protects the quality of all products, safety within the cellar and access to market for all.

UK WINE PRODUCERS LIMITED

(the new national body for the UK wine industry):

It is hoped that the UK Wine Producers will participate in the two-day event with ongoing discussions on a couple of presentations:

- Marketing and distribution chain commonalities (between beer, cider, spirits, wine)
- Production and diversification - aimed at wine producers wanting to diversify into other products such as beer, gin, brandy, cider (fruit 'wines')etc , but may also be of interest to brewers/distillers/cider makers considering wine production.

These seminars programmes will be taking place throughout the show within the exhibition hall.

This event is free to attend.

Simply pre-register online at www.bevexpo.com

For further information, please contact organisation@bevexpo.co.uk

All drinks manufacturers and packers who register to visit the event are invited to attend the exclusive

BEVEXPO EVENING

at The Clubhouse at Ricoh Arena, which will be followed by a night at Grosvenor Casino. Tickets are £35 + VAT and will include a free roulette bet, food and casino games.

Tickets are now on sale and available from organisation@bevexpo.com

Call Out for Volunteers to Man the Bar

There are opportunities for volunteers to man the bar over the two days.

Attendance at the Casino Evening will be included.

For further information please contact info@bfbi.org.uk

See you in Coventry!

Over the following pages, some of the companies exhibiting at BevExpo tell about what you can expect to see on their stands

Holchem provides products and 'know how'

Holchem's specialised brewery and beverage team has built up a reputation as a leading supplier which marries state-of-the-art science with a passion to deliver the best, most comprehensive service to every client.

Holchem has developed specialisms over the past 30 years in maintaining and managing technical cleaning solutions across the industry from the manufacturing of fruit juice, soft drinks and water to large scale breweries, microbreweries and, increasingly, the growing number of successful craft ale producers.

Peter Thorman is UK Sales Manager Brewery & Beverage and a Master Brewer, with Roy Smith and Moyra Williams as Technical Sales Consultants.

No matter what the size of the production process or brewery Holchem provides a full range of products and technical 'know how' to maintain the consistency that the end customer is

looking for, and expects from their purchase. The industry is becoming more and more competitive on a daily basis with a high level of NPD and companies are fighting to gain the trust and loyalty of the end customer. A high standard of hygiene is a key factor in helping manufacturers and brewers produce a top quality reliable product that will help them gain the advantage, and create a product that is second to none.

Holchem works with clients to ensure that they have a sound bespoke hygiene management system in place which is a complete, easy to use method to manage their hygiene operation on site, both for open plant cleaning and cleaning in place (CIP) and their tried and tested system complies with all known industry standards.

The beauty of working with Holchem is that the specialised brewery and beverage team is supported by the technical centre, as well as field based technical and engineering personnel.



All parties have to understand that it is a package of the relationship, knowledge, experience, and quality products blended with application skills that solve problems.

Pictured with Marstons Group Quality Assurance Manager, Hector Macdonald (left), is Holchem UK Sales Manager Brewing & Beverage, Peter Thorman and Holchem Technical Services Manager, Sarah West.

For more information visit:
www.holchem.co.uk

Consistency that saves you money!

BSL Gas Technologies has always had a passion in beverage dispense and that hasn't changed in 27 years! The company is keen to advise about how you can save money in your cellar, by reducing wasted beer, wasted gases and even wasted space in your cellars.

BSL understands how important presentation is in this business and how much waste can be caused by incorrect mixed gases. Foaming and fobbing from over carbonised beer all going straight

down the drain! Or maybe it's the complete opposite, flat lifeless beer that no one wants to drink. Either outcome results in wasted beer. BSL believes it has the equipment to deliver the required consistency.

Commented a spokesperson for the company: "You will all know about our gas mixing panels for cellars. Our Cellar Mix panel will supply you with all the mixtures you will ever need and accurately. Greatly reducing fobbing, foaming and under-carbonised beer!

"In addition to this we also have some interesting new developments to help larger pubs improve quality and efficiency. We have a compact solution that will supply all the gases that you will need. Not only saving you valuable space but also make the process a lot smoother.

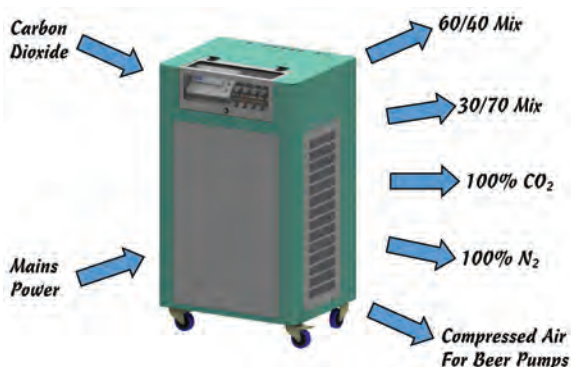
will generate all the nitrogen you will need. It will also generate the air needed to run the beer pumps and give you the mixes you want!"

BSL's free Beer Dispense Info Pack provides a plethora of information concerning everything to do with mixed gases and solutions to make the process much easier. This also includes a Beer Gas Calculator to help work out the best gas mixtures for you.

All of BSL's solutions promise to save you something, mostly money. Whether it is the Cellar Mix panels saving the cost of mixed gas cylinders, lost beer or wasted gas. Or BSL's GasHub saving the need for air compressors or saving the space and cost associated with the need of bulky Nitrogen storage tanks.

**Visit BSL Gas Technologies at
BevExpo 2018, Stand 85-86**

For more information visit:
www.bslgastech.com



"BSL's brand new GasHub



HELPING BRANDS STAND OUT FROM THE CROWD

If you need to cut through the noise of the competition, set your brand apart and sell more, we can help. At ADS2 Brands and Angram, we specialise in branded dispense, point of sale and glassware that catch the eye, establish brand quality and influence choice. We are fast, reliable and value driven, and help brands to attract consumers and grow. Contact us now, and let us show you how great design and branding means great business.

- ✓ Beer Engines
- ✓ Branded Glassware
- ✓ Fonts & Taps
- ✓ Lenses & Badges
- ✓ Branded Bottles
- ✓ Tap Handles
- ✓ Bespoke POS
- ✓ Design & Print
- ✓ Logistical Support

Join Pentair at BevExpo2018

Take the opportunity to see Pentair's range of products, services and integrated systems for the beer, beverage, food and dairy industry.

Solutions featured at this year's trade fair include hygienic and aseptic valves and components, quality control equipment, CO₂ systems, membrane technology for beer, and water applications, continuous beverage processing, microfiltration, and biogas upgrading.

Craft brewing continues to be a hot topic, and Pentair responds with selected innovations that perfectly fit the requirements. The compact Beer Membrane Filtration system, type BMF +Flux Compact S4 (pictured) provides an ideal solution for breweries with a 10,000 to 100,000 hl annual output. BMF gives brewers a fully automated process that can be interrupted at any time. This true start/stop filtration is especially beneficial to craft brewers who produce a wide variety of beers. Small batches can be run with consistent excellent quality, and beer loss is cut down to less than 1%.

The recent addition of Union Engineerings' products and service capabilities to Pentair's portfolio has created a global leader in CO₂ technology, directly benefitting food and

beverage producers of all sizes. Get in touch to learn about Pentair's extended range of CO₂ capturing, recovering and purification solutions, from modest to massive. Innovations include the CO₂mpactBrew, a small-scale containerised CO₂ recovery system. The plug-and-play system provides 25 to 160 kg/h of highest-quality CO₂, and enables craft and small breweries to become self-sufficient in their CO₂ supply. The first CO₂mpactBrew will soon be in operation at Maui Brewing Co.



Reserve your seat at the Workshop "The role of Beer Membrane Filtration in a flexible and reliable craft brewing process"

Presenter: **Oliver Meckler**

With the development of the BMF +Flux Compact S4, Pentair makes the benefits of diatomaceous earth (DE)- free beer membrane filtration accessible to craft and small breweries. The first BMF +Flux Compact S4 systems are already operating successfully at the Princen Brewery in the Netherlands, Jacobsen Brewery in Denmark and Suenner Brewery in Germany. Its filtration performance of 60 to 85 hl/h makes it ideally suited for breweries with an annual output of between 10,000 and 100,000 hl. Compared to DE filtration, membrane filtration provides major

performance benefits. On top of that, Pentair designed the Compact S4 to be smart and automated with several interesting features.

This presentation will show how these benefits and features help the craft and small brewer in its operations and fulfilling challenges of today and tomorrow. Subjects like beer loss, batch sizes, brand change over, beer quality, foot print and operational cost level will be discussed.

Meet our experts

Pentair's product specialists look forward to meeting you in Coventry. If you want to schedule an appointment with one of them in advance, or reserve a seat at the workshop, email: debbie.larkin@pentair.com

Pentair Stand 105 - 107

For more information visit:
www.foodandbeverage.pentair.com

Designed and crafted in Leeds

How do you grow a business from nothing? The answer is: with great difficulty! But with the right ideas, know-how, determination and design brilliance it can be done. This is proven by Brewology.

During the first three years of the company's existence, the team have designed, manufactured, built, tested - and now sell - some of the very best packaging solutions available world-wide.

Brewology's cask and keg washers and fillers have gained the highest reputation for quality and reliability. The company's

gas-fired fluid heaters allow for steam free brewing, while its filtration and pasteurisation solutions deliver top quality product to the package.

Brewology software systems even allow you to brew whilst you sleep or simply give you better control over what you do and how you do it, supplying the data required to satisfy the most rigorous of retailers. The declared aim is to deliver what the customer needs in the most cost-effective manner, on time and to budget.

All Brewology machines are designed and built in Leeds, West Yorkshire, by qualified engineers - or craftsmen as

they prefer to be called.

If you have a packaging need now, or think you may have in the future, and would like to talk it over, do give Brewology a call on 0113 457 0487, email on info@brewology.co.uk or visit the company's stands at BevExpo and BeerX 2018 and see first hand exciting new products including what the company claims to be the fastest Keykeg filler on the market, combined keg washer and filler and lots more.

For more information visit:
www.brewology.co.uk



BEER MEMBRANE FILTRATION

BMF +FLUX COMPACT S4

The Ideal Solution for Craft Brewers!

Capacity 30-60 hl/h

- Consistent & excellent beer quality
- Low beer losses
- Ease of beer type change-overs
- Minimal maintenance
- Automated process
- No DE handling



VISIT PENTAIR AT

BevExpo 2018

January 23-24, Ricoh Arena, Coventry
Stand 105-107

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Murphy & Son at BevExpo 2018

The Murphy & Son team has announced that it will be attending the BevExpo again this coming year, both as exhibitors and speakers.

Call at the company's stand to discuss its extensive product range, formulated and manufactured to perform to the highest standard, ensuring you consistent results each time you brew.

As you may be aware, Murphy & Son boasts one of the widest ranges of brewing processing aids available to brewers of all sizes. In addition, make your way to the IBD seminar stage to hear from the company's team as they focus in on some of the key 'pain

points' facing brewers today. Murphy & Son always underpins everything it does with the technical expertise and know-how required to get the best possible results from the brewing process, first time, every time.



Murphy & Son would love nothing more than to chat about your beer and brew at BevExpo, stand 97.

**For more information visit:
www.murphyandson.co.uk**

Dixon – exhibiting at BevExpo

Dixon will be at the BevExpo showcasing its extensive range of hygienic fittings, actuated valves and of hygienic hoses assemblies currently in use within the brewing industry.

Dixon is looking forward to showing visitors its hygienic process equipment and discuss the projects carried out at breweries and beverage plants across the UK.

Dixon's hose range now includes Heat Traced, Hot Water Thermal and Duplex hose assemblies as part of the standard

range along with a range of rubber, silicone, PVC and PTFE hose assemblies which can be custom-made to exact requirements with accessories including wash-down guns and steam lances.

The new compact impact resistant sight glass is also going to be available to view. This new sight glass is used widely in the food, dairy and beverage hygienic processes to view products and fluids. This design is perfect for hoses and high traffic areas.

Also on the stand will be the Dixon Breakaway Check Valve which is an innovative solution that is designed to eliminate product loss too. It incorporates the Breakaway Coupling and a Hygienic Check Valve. It acts as a single unit that has a diverted breaking point which will break at a determined break-load. Then the check valve will close protecting the

loading bay pipe system AND avoiding product spillage.

With an on-site valve actuation shop, 3D design, full technical and sales back-up and BSI approved manufacturing and engineering department, Dixon can design and produce individual bespoke valves and fabricated configurations to quickly and efficiently solve customer problems. This has included pump carts, bespoke valve configurations and innovative display sight glasses used on beer pumps to infuse product.

Dixon's Hygienic Product Manager will be available to talk about correct valve selection, eliminating contamination risk, new innovations in valve technology and the hose management programme Dixon-Hose Connect, now being used by some major breweries within the UK.

Dixon-Hose Connect is a secure, user-friendly web-based app. It is a source to allow you to access your Hose Maintenance documentation, including Service History reports, Hose Asset Register via unique tag references and hose identifiers, as well as training videos for your site.

**For more information visit:
www.dixoneurope.co.uk**



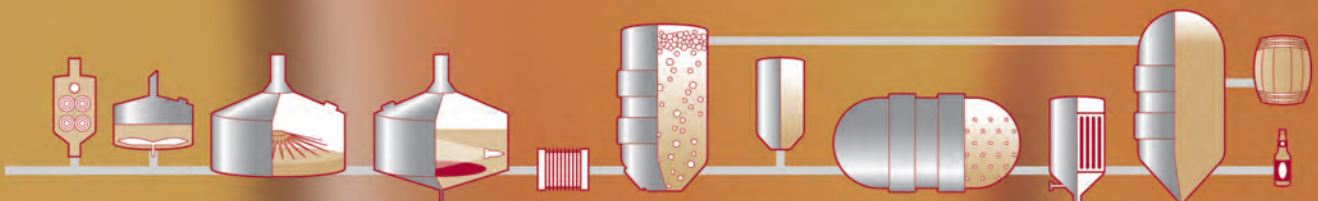
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Murphy & Son Limited, Alpine Street, Old Basford, Nottingham NG6 0HQ United Kingdom

HpE Process expands product range for improved efficiency and ROI

HpE Process is looking forward to showcasing its products in January at BevExpo 2018.

The focus for any industry is to supply solutions that provide long term gain with the support of aftersales care. With the ever-changing climate of our economy and the growth within the beverage industry, it is paramount to invest in the right equipment to ensure the best return on investment (ROI).

HpE works with a range of customers, ensuring each is provided with the correct products and systems for their needs. Some of which are working in busy and sometimes stressful environments who do not want to worry about having to keep their plant

/production running in the face of late or delayed delivery times or break-downs. Others are people who do process installation, and they just need to know that if they ask for a solution, the answer will be honest and impartial.

HpE's Versaline range is suitable for start-ups or smaller businesses where plant capital costs need to be kept down, as it offers competitive pricing and short delivery times. As lifecycle costs are extremely important to larger food factories, the Evoguard range provides the best benefits for them, with some clients showing annual maintenance costs to as low as 1/10th of HpE's nearest competitor. In the product recovery, hygiene is important, but reliability is vital – therefore, the

automatic systems are supplied with a dedicated Plc or full FDS to allow customers to use their preferred controls supplier.

The Versaline Centrifugal trolley pump, which has recently been successfully trialled at a Leeds Brewery, will be on stand 125 at BevExpo. The Centrifugal trolley pump is available with a 1phase to 3phase inverter. The trolley allows you to easily move it around your site, an ideal cost effective solution. Other products supporting the beverage and brewery industry will be the Evoguard Mixproof Valve, Evoguard Tank top and the Versaline Range, as well as the opportunity to discuss process automation.

HpE ensures it only sources products that are the upmost quality from highly regarded suppliers and which comply with European standards.



**For more information visit:
www.hpeprocess.com**

Visit EWL at Bevexpo 2018

POINT OF SALE

With an in-house Product Development team EWL designs and produces bespoke fonts, tap handles and dispense solutions for both cask and keg products. Tailored to your specific requirements, they create a new and unique focal point on your bar. From concept to the delivered product, EWL handles every step of the process to make sure you get exactly what you require, turning ideas into reality.

EWL also offers a full range of branded lenses in all industry standard shapes and sizes.

To compliment this and to offer a point of difference, the company also produces bespoke lenses to ensure your brands stand out from the crowd.

EQUIPMENT SUPPLY CHAIN

EWL's Equipment Supply Partnership (ESP) offers clients a total materials control package for both single and



multi-site operations. Bespoke software and management solutions give clients their own tailor-made package ensuring an efficient and cost-effective equipment supply chain operation.

For over 35 years EWL has been supplying the drinks industry with a wide range of draft dispense equipment, the focus being on quality, service

and innovation.

Come and visit the team at stand 109 and 116 to discuss how EWL can work with your business.

REFURBISHMENT

Why purchase new when you can refurbish? Save time, money and the environment by letting EWL refurbish your drinks dispense equipment.

As industry's premier refurbisher EWL can bring your dispense equipment back to life at its in-house refurbishment facilities.

EWL EVENTS

Take your brands to your customer anywhere and anytime with "EWL Events". With options to hire or purchase EWL offers a full range of drinks dispense solutions, both "off the shelf" and bespoke, for all occasions.

Come and see some of the innovations for yourself on stands 109 & 116.

**For more information visit:
www.ewlonline.co.uk**

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- Quick and easy to use
- No calibration needed
- Other tests available for liquor, wort & beer

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www.qclscientific.com/beerlab

Solution to the long-standing challenge!

Kilfrost is recognised as a global leader in safety critical chemistry and rheology and maintains a proud focus on pioneering the next generation of products to raise industry standards.

It has developed a new range of Advanced Low Viscosity heat transfer fluids, including ALV Plus, which for the first time provides a commercial solution for breweries to the long-standing efficiency-versus-toxicity challenge.

Compared to existing fluids, Kilfrost ALV Plus is non-toxic and NSF/FDA food-safe accredited, and exhibits excellent low viscosity performance at temperature extremes. It offers substantially lower resistance to low temperature slushing. Because it requires less pumping energy, and offers fewer pressure drops in existing systems, ALV Plus brings significant energy savings.

ALV Plus is already in use at craft breweries and is quickly building a reputation as an environmentally-friendly, low risk, cost



efficient heat transfer fluid for the beverage and food industries.

For more information visit:
www.kilfrost.com

Serve extra cold beer and beverages with Polarclean

John Guest (JG) Limited, the inventors of the push-fit fitting, offer the widest range of push-fit connectors, tube and other fluid control products for drinks dispense and pure water applications.

As manufacturers of the first food-quality push-fit fitting in the world, its range now covers over 800 items. JG fitting's ability to be used on soft metal or plastic tubes has dramatically improved beer cellar and bar installations over the last thirty years.

This year's BevExpo will be exhibiting JG Polarclean®, the latest and most respected innovations in John Guest's long line of success in the drinks dispense industry. This range of tube-in-tube connectors has had an extremely positive reception from the beer industry and has proven very popular amongst bar owners, as it allows them to consistently maintain extra cold beer/beverage temperatures.

JG Polarclean® assists in maintaining critical temperature of beer or beverage by enveloping each product tube with recirculating coolant, over the entire pipeline length from keg coupler to front.

The advantages of JG Polarclean®



include: consistently cold product temperature when poured; extra cold temperature capability without a cold-room or secondary cooling device; microbiological activity is reduced at low temperature and product is less prone to microbial related complaints, and enables installation of genuine draught dispense where not previously possible.

All JG drinks dispense products have been approved by the FDA & WRAS, making them particularly suitable for potable liquids.

To know more, visit JG Speedfit at BevExpo stand 55 - 56

For more information visit:
www.johnguest.com

Inncellar at BevExpo

Inncellar Equipment is a supplier of cask/keg Beer products include cooling (Jackets®, saddles, probes, ice blankets), stillage (tilters, beer festival and cellar racking) which have all been developed, with the utmost attention to price, quality, and efficiency.

The introduction of the Multi-Purpose Jacket® has been welcomed into trade for the multiple applications needed to cover the new influx of cask and keg variations.

Also welcomed have been the introduction of the 3 over 3 Occasional Beer festival racking and the 4.5 Gallon (Pin) adaption for Inncellar's racking system, making these adaptable to the various requirements.

All Inncellar products can be complemented by a fully stocked range of ancillary fittings and materials, to achieve the "Perfect Pint".

If you are looking for that personal touch, backed up by experience, consider Inncellar when looking for your next quotation.

For more information visit:
www.inncellar.co.uk



+44 (0)1434 320 332 // info@kilfrost.com // kilfrost.com

When it comes to **heat transfer**, industry has faced the efficiency-vs-toxicity dilemma for too long. **That's set to change.**

Kilfrost ALV Plus

- ✓ Non-toxic, safer and more effective than market alternatives
- ✓ Outperforms MEG, MPG, Bio-PDO and ethanol-based heat transfer fluids
- ✓ Protects against corrosion and scaling
- ✓ Free from nitrates, nitrites, borates, and heavy metals

Best of all? It's organic and FDA/NSF accredited.



See us at
BevExpo
Stand 13
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ACI's drying solutions

Following the success of exhibiting at this year's drinktec in Munich, and having continued to attract orders from many of the leading global beverage companies, Air Control Industries (ACI) will be present at the BevExpo event in January 2018.

As a well-respected drying system vendor for beverage filling and packaging technology, ACI is always focussed on creating the best possible drying solutions for customers, including those in the beer, wine & spirit, soft drink, and food related industries. Continually innovating, ACI focusses on giving

customers a total solution, constantly updating the sustainability, energy-saving features, and cost-effectiveness of its systems.

ACI will be displaying its range of blower-driven drying systems including the unique JetPlate Bottle Dryers; Can Drying Tunnels; and the latest range of craft-brewery-specific systems.

Whether your line speeds are 100's or 1000's of cans or bottles; whether you are a small craft or microbrewery or a larger global beer brand, ACI's drying solutions will ensure all surface drying processes are done as efficiently and



effectually as possible and help improve the quality of all date coding and labelling processes.

So if you have an application and would like to access ACI's fount of knowledge, visit the stand at BevExpo.

**For more information visit:
www.bottlecandrying.com**

The hygiene 'gatekeepers'

Avani Solutions is at the sharp end of the brewing and beverage supply chain. All your hard work culminates in a fabulous pint and a happy customer – but when that doesn't happen hygiene is a common reason for quality issues.

The company is at BEVEXPO 2018 to talk about how it continues to support the industry with innovation in hygiene products and services. This year it has launched a brewery hygiene range for small brewers who want to measure hygiene with the assurance that internal equipment surfaces are verified clean.

Avani also continues to innovate in dispense hygiene with its customer online management dashboard, educational short films, and ProClean extended interval line cleaning. The company has also just expanded its team into Scotland.

So there's lots to talk about.

"Avani have been a breakthrough business in the world of beer hygiene, normally a part of the business that doesn't get the credence it deserves," says Allan Samson, Asset Care, Molson Coors. "Avani is seen as the gatekeeper of the hygiene portfolio and has had a



profound impact in the way that the industry views cellar management."

Visit the stand at BEVEXPO, and sample Avani's infectious enthusiasm!

**For more information visit:
www.avanisolutions.co.uk**

Brewery container experts

Based in Dewsbury, THIELMANN UK Ltd. is one of the industry's leading experts in brewery container services including new, repairs and refurbishment of kegs/casks/spears.

The company has the capability to brand new blank kegs/casks in all sizes ranging from the very small (20L/4,5G) to the larger (50L/9G) - independent of quantity to your requirements including embossing, laser marking, paint banding,

extractor of your choice in a standard 14tpi neck.

THIELMANN UK Ltd is also able and capable of re-branding containers with the removal of embossed, painted and printed markings to be replaced with silk screen printed logos/painting/identification plates/cleaning to make your acquired fleet look like new.

To help brewers facing the upcoming months, the company has prepared a large stock of kegs ready to be delivered



before Christmas directly from Dewsbury to any place in the UK.

**For more information visit:
www.thielmann.com**

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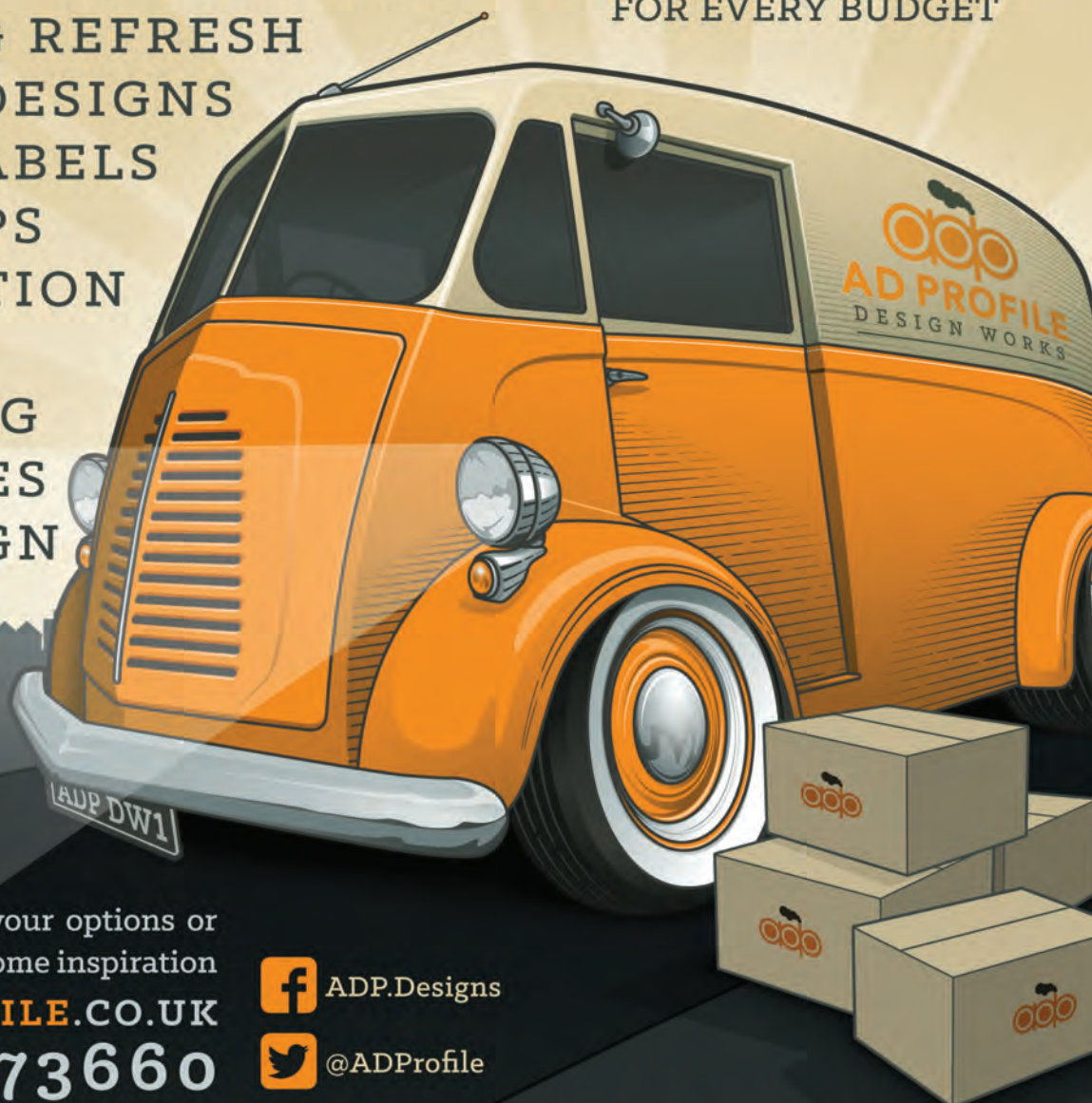
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Clean beer lines assured

Operating since 2006, Clear Brew provides a regular and dedicated fully managed professional beer line cleaning service. The company cleans both keg and cask lines maintaining quality on a regular repeat 3-weekly cycle.

Clear Brew's labour-inclusive service uses a unique specialised portable water fed mixing unit, coupled with tried and tested inhibitors, and market leading chemicals.

A fully integrated support system verifies each and every clean, designed to provide support and maintain standards in an ever-expanding nationwide network of franchised owners and highly experienced technicians. This service is guaranteed to improve the quality of draught products, save money and reduce waste, and in turn it will also reduce risk and maximise yields, adding real value to any business in today's licenced sector.

Throughout 2017 Clear Brew has begun

to introduce additional support and improved procedures all designed to enhance its service.

The use of ATP testing has been trialled in Cornwall and is set to be rolled out across the entire nationwide franchised network in early 2018.

ATP is an organic molecule found in yeast. The portable, hand-held ATP machines are used to measure the amount of yeast present in the beer lines before (after initial flush) and after a line cleaning service. This allows Clear Brew to identify any lines that need further attention and confirm that individual keg and cask lines are clean prior to product reconnection. This supports, verifies, and enhances the company's fully managed line cleaning process.

Clear Brew has also invested in a job verification portal allowing technicians to upload job data to identify the amount of time on site, chemical and water usage, and to spot and correct any issues relating to the cellar and overall dispense quality, enabling the company



The Beer Line Cleaning Professionals

to provide regular reports to individual customers as well as pubcos and brewers.

Finally, additional value can be added to each serviced location, with Clear Brew providing free on site staff cellar training. Early feedback has proved that this clearly works, supporting publicans and licensees, empowering staff and helping to ensure that cellar management through to the bar and glassware is all greatly improved.

In addition to the range of cellar to bar chemicals Clear Brew offers, the company can now offer glass washers for either full purchase or weekly rental. This is all facilitated by your local Clear Brew Franchised owner operator or available online via the easy-to-use enquiry service on the website.

**For more information visit:
www.clearbrew.co.uk**

'Nitro-mania' arrives in the UK

Craft breweries in the US are really embracing nitrogen-carbonated beer – it's being called 'Nitro-mania'.

Whether nitro white ale, IPA or stout, the smoother mouth-feel, evenly distributed flavour, and cascading bubbles add a whole new level of complexity to craft beers. Producing nitro beer in cans is now possible with ABE's Nitro Canning Systems, available from its UK partner, Vigo Ltd.

ABE works with Chart Industries (a renowned global brand for the design and manufacture of highly engineered cryogenic equipment used in the liquid gas supply chain) to provide the quality dosing technology for their Nitro System.

Apart from introducing microbubbles, nitro canning brings additional packaging and processing benefits, including can rigidity, which reduces

panelling and improves contact surface for labelling, and oxygen reduction.

ABE's Nitro Canning System options include:

- Nitrogen doser with or without widget option
- Adjustable parts to prevent nitrogen burn-off
- 180° can inverter for nitrogen widgets

- Patent pending servo seamer for seam accuracy monitoring.

To discuss nitro canning, visit the Vigo Ltd stand at BevExpo 2018 and BeerX 2018 or call Andy or Rich on 01404 892100.

**For more information visit:
www.vigold.com**



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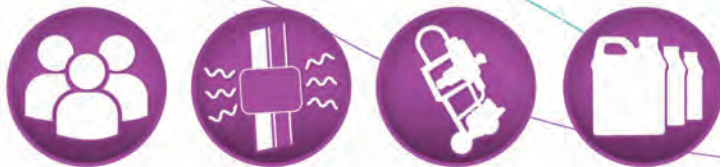
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- Cuts waste
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- Saves Money
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CBBR financial services at BevExpo

CBBR will be at BevExpo 2018, showcasing financial services available to brewers, such as those enjoyed by a new Midlands brewing company.

Start-up continental lager brewery, Konigsberg Seven Bridges Breweries Ltd, was established in 2014 by two experienced businessmen in Nottinghamshire and began brewing in June 2017.

Due to his contacts and knowledge of the market in Russia, director Graham Lawrence had already established links with a Russian brewer of premium lager in Kaliningrad. Graham and his partner, Matt Biswas, saw an opportunity to provide a premium continental pilsner lager in the UK and Konigsberg developed a plan to replicate the brew under their own brand name of 'Prussia'.

They will use the original recipe created in Kaliningrad, supported by consultancy from the Russian master brewer to maintain Prussian links and heritage.

Funding was required to finance a new European style brewhouse with a capacity of 50,000 litres initially, expanding to 100,000 by the end of 2019 and ultimately to 200,000 litres. As there were several suppliers involved and different stage payment requirements, CBBR provided a split facility of sale and lease back and hire purchase on the equipment. This enabled Konigsberg to bring its premium 'Prussia' lager brand to market at the earliest opportunity and ahead of the competition.

In addition, the business needed a packaging solution, so CBBR provided a long term rental solution on 500 kegs, all branded in Konigsberg's own choice of colours. The colour-branded kegs have helped to provide Konigsberg with its own identity and along with the strong branding will help the company to get a foothold in a crowded market.

CBBR has been involved in the supplier/equipment consultation process with the customer for over 12 months, which has been an ever-moving



goalpost, but has ensured the best outcome for the customer.

For more information visit:
www.closebreweryrentals.co.uk

Packo pumps can handle the pressure!

The beverage industry in general is looking continuously for solutions to increase its production efficiency.

Applications with extremely high system pressure become more and more common, especially in filtration processes such as reverse osmosis. As a worldwide partner for the food industry this new tendency has led to a new innovative hygienic Packo pump series FPP2 & IPP2 (FPP2 pictured). These hygienic pumps can operate at a maximum inlet pressure of 40 bar, plus a flow rate of 50 m³/h at a differential pressure of 7 bar.

The new hygienic, high quality and robust pump range, series FPP2 – IPP2 is especially developed to operate under the most severe conditions. It is a fully machined construction in thick stainless steel 316L, suitable for handling an inlet pressure up to 40 bar! Today the pump is available up to 50 m³/h at a differential

pressure of 7 bar, higher flow rates will be available very soon.

For this new development the typical Packo Pumps philosophy has been followed: a construction with standard components such as IEC motors and mechanical seals in accordance to EN12756, a hygienic design with electro polished surface as a standard, etc. The pump is also available in an industrial execution for applications where hygiene is less important. Typical applications are reverse osmosis of wine and beer filtration, etc.

Packo Pumps is a researcher, designer and manufacturer of sustainable and innovative industrial pumps. Its pumps rank among the best of the world when it comes to hygiene and cleanability.

Packo pumps are also an important link in the reliability and the improvement of the energy efficiency of its customers. To this end, the company develops and



constantly improves more pumps tailored to our clients, for the most diverse applications.

Its slogan "We Optimize Your Flow" reflects the ambition to be a valued partner in the optimisation of its customers' business processes.

For more information contact
Michael.hinchliffe@packo.com

For more information visit:
www.packopumps.com

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Apothecary Range is perfect fit for booming craft spirits sector

The craft spirits sector is booming in the UK, and more and more artisan distillers are turning to Beatson Clark's 'apothecary' range of bottles to ensure their product stands out on the shelf.

Forty-five more distilleries opened in 2016, taking the total to 273, as consumers develop a taste for small batch, high-quality spirits. The number of distilleries has increased by 135% since 2010, according to The Drinks Business. Gin is particularly popular as it's relatively simple to produce and lends itself to a wide variety of flavourings to suit all tastes.

Glass manufacturer Beatson Clark offers both bespoke designs and standard bottles from its general sale range, but its 'apothecary' range is proving especially popular with artisan producers. The bottles were originally designed as pharmaceutical containers for medicines and tonics, and their vintage look and unusual shapes mean they can give a new craft spirits brand a distinctive, retro appearance. BrewDog was among the first to use Beatson Clark's pharmaceutical bottles for its LoneWolf gin – they chose Beatson Clark's 500ml Sloping Shoulder Flat bottle for the prototype gin they launched in April.

"Customers often ask us for something different from the traditional bottles in our standard range but without the price tag and minimum volumes of a bespoke design that's unique to them," said Charlotte Taylor, Marketing Manager at Beatson Clark.

"Our pharmaceutical bottles are proving a popular alternative to the usual shapes on the market, and they look fantastic – very distinctive and appealing.

"Customers can even have these bottles embossed with their own name, logo or design, and the resulting bottle will still cost much less than a bespoke container that we've designed for them.

"We've noticed a trend recently for brands to choose bottles and jars that were originally designed for something else – ready-mixed cocktails in a food jar, for example, or tomato passata in a beer bottle.

"This latest move by spirits brands using pharmaceutical bottles is just the latest expression of that trend, and it's one that can be extremely effective."



The value of gin sales alone has increased significantly in the UK over recent years, according to accountants UHY Hacker Young. Sales surpassed £1billion in 2016 and are expected to rise to £1.37billion by 2020 as gin enjoys a renaissance among consumers.

Beatson Clark is the UK's only manufacturer of pharmaceutical glass bottles and jars and holds a wide range of shapes and sizes to suit customers' requirements.

The range includes Winchesters, Tablet bottles and jars, Alpha Sirops and Sloping Shoulder Flats with a variety of neck finishes. Most can be produced in either white flint or amber glass and several are available from stock.

For more information visit:
www.beatsonclark.co.uk

UNITED CAPS takes over the plastic closures division of Closures4you

UNITED CAPS, an international manufacturer of high performance plastic caps and closures, has announced that the company is taking over the plastic closures division of Closures4you. The takeover offer includes 28 mm caps for re-usable glass bottles and for disposable PET bottles.

This latest acquisition is part of UNITED CAPS' comprehensive growth strategy. In June 2017, the company announced the

takeover of cap and closure manufacturer Dewit Plastics. In the case of Closures4you, the plan is to ensure future market supply from the UNITED CAPS plant in Schwerin. The takeover will make available capacity for a new closure design to replace some previous closures. To ensure a smooth transition in terms of customer supply, Closures4you will make its closure capacities available through the end of March 2018.

"With this strategic step, UNITED CAPS is

driving forward the modernisation of its product portfolio," explains Benoît Henckes, CEO of UNITED CAPS.

"In accordance with the principle of 'less is more', we are working to restrict product complexity within our portfolio as much as possible while still offering first class closures for all PET and glass bottles."

For more information visit:
www.unitedcaps.com

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Kegstar introduces 50L kegs to its growing 30ltr keg and 9G cask portfolio

First there was the Kegstar 30ltr stainless steel kegs, then along came the 9G stainless steel casks and now Kegstar has a new addition to the portfolio.

50ltr s-type stainless steel kegs are available to order now and best of all, there are no additional fees for a limited time only, just to get you started.



For more information visit:
www.kegnology.co.uk

Colourful world of cans from Crown

CROWN Bevcan Europe and Middle East, a business unit of Crown Holdings, Inc, highlighted a range of innovations to help beverage brands foster interaction with consumers and attract attention at point-of-sale, at drinktec 2017 in Munich in September.

It marked the launch of its new 'Colourful World' beverage can decorative finish range including a ground-breaking innovative Accents™ range, which uses variable printing technology to enable up to 24 different designs to be produced on a single print run.

The new range of finishes is the culmination of bespoke design and development between Crown's in-house design, printing and technology experts. Show attendees got an insight into how Crown is able to take design concepts from an initial idea through to final product using the expertise of the Crown Technology and European Design Studio teams.

Shelf appeal is of ever-greater importance in today's retail environment,

with increasing choice across the beverage industry, brands must go the extra mile to convince consumers to purchase their products and Crown's new advanced decorative finishes help to drive customer engagement even further.

A key focus at the show was the CrownConnect™ family of technologies, which have been designed to help harness the interconnectivity of the digital space, including breakthroughs in Augmented Reality (AR) and the Internet of Things (IoT). The platform includes:

- CrownSmart™, an interactive application that allows brand owners to interact with consumers via a unique code situated beneath the tab of a beverage can;
- SeeThrough™, which leverages virtual reality to enable consumers to view the contents within a package; and
- CrownSecure™, a code scanning system that assigns every package a unique and singular identity quick response (QR) code - helping manufacturers build a data trail to help prove authenticity to consumers and manage product recalls.

Crown has worked closely with its IoT Smart Products Platform partner

EVERYTHING, a Platform-as-a-Service company that enables smart products and smart packaging to drive IoT applications, and Zappar - UK-based creators of an app that uses augmented reality (AR) to help people recognise images and objects in the world around us.

Matt Twiss, Marketing & Business Development Director at CROWN Bevcan Europe and Middle East, commented: "The major benefit of these technologies is the immediacy with which a brand can connect directly with a consumer. CrownSmart™, for example, begins the process at the very moment a consumer opens the can and scans the code. At this point, brands can start to gather valuable, real-time purchasing and consumption data, including who opened what content and when and where the code was activated. This information allows brands to connect with consumers in 'real time' and will, in turn, help brands tailor both current and subsequent campaigns to stay aligned with consumers' behaviour, desires and needs."

For more information visit:
www.crowncork.com



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LemonTop captures Peat Souper imagination

Hardknott Brewery has recently created Peat Souper in a new collaboration project with six of its brewing friends.

The "Fuller's and Friends" project has seen Hardknott team up with Fuller's Brewery, Cloudwater Brew Co, Fourpure Brewing Co, Marble Beers, Moor Beer Co and Thornbridge Brewery to create six new collaboration beers packaged together as a Fuller's six-pack which will be exclusive to Waitrose within the grocery market.

From the beginning of the collaboration, Hardknott's Dave Bailey wanted LemonTop Creative to be involved in the design of his bottle. LemonTop are renowned throughout the brewing industry as the beer branding experts. Working in tandem with Dave and Fuller's global ambassador, John Keeling, LemonTop created a number of designs to choose from, adhering to Fuller's design brand guidelines. This ensured Hardknott's bottle would seamlessly fit into the range of 6 bottles being produced for the collaboration.

The final design was a combination of London skyline and Cumbrian hills, representing the collaboration, yet still basing the imagery and colour theme around the Hardknott brand and associated imagery.

Peat Souper, a peated malt brew, brought yet another quality beer into the Hardknott range and allowed LemonTop's creative team to expand on the already successful Hardknott brand.

The idea came from Dave's knowledge of history. He explained, "A lot of people learn at school that Pea Soup Fog, also known as London Particular or London Fog, was a historical smog that plagued London. Because we were working with Fuller's from London, it seemed quite apt to make the historical reference with our beer. I wanted the name to be a play on words but also something that wouldn't be lost on people outside of London.

"Hence the name Peat Souper for our peated malt beer. For the design and look of the label, I wanted LemonTop to do what they do best, and to merge the image of London with our own area in the hills of the Lake District.

"As they always do, the creative team at LemonTop captured my imagination with



a refreshingly simple yet highly effective graphic image."

The beer itself was quite a triumph for the Hardknott brewery team, as they created a highly original yet authentic tasting porter. For a taste of the past, Hardknott used peated malt and a trio of classic English hops – Bramling Cross, Sovereign and First Gold – to craft a delicious, chocolatey smoked porter that evokes the classic London beers of the 18th century.

Both Dave and John, from Fuller's, were delighted with the final product and, along with LemonTop, are looking forward to the next successful collaboration.

For more information visit:
www.lemontopcreative.com

New cutter bottles success for Print Leeds!

As far as growth and investment goes, there are few print businesses currently spending at the level of Print Leeds. The rapidly evolving company – a specialist in the POS market and the printing of beverage packaging – has invested over £3.5m in the last four years with a projected spend of an additional £5m in the next 18 months.

In the last four years, the West Yorkshire business has undertaken a factory refurbishment and extension and also acquired a Heidelberg Speedmaster CX102 UV seven colour printer, and just

recently a DYSS X7-1630C digital cutter from AG/CAD. In the next 6 months, the company will skyrocket its investment plans with a move from the current 20,000sq/ft factory to a 32,000sq/ft facility and also install another Heidelberg Speedmaster XL106 seven colour printer.

With a factory move planned over the summer and the Heidelberg arriving just before Christmas, the management won't get time to relax much during the seasonal holidays in 2017. Thankfully, as part of its investment strategy the 38-employee business purchased the DYSS X7-1630C to help lighten the load.

The company has specialist divisions with

core competences in producing wet-glue labels, UV litho printed plastics, and digital printing that caters for the PoS market and the printing of beverage and food packaging.

As one of the most technically advanced printers in the UK, the business always has an eye on the latest technologies and the 3m by 1.6m DYSS-1630C digital cutter was purchased to replace a smaller, slower and aging cutter. Like the Heidelberg, the DYSS has been acquired to provide capacity, flexibility and added capability at Print Leeds.

For more information visit:
www.print-leeds.co.uk

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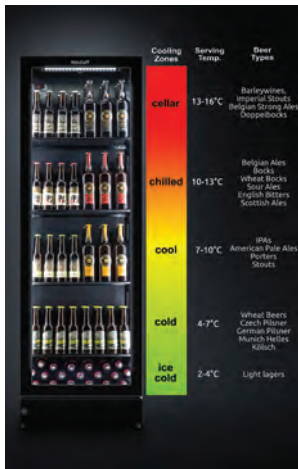
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World's first multi-temperature beer fridge

While delicate artisanal and craft beers are gaining market share in the industry, so are people's interest in experiencing beer in a more passionate way.



Several elements of the entire beer tasting experience are becoming more important, such as proper storage conditions to avoid a "light taste" and the correct serving temperature to unleash the character of each beer. That being

said, every person will choose a beer for a different reason; for flavour or as refreshment and so the need for properly storing and cooling beer at its desirable temperature was necessary.

"I couldn't wrap my head around going to a speciality beer bar or a restaurant and not being able to begin my experience with visual stimulation," said Marco Retzlaff, owner of Retzlaff Beer Fridges. "Much of the experience begins with the eyes and having a bartender

reach down under the counter to pull out my beer of choice, that was not cooled to its optimal serving temperature made no sense to me. Why should my Imperial Stout be sitting next to a Lager?

"It didn't increase my appetite for beer. I figured if I could create something that would, it might just enhance the whole tasting experience."

Retzlaff Beer Fridges, a family-owned business led by Marco Retzlaff, is based in Bavaria, home of some of the best beers in the world. It also lays claim to being the first and only company in the world to design a beer fridge offering up to five cooling zones ranging from 2°-16°C in just one device. With an onyx black exterior and interior, UV-protected LED framed glass door and options for branding; the fridge is carefully designed to draw the eye toward the beer stored in it.

"We are excited to have launched this product in the market and hope to continue being so well received by our peers and clients in the industry," said Retzlaff. The company has also filed a patent for the technology.

For more information visit:
www.retzlaff-beer-fridges.com

Spooky!

Willis Publicity, one of the UK's leading suppliers of premium pump clips, has teamed up with Marston's and the Hobgoblin

brand team to develop a pump clip that would reinforce its status as the 'Unofficial Beer of Halloween'.



After months of design and extensive testing, Willis developed a handcrafted

resin clip that offers incredible levels of embossing bringing the unit to life. By adding flashing red LEDs for the characters eyes it brings an element of spookiness and standout at the Point of Purchase.

To find out more about the Willis range contact Carl Andrews on carl@willispublicity.co.uk or call on 01582 764040.

For more information visit:
www.willispublicity.co.uk

T&J installs tank beer at new venue

T&J has provided installation services and equipment supply for tank beer, and cider and beer dispense, for the launch of a major new Birmingham gastropub.

The opening of The Canal House, owned by New World Trading Company, represents the revival of a much-loved Birmingham venue which has been closed for nearly 10 years. This latest installation follows the success of T&J's tank beer installation at New World Trading Company's The Oast House in Manchester.

T&J has installed the majority of the beer and cider dispense systems, including

beer tanks for Budweiser Budvar's Tankové Pivo. The comprehensive installation that T&J has provided features use of New World Trading's own bespoke taps, which are tailored to the venue's aesthetic.

For The Canal House, T&J has delivered a staggered programme of works – over a period of three weeks – in order to co-ordinate with the scheduling of all other fit-out works.

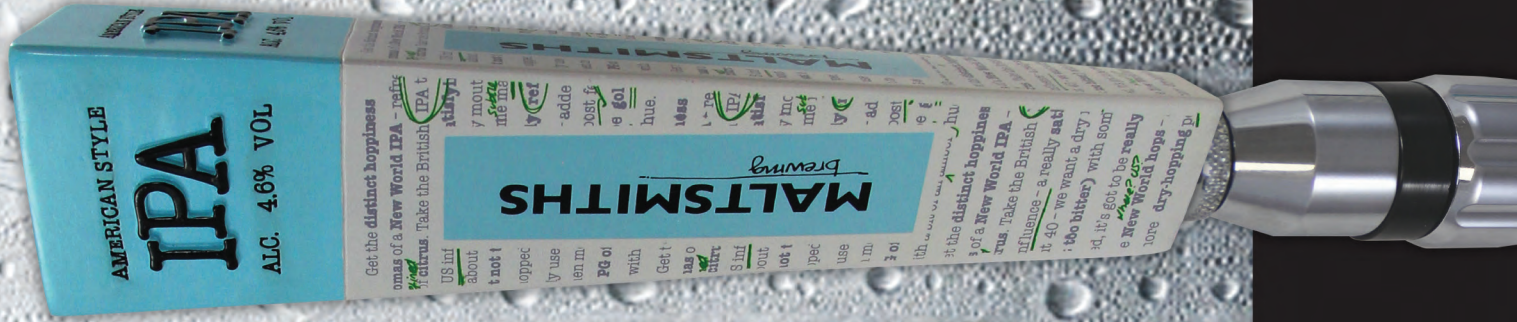
The tank beer installation, which consists of three tanks with a maximum combined capacity of 1,500 litres, resides upstairs in the venue's 'Residency' area and supplies beer to Tankové Pivo taps in

both upstairs and downstairs bars.

Kieran Hartley, Beer Guru of New World Trading Company, said: "T&J left a great impression when installing the Budweiser Budvar tanks at The Oast House and, following that, we wanted them to provide further installation and equipment supply services for both beer and cider dispense at other venues in the group. We are very pleased with T&J's contribution to our venues to date and look forward to having them on board as we continue to grow our portfolio across the country."

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Shedding light on Turbo Yeast

Turbo Yeast was invented and brought to market by SPL International founder Philip Jones over 20 years ago, and despite being entrusted by some of the world's leading alcoholic drinks producers internationally, to many in the industry they're still largely an unknown.

So what is a Turbo Yeast?

They are products that combine active dried brewers, distillers or wine makers yeast strains with nutrition complexes, specifically developed for various fermentation conditions and alcohol product outputs. They combine yeast and nutrition in one product for improved yeast performance and added convenience for brewers when dosing.

The areas Turbo Yeasts typically excel over other yeast products are in fermentation speed, temperature tolerance, consistency, alcohol purity and yield. The yeast strains used in each

Turbo are key to this; they have been specifically selected by SPL, isolated and dried to their exacting specifications. This ensures not only that they are highly viable but that they are perfectly suited to their unique, complex, nutritional formulations. Some Turbos contain up to 28 different nutritional elements that help the yeast withstand various stress factors, maintain healthy Ph and perform optimally throughout fermentation.

The most widely used Turbo Yeast products TY48® & TY24 are generally utilised by manufacturers to ferment low nutrition substrates such as sucrose and dextrose, though there are also Turbo products suited to fermenting potato, molasses, grain, various fruits and other sugar substrates.

Predominantly alcoholic drinks producers are using Turbos to create a high alcohol neutral wash that can be flavoured to make liqueurs, diluted and flavoured to produce a variety of RTD products (flavoured malt beverages, hard sodas, pre-mixed cocktails & more) or distilled



and flavoured for spirit making applications.

The alcohol produced using a Turbo Yeast such as TY48® can provide a notable quality improvement in your end drink; having a more natural, smooth, fuller flavour than if GNS is used.

Tom Jones, from Halewood Wines and Spirits, comments that "SPL's TY48 product has allowed us to produce high quality alcohol in shorter fermentation times, this means we're getting more yield from our fermenters, saving time and money."

For more information visit:
www.spl-int.com

New 'vegan' flocculant could revolutionise real ale clarification

Following a year of successful trials Plater Bio is now manufacturing a natural ingredient that could revolutionise the real ale industry! The product is called chitosan and is extracted from specially cultured fungi.

This radical development makes Plater Bio the only manufacturer of fungal chitosan outside of China. It is hoped that the new material will be taken up by the industry as a replacement for isinglass (AKA 'fish guts') as it is more effective and is suitable for vegan and organic uses.

Dr Russell Sharp, Plater Bio Technical Director stated, "At Plater Bio we are very excited about the benefits of this revolutionary product. Initial trials have shown that fungal chitosan is a far more powerful flocculant than crab chitosan for clarifying real ale. We have worked

with unclarified samples of beer from Pot Belly Brewery in Kettering and the results have been excellent."

Unlike the vast majority of chitosan, which is imported from Asia, Plater Bio's chitosan is not made from prawn heads and crab shells. This makes the new material suitable for applications where animal waste is prohibited or where ingredients need to be vegan/halal/kosher.

Plater Bio's Fungal Chitosan is also REACH regulation exempt as it is a natural polysaccharide. This substance's additional uses include removing humates and other contaminants in water treatment and protecting crops from fungi and bacterial diseases. In fact, the product was initially developed as an agricultural biostimulant and only later was its flocculant activity discovered by the Plater Bio Research and Development team.



Dr Russell Sharp inspecting the first batch of beer clarified with fungal chitosan

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Beer Box Shop keeps on growing

Now in its fourth year, Beer Box Shop is going from strength to strength and is about to make its fourth premises change to allow for the ever-growing range of off-the-shelf boxes.

"Our core customers have always been breweries and specialist bottle shops as you would expect, but over the last 12 months we have experienced a huge growth in sales to pubs, bars, restaurants and non-traditional customers from other areas" said Director Simon Hulse. "As more and more bars and restaurants are stocking ranges of craft beers, ciders and gins, we are seeing a sharp rise in sales as these outlets take advantage of off sales and gifting opportunities."

Beer Box Shop launched its online web shop last year and now boasts the

largest range of off-the-shelf boxes for beer in the UK along with a next day delivery service.

"When we launched Beer Box Shop in 2014 we had a basic range of gift boxes for 330ml and 500ml bottles," continued Hulse. "But the range quickly grew to include carriers, can gift boxes, glass and bottle gift sets, shipping solutions and much more. Our aim is to always offer a fast, professional and friendly service and this has led to a loyal following of customers from the smallest



microbrewery through to large national breweries who receive regular orders of printed boxes".

For more information visit:
www.beerboxshop.co.uk

Can packaging with 'cattitude'

The Five Points Brewing Company is based in Hackney, East London, and has been brewing bold, flavoursome beers in a Victorian railway arch since March 2013 under the guidance of Head Brewer Greg Hobbs and Owner/Director Ed Mason. Saxon Packaging has been working with The Five Points since producing their first three-bottle gift pack nearly four years ago, which is still in use today.

When Five Points had another brew that needed packaging "there wasn't really a question of working with anyone other than Saxon," said Doreen, Marketing Manager of The Five Points at the time of speaking. "We've already had such a brilliant and longstanding relationship with Saxon Packaging, it would be hard to work with anyone else," she continued.

In March, Five Points approached Saxon about producing high quality can packaging for its new Field Day Citrus Pale Ale which is the second beer to be prepared especially for Field Day

Festivals (an East London music and arts festival).

The artwork for the packaging was put together by Kate Lyons, the graphic designer behind all of Five Points' design work and branding. However, The Field Day Citrus Pale Ale product design had a little more cattitude than previous products.

Field Day Festivals had used images of cats throughout its own marketing material and it was Doreen's idea to continue this theme onto The Five Points own product design. After a brain storm with Kate, it was decided to not only feature cats but to use images of cats owned by The Five Points team – how pawesome!

Once the design had been created, The Five Points sent it across so Saxon could produce some eye cat-ching packaging.



Saxon produced two box styles, a 4x330ml can gift pack and a 24x330ml can pack, both of which were lithographically printed. The gift pack also had a matt film laminate applied to provide a more tactile and premium finish. Saxon used lithographic print for quality, and to ensure a really crisp full colour print.

"We are incredibly pleased! The packaging is wonderful and has a great feel to it. The print quality of the colour and the cats is excellent and really compliments the design," said Doreen.

For more information visit:
www.saxonpackaging.co.uk

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How to set up a Nanobrewery Brew-School and Speidels Braumeister NEW course

Brew-School in Bakewell is running a new one-day course in 2018 with Speidels Braumeister on how to set up a nanobrewery.

Nanobreweries are becoming more prevalent as the likes of hobby craft brewers, brew pubs and wedding venues all look to scale up and integrate a commercial brewing operation into their business.

This fascinating one-day course looks at how, by using a Braumeister 200 or 500 ltr nanobrewery, you can set up a brewery without necessarily mortgaging the house or even giving up the day job, providing the ideal stepping stone into the commercial brewing world for an investment of circa £10,000.

This new course builds on the success of other Brew-School courses such as the 4-day 'Setting up a Microbrewery' and

the week-long 'Practical Commercial Brewing (General Certificate in Brewing) Course' which has seen attendees from all around the world go on to start up their own brewing businesses.

General Certificate in Brewing Course obtains funding

Brew-School in Bakewell in collaboration with experts in the brewing industry have remodelled their 5-day 'General Certificate in Brewing (GCB) Course' to incorporate a greater practical input from practising microbrewers.

This IBD-recognised course has also now secured funding for up to 85% of the course for brewers working in the brewing industry who are looking to go on and take the qualification (funding is dependent on their financial circumstances).

Funding towards the course fees of £895 (inc VAT) is limited and will be available on a 'first come first served' basis subject to eligibility. Funding may also be available towards the cost of sitting the exam with the Institute of Brewing & Distilling (IBD) which takes place twice a year in May and November.

**Next course date : 5 - 9 March 2018
Details: gcb@brew-school.com**

**For more information visit:
www.brew-school.com**



The apprentice-led brewing experience

Craft Academy is an apprentice-led brewing scheme that trains beer enthusiasts in brewing, marketing, sales, and branding, enabling its apprentices to launch new beers into the market, while working towards an accredited qualification.

Daniel Scott, 25 and Nancy Nangle, 26 were picked out of thousands of applicants to become Craft Academy's first ever apprentices in October 2016.

They are both over halfway through their bespoke NVQ Level 3 and are looking forward to their future in brewing.



Craft Academy is on the lookout for new talent who want to push the boundaries of craft beer even further, and the recent two-day launch event also served as a recruitment drive for young people interested in a career in brewing in London.

Aspiring brewers could apply to be part of the Academy's apprenticeship scheme during the event.

Dan Scott and Nancy Nangle (both pictured) were on hand for budding brewers to talk to as well as offering advice and encouragement to those interested in applying to join the scheme.

Applicants were also invited to join informal chats with Craft Academy mentors with successful candidates invited for further interviews.

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Marston's raises a toast to Mercedes-Benz Sprinter

One of the UK's top pub businesses and a leading brewer of premium cask and bottled beers is calling time on its long-established, mixed-marque van fleet after deciding to work towards an all-Mercedes-Benz line-up.

Marston's, which operates from headquarters in Wolverhampton, has just taken delivery of eight short-bodied, high-roofed Sprinter 314 CDIs from the local branch of dealer Midlands Truck & Van. Five replace older vehicles which have been stood down, while the remaining three are extensions to the fleet.

Marston's roots stretch back 180 years – it is the world's largest brewer of cask ale and operates more than 1,700 pubs nationwide. The company runs approximately 50 vans, many of which were inherited through acquisitions. In the latest of these, completed in May, it purchased the brewing business and beer distribution rights of Charles Wells, whose brands included Bombardier, Courage and McEwan's, for £55 million.

While Marston's allocates some of its vans to engineers who maintain its pub infrastructure, most are assigned to its distribution team and used to make urgent deliveries of anything from a single case of pop, to kegs and casks of beers. They also service pubs and other locations at which access is restricted.

Marston's now owns six breweries which, in line with its 'local' strategy, operate under their own names. The new Sprinters have been dispersed between these breweries and other depots nationwide, and will be maintained under Mercedes-Benz ServiceCare plans by the most conveniently located dealers.

Air-conditioned and smartly finished in the company's corporate black, they are equipped with audible reversing 'bleepers' and Safe-T-Bars, while their cargo areas benefit from LED lighting, load locks and rubberised linings to protect the ply from damage in the event that a heavy keg moves during transit.



Kevin O'Rourke, who has worked for Marston's for 25 years, was appointed Group Fleet Manager in July. "We have a decidedly mixed fleet of vans and trucks at the moment, with vehicles of all ages and just about every brand represented," he said.

"This situation is neither efficient, nor cost-effective, so we took a step back, conducted a full review of our distribution operation and concluded that a 'one badge' fleet represents the best way forward."

Marston's embarked on a competitive tender process from which Mercedes-Benz and its dealer Midlands Truck & Van emerged as the winners. "As far as the vans themselves are concerned, we've had no qualms about committing to the Sprinter," continued Mr O'Rourke.

For more information visit:
www.midlandstruckvan.com

Pallet network hits new heights

The market for UK food drink products delivered on pallets remained buoyant in 2016/17, which helped Palletways UK to move 5.4 million pallets over the course of the last 12 months.

This figure represented a 5.8% increase on 2015/16 as Europe's largest and fastest-growing palletised express freight network enjoyed its biggest year since launch in 1994.

Key highlights which tell the story of 2016/17 include:

- Largest daily volume in pallets recorded was 27,017, up from 24,696 in 2015-2016 – up 9.4%;

- The number of delivery consignments in a day, with 22,311 being the single-day record, up from 19,715 year-on-year – up 13%;
- Membership numbers in the UK climbed from 107 to 113 – a record high. Dave Walmsley, Palletways UK Managing Director, says: "The figures for this year are outstanding and represent our biggest year on record. Our investment in technology, commitment to expansion in the UK and abroad, and members' dedication to customer service excellence enables us to be the pallet network of choice for food and drink manufacturers."

"With UK food and drink contributing

some £28.2 billion to the economy annually, we've set a course for Palletways to support sectors critical to the day-to-day functioning of the country with recent projects such as our ETA technology, which was a pallet industry first. Our two-hour time notification delivery window provides delivery time certainty for customers and consumers. The expansion of additional regional hubs in the UK South West, Spain and Germany give customers unrivalled access to markets at home and abroad."

For more information visit:
www.palletways.com

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Northwest brewers meet up

As beer enthusiasts themselves, Zoedale love getting involved in the communities of the industries they supply so the company decided to run an event for brewers in Manchester. The event raised funds and awareness for Mustard Tree Charity, helping Manchester's Homeless and people trapped in poverty.

The event was held in the Beer House of local brewery, Seven Brothers. It was an informal affair and delegates were met with free beers on arrival and a chance to catch up with industry peers before the sessions kicked off.

First up was Steve Dunkley from local brewery, Beer Nouveau. Steve explained that he has been brewing beer since the age of 14 (yes, it is legal to brew and consume your own beer at this age) then moved on to how he made the jump to commercial brewing. Steve's session was in depth and provided a step-by-step guide to setting up a brewery from a regulatory point of view.

Next was one of the Seven Brothers Keith McAvoxy who talked about Crowdfunding. Having successfully raised a sum of money to invest in their own

brewery, Keith talked about the different platforms available, how to prepare a pitch, how to decide what equity to give away, what rewards to offer and how to plan to invest the cash. The session was interesting and very useful to anyone thinking of Crowdfunding.

There was a short break for more free beers and some delicious snack food, paid for by Orchestrated Beer. James Bleakley from Kegstar UK took the next session and discussed how you can upscale your brewery to meet demand without investing in a fleet of kegs and casks. Missing or lost kegs and casks cost the industry £50M per year. James explained how Kegstar works – pre-order the kegs you think you will need, the kegs get delivered to you to fill with your produce then distribute to your outlets; they scan the code on the kegs once they need them collecting and the whole cycle starts again.

Lastly, Ben Crow from Orchestrated Beer talked about how this clever software, based on market leader SAP Business One, can streamline your brewery production and make you more efficient. This is the software used by the likes of BrewDog, Camden Town and many more and is now available in an affordable pay



monthly package that is scaled to your brewery. The software handles everything from Accounting, Stock Management & Recipes, Production, Purchasing, Sales & Shipments, Planning & Scheduling, Quality Control and Brewery Reporting.

There were more beers and a raffle! Prizes were donated by Zoedale Ltd and ranged from a set of Marsden B100 Bench Scales to boxes of Seven Brothers Craft Beer.

The event raised nearly £350 for Mustard Tree and all the delegates said they enjoyed it and got some use out of the afternoon. Next year Zoedale plans to run a similar event in London.

**For more information visit:
www.zoedale.co.uk**

Is your brand equipped for the future? asks Myles Pinfold, WPA Pinfold

The brewing equipment suppliers must be thinking every day is Christmas – brewers everywhere appear to be expanding, whilst more and more start-ups are entering the market.

Over the years I've noticed that the brewing sector seems to act at one and the same time, and in the last decade it's become an even more reactive industry – one brewer starts a trend and before you know it everyone else appears to be doing the same. Reactive might be good in certain circumstances, however proactive is better. For brand planning you need to be thinking up to three years ahead and mapping your journey

accordingly. The aim is to be predictive and one step ahead of the game. Sometimes it is better to 'zag' when everyone else is 'zigging'.

Your brand strategy can help to future proof your business by building around the key strategic deliverables:

- Product – Ensure your beers are fit for market – flavoured beers are currently trending, how relevant is this to your operation and what of future trends?
- Price – it's never been a better time to be in brewing, pricing has become premium and beer has a much wider reach (young and old, male and female, rich and poor) – you need to be clear about where your brand is positioned.
- Place – where are the easy wins and

what are your stand-out qualities.

- Promotion – understanding your routes to market and planning around the most effective media channels and platforms are key to achieving best return on investment.

To succeed in tomorrow's market you should start planning today and you need a brand and value proposition that engages your target market. Might sound simple in theory, but believe you me, it takes a lot of blood, sweat and tears – get it right and it will keep you well equipped for the future.

**For more information visit:
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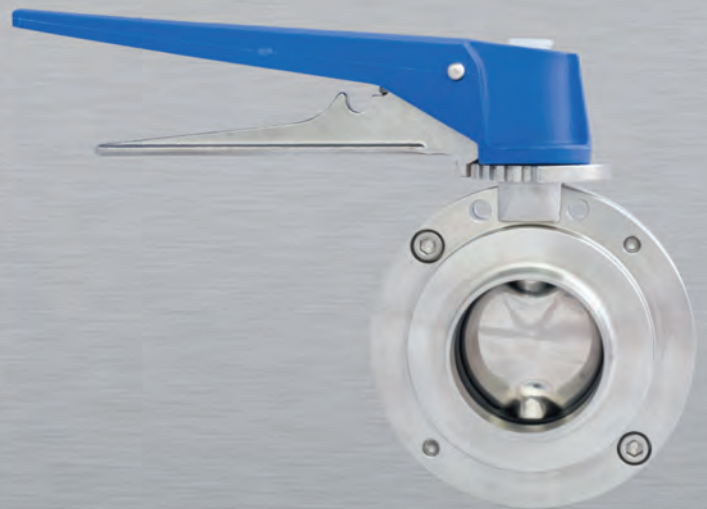
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The view through my glass bottom...

JULIAN GROCOCK

It's not all black and white!

It's like one of those difficult Scotty-from-Star-Trek moments...

'Ah cannae fix it, Captain! It's a problem with the space-time continuum!'

...when you're writing a piece before a scheduled engagement which won't be read until after it's taken place.

I want to tell you about my brilliant participation on the panel at the second UK Beer Debate, at Hopbunker in Cardiff on 26th November, but as yet I don't know how well I did. By now you might, though, because hopefully you're interested enough in the topics up for discussion to have followed the Debate.

Briefly, these covered:

- a) the explosion of beer styles;
- b) the importance (or not) of packaging format; and top of the bill...
- c) the continued relevance (or not) of CAMRA and the GBBF.

To which you can probably add – given SIBA's own internal debate about membership qualification – some confrontational consideration of the relative merits of industry unity against size (and craft) demarcation.

For me, this marks an exciting return into the sometimes abrasive arena of beer politics. And I welcome the opportunity, in this regular column, to reassert myself (and my opinions) a little more closely to the sharp end of

the industry to which I have dedicated most of my working life.

I joined CAMRA in December, 1975, when 'good' British draught beer was mostly in cask and mostly came as bitter or mild. Let me assure younger readers that dinosaurs were already extinct – though prehistoric racist and sexist attitudes were far more the norm than today's residual and offensive ullage, which will hopefully soon be disposed of for good. You might think I'd also be happy, in the context of the UK Beer Debate, to ditch the original (outdated?) values that made me an idealistic real ale campaigner.

Think again. I welcome innovation and the variety it has brought, and the resulting broadest ever portfolio of beers in can, bottle, keg and cask; but at heart I'm an unreconstructed bitter drinker and pub user. I will continue to champion the vital synergy between cask ale and the on trade – every Friday night at least. Good beer is at the heart of such occasions, but it doesn't dominate the conversation while we stand around swirling and sipping and detecting notes of narcissus and hints of humbug. We sup pints.

CAMRA has its issues, which it is thus far failing to resolve through its Revitalisation Project. That, however, does not make it irrelevant. Now I'm out of the pub trade and back at local branch meetings, I promise to address our greatest ever consumer movement's ongoing worth in a future article.



There might appear to be some agreement across the generations that equates brewing evil with giant (and now global) business: Watneys and AB InBev – what's the difference? It's just far too simplistic a conclusion, that's what. The prevailing 'modern' view – propounded in the main by the industry sector that defines itself so assertively as craft – seems determined to paint the world of beer in black and white, with a 'them and us' vision of a clearly segregated future.

As far as I recall, monochrome technology was superseded even before CAMRA was founded, and a refusal to embrace the richness of a full colour spectrum strikes me as blinkered, myopic, and any other sight-limiting adjective you choose to apply. And, most importantly, clumsy attempts at manipulation don't usually yield the outcomes you want.

That's all for now, but I hope appetites are suitably whetted to keep a lively and energised beer debate running throughout the year.

Julian Grocock

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

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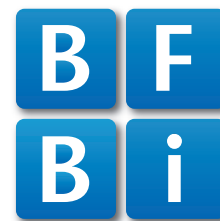
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Brewers/Distillers Benefits



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

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

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

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

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

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

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

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

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

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