



Brewing & BEVERAGE INDUSTRIES BUSINESS

The Products & Services Magazine for the
UK Drinks Production Industry

Summer 2018 - Issue 9

June • July • August



Showcase features

CONTAINERS

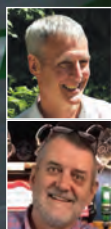
Pages 12-28

BRANDING

Pages 30-33

All the latest products and services news

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Stephen Beaumont, **Julian Grocock** and
'Beer Writer of the Year' **Adrian Tierney-Jones**





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Summer 2018 issue 9

In This Issue...

Our **Showcases** cover...

CONTAINERS

From
Page 12

- New, or pre-owned and re-furbished casks and kegs – for purchase or lease – plus cask repair and branding services, and container closures
- Bottles & cans plus labelling and decoration, and on-shelf packaging
- Bulk packaging & associated labelling for transportation of beer and other beverages
- IT systems for container tracking

BRANDING

From
Page 30

- Logo and image design, plus corporate branding on clothing, promotional literature, and other marketing material, including company websites

Our regular columnists

Ruth Evans MBE urges...
Engage to Change



Page 6

Adrian Tierney-Jones says...
Understand your beer styles



Page 8

Stephen Beaumont asks...
When is a pint not a pint?



Page 10

Julian Grocock warns...
Beware the anti-alcohol lobby!



Page 64

As usual there's all the latest
Products & Services NEWS

Plus useful information for **BREWERS & DISTILLERS**
about the benefits of joining the **BFBi**

Brewing

& BEVERAGE INDUSTRIES

BUSINESS

ISSN 2398-2489

Published by **freerbutler limited**

PO Box 9666 • Nottingham
NG10 9BY • United Kingdom

Tel: **0115 8 549 349**

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"Published for the industry by people who **know** the industry - we produced the SIBA Journal for ten years before establishing Brewing & Beverage Industries Business."

For editorial or advertising enquiries, call the editor on the office number or e-mail: **chris@brewingbusiness.co.uk**

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Word from the BFBi

RUTH EVANS MBE

Engage to Change

The BFBi was set up in 1907 as the Allied Brewery Traders' Association and was established on the back of successful lobbying activity which stopped the closure of 30,000 pubs. Following this, the brewing industry realised it was stronger working together and that strength of a supply chain working together has seen us through many challenges.

Our strapline "Union is Strength" is just as relevant in today's changing economic and political landscape.

One of our main objectives is "to maintain the vital link between the many and varied trades and services supplying the brewing, food and beverage industries." The traditional way to do achieve this is through networking events, lunches, dinners etc. Networking events are one of our KPIs and are of great value to our members, but we must ensure that they match our industry's rapidly changing culture.

It has been brought to my attention that the association can appear to our younger colleagues as simply a gentlemen's club/professional lobbying body when in fact it can be so much more. Never has this been as evident as now. The networking lunches and dinners we organise may be becoming less relevant to younger colleagues so it should be our aim to change that.

With the current spotlight quite rightly on sexism, equality and

diversity in the workplace and with such easy (and instant!) access to social media we must be more mindful than ever of how the association is portrayed. This may mean, for example, that traditional BFBi guest speakers are no longer acceptable and we must modernise as we continue into our second century.

To change the workings of a trade association as old as BFBi takes time and, more importantly, engagement from the membership and industry. We must ask ourselves - How can we positively change an association steeped in tradition but remain relevant? How can we ensure that communications and events are pertinent and in line with current thinking?

I believe that at no point would any BFBi section committee or member representative knowingly create a situation where sexism, racism, inequality was celebrated or used for cheap laughs. However, having seen some recent posts on social media, this is what BFBi appears to have



done/be doing. We must ensure these situations do not continue and, in order for this to happen, I need engagement from those that wish change to happen.

I ask that you engage with me, to change what we do and how we do it so that we continue our relevance and retain the strength of our industry. I also ask that we be able to do, as per our mantra 'professionalism, dignity and respect'.

Every custodian wishes to leave their charge in a better place than when they found it. As the current custodian of BFBi, my wish is to put the association on a path fit for future economic and political challenges, without gender, race or age bias.

Please join me and #engage to change.

Contact me NOW on ruth.evans@bfbi.org.uk

**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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Brewers & Distillers - the BFBi is open to you too! - See Page 66 for more information

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AND MORE
ON PAGE 14



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Called To the Bar

ADRIAN TIERNEY-JONES



Understand your beer styles!

My bedtime reading at the moment is divided between an Austrian novel whose Nobel prize-winning author was likened to Proust, and the style guidelines for the BJCP (Beer Judging Certificate Program). Even though the novel features dozens of characters flitting through 1920s Vienna, it is the style guideline that is the most tasking read, but both are ultimately rewarding.

So why am I doing it? Reading the BJCP's opus, that is. As a writer on beer I have always believed that it serves brewers well to have an appreciation of beer styles and that they should know what the perimeters of any given beer style is. In addition, as a writer and a beer judge, it behoves me to learn (and in this case remind myself) what styles are, how a Helles differs from a Pilsner, how a Schwarzbier is not a stout and what a New England (or Vermont) IPA tastes like.

This is not an argument for standing still, for just brewing the same thing time after time, just because that is what a brewer in, say, 1985 did (though the passage of time might give a beer style from 1985 a heritage status now). Beer styles do change, time takes its toll, legislation and taxation have effects, while a change in ingredients can also influence. Malt improves as does the malting regime; different hops become on-trend; there is a change in a brewery's personnel, all of these factors affects the way a beer style develops. However, this doesn't mean totally overturning the style tables — if you tasted Adnams Bitter in 1985 and Southwold Bitter now, some aspects of the beer might have changed but the two would have more in common than not.

On the other hand, look at IPA and the way this has mutated. A few years ago we thought we knew what an IPA was — either a session beer from Greene King, a strong classic English-style IPA such as White Shield, or an American one from the likes of Stone, Goose Island and Victory. Now, the IPA style is a mirror

splintered into a variety of pieces: fruit, West Coast, East Coast, NEIPA, English, sour, Belgian and — clinging on by its fingertips — black.

Taking this metamorphosis of IPA as evidence some could argue that beer styles are redundant, that brewers brew what they brew. After all, if someone hadn't decided that adding grapefruit to an IPA we wouldn't have the fruit version of the style, for better or worse. Furthermore, this attitude can be a reflection of the streak of anarchy that seems to run through modern beer, anything goes. This is fine when you see the marvellous beers that come from the likes of Wild Beer and Burning Sky (both of whose head brewers, incidentally, spent years honing their skills working to style), but it can also result in such horrors as a lime and lemon IPA or — heavens forbid — glitter beer or a pastry stout.

Am I being a fuddy-duddy, a party-pooper, unable to see that those who cast off the strictures of beer style bossiness are running free like a happy horse in a verdant meadow full of wild flowers? Surely all that we need to care about is whether a beer tastes good, even it's got a full English or a packet of Ritz Crackers chucked in the mix. Brewhouse minds need to be open, and tolerant of what can be achieved when boundaries are broken and rules ignored.

On the other hand, for me there is a halfway house between keeping to the concept of a style and going off at a brewing tangent. If you have a chat with

quite a few brewers, especially those who trained at Herriot-Watt, you will get comments about some brewers not knowing what they are doing, especially when it comes to New England IPA or the current fad for milkshake beers.

That is why I would like to see brewers understand a beer style before heading off into the wilderness. Or as Thornbridge's head brewer Rob Lovatt once said to me, 'I think you have to have experience to hit the right specs for beer styles, after all Heston Blumenthal had been trained as a chef before he made snail porridge. I believe that a lot of brewers cannot hit the specs for a style and so we get all kinds of odd beers. The reason why beer styles are successful is that they have been proven over time.'

The underlying message to me is that styles are there as a way of showing what brewers can do and what drinkers can expect; also a signpost for the drinker who wants to know what they are spending their money and time on. After all, for a beer to be popular it's an accepted wisdom that consistency is essential unless you are a farmhouse or a sour-orientated brewery that has made a virtue of producing a beer that tastes different every time (which isn't a bad thing as the beers of Cantillon in Belgium and several sour merchants in the UK demonstrate). And echoing Rob Lovatt's comment and moving from the kitchen to the atelier, even Picasso learnt to draw before he went off and did the weird stuff.

Adrian Tierney-Jones

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

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

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

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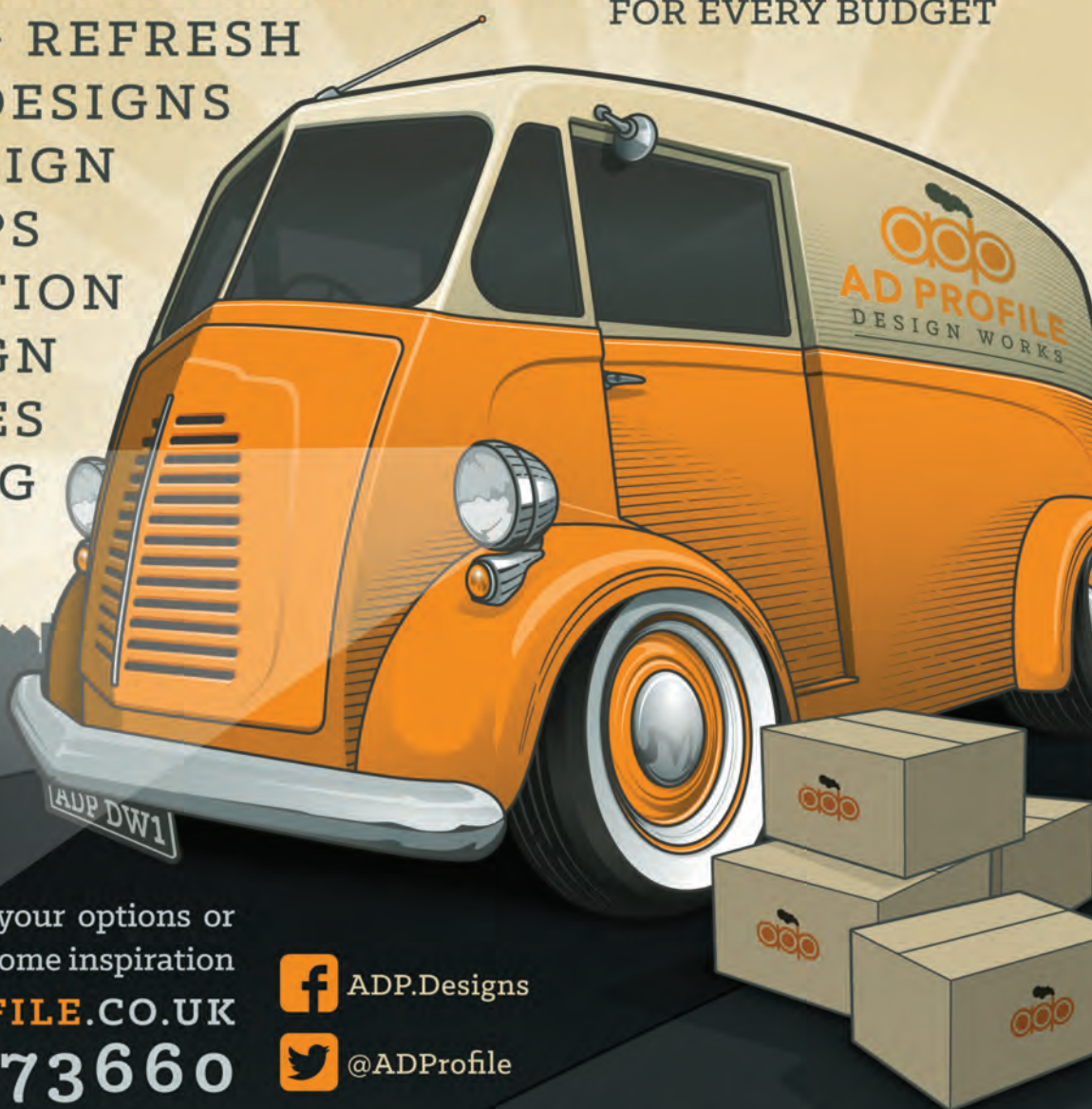
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Letter From North America

STEPHEN BEAUMONT

When is a Pint Not a Pint?

Once upon a time in North America, when 'craft breweries' were still 'microbreweries' and IPA was a novelty, buying a draught beer in a bar was a pretty straight-forward proposition. Most bars in the United States sold American-sized pints in a thick-sided 'shaker' glass – so called because it was developed from one side of a two-part cocktail shaker – while most Canadian bars served Imperial pints in a nonic or barrel mug, the exceptions to the rule being British Columbia and parts of Alberta which, for some odd reason, tended to favour the US measure.

Sure, some bars sold different sizes, pony glasses in old school taverns and 12 ounce mugs in usually rural bars and restaurants, but generally speaking a pint was the rule.

I mention this because, unlike in the UK and parts of continental Europe, there was back then no standardized service size for beer in Canada or the United States. A convention, most certainly, hence the wide-spread use of the pint, but never a government-mandated measure like the pint and half pint – now, of course, joined by the one-third and two-third. Bars simply went with the glass or glasses that worked best for them, and most found that the pint was that glass.

Even after alcohol contents began to rise, the pint prevailed. I have vivid memories – perhaps surprisingly so! – of being served pints of 8% alcohol Niagara Falls Eisbock in what was at the time Toronto's top beer bar, and south of the border even early barley wines were sometimes found in pints, although usually with the stipulation that patrons were limited to a maximum of two. Eventually, however, those long-held conventions began to shift.

At first, the changes were subtle, and in some cases sneaky. In the early 2000s, a new shaker glass was introduced in the United States which held only 14 ounces, but looked like the traditional, 16 ounce glass, and was often served without comment on its size. It was followed by

another glass that held even less. Drinkers rebelled, sometimes aided by negative publicity in the media, and the offending bars by and large went in search of new glassware.

Meanwhile, in Canada the wide-spread adoption of the metric system allowed for the introduction of variously sized glasses based upon fractions of a litre, and as the Belgian beers and styles long appreciated in Québec began showing up elsewhere in the country, so too did more ornate, differently sized glasses. Acceptance came slowly, but it did come.

Over the past several years, however, the trickle has turned into a fairly sizable stream and, particularly in singularly beer-focused places, a relatively wide variety of different glasses has appeared. Indeed, in many big cities these days, the pint is beginning to seem like an endangered species.

Take, for example, the cross-Canada beer bar chain, CRAFT Beer Market. With seven locations in British Columbia, Alberta and Ontario, each outlet of CRAFT averages close to 150 taps and, depending on the brand being sold, draught is served in one of five differently sized glasses, all in metric measurements. A few, mostly European beers are poured in half-litres, but the vast majority, including virtually all the pale ales, IPAs and pilsners, are served in 0.4 litre glasses, 73 millilitres less than a US pint and 168 millilitres shy of an Imperial pint.



While it could be argued that smaller serving sizes better accommodate the 5.5% to 7.5% alcohol content of a typical modern IPA, not to mention more than a few pale ales, I suspect that the greater factor at play in CRAFT and at other urban beer specialist bars is sticker shock. With keg prices steadily rising and Canadians among the most highly taxed drinkers in the world, smaller sized glasses mitigate the need to start serving \$10 tax inclusive Imperial pints.

In the United States, the cost of goods sold, or COGS, is perhaps less of an issue, but for bars specializing in hard-to-get specialties from cult brewers, certainly increased COGS is a factor in the adoption of smaller serving sizes. That plus a growing desire to differentiate from the shaker pint-serving bar down the street and a need to present high alcohol ales and lagers in moderate quantities all lead to the appearance of tulip and snifter glasses in bars that were formerly pint-or-nothing places.

In the end, so long as a bar is transparent about what size it is serving for the price and not trying to pass off a lesser quantity as a pint, the shape and capacity of the glass in which a beer is served shouldn't matter. And in the case of the exorable shaker pint, against which I have long campaigned for both its ugliness and inferiority as a vessel for beer, pretty much anything is an improvement.

Stephen Beaumont

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

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

His new website is itravelforbeer.com and he can be followed on both Twitter and Instagram @BeaumontDrinks

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For more information visit:
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Strong demand for Schäfer kegs

The UK sales director for Schäfer Container Systems, Mike Hickman, has highlighted the strong global demand for kegs world-wide for the remainder of 2018, a demand which results in lead times which some brewers find difficult to live with.

According to Mike, kegs are a major capital investment with a potential lifespan of twenty years and should be planned accordingly. "From talking to UK craft brewers, it seems that one-way keg rental schemes can be open ended when it comes down to the costs charged per day," he says, "so considerably more expensive than originally planned.

"Also, one-way kegs are being closely examined re their environmental sustainability and disposal after use."

With the introduction of the returnable ECOKEG which combines stainless steel and polypropylene for the hoops, Mike believes that lead times for



craft brewers can be reduced, while saving money, reducing weight and also highlighting their brewery logo in the keg design.

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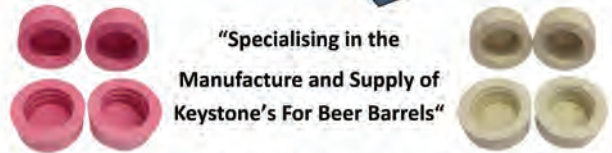
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Croxsons leading from the front

Sporting a newly refreshed website, leading glass packaging business, Croxsons, continues to offer the best choice of glass bottle containers, closures and decoration to international food and beverage brands.

The service provision is underpinned by being able to provide its clients with a 'more than packaging' approach. And as Croxsons nears the remarkable milestone of 150 years in business, this value-added strategy has seen the firm achieve 15%–20% growth year-on-year.

A recent example of this in practice saw Croxsons supplying independent family brewers, Robinsons, with 1 million highly-intricate 3-colour printed crowns and glass bottles for the launch of a new golden English ale: Trooper – Light Brigade, a premium British beer. Having teamed up once again with British rock group

Iron Maiden, Light Brigade is designed as a session ale for beer and music fans everywhere, but will also be produced on a long-term basis, differentiating it from the other limited edition Trooper beers.

5p of each bottle sold is donated to Help for Heroes to help the thousands of servicemen and women living with complex physical and mental injuries and are looking to regain their purpose in life.

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Sustainable kegs made in the UK

Across all continents, breweries, winemakers and producers of soft drinks and other beverages are making the switch to Lightweight



Containers' one-way kegs, KeyKeg and UniKeg.

Since its inception, the manufacturer from Den Helder in the Netherlands has grown into a global supplier, serving thousands of customers from warehouses and sales offices spread worldwide and production facilities in the United States, Germany and the company's native Netherlands. This summer the fourth production facility in Seaham (UK) will be operational.

After years of great success with the KeyKeg, Lightweight Containers has expanded its product range with the UniKeg. The UniKeg is an amber-coloured one-way keg, with the same dimensions and double-walled strength of the KeyKeg. It has a sankey D or S fitting and a spear to dispense, instead of the inner bag in the KeyKeg.

By adding the UniKeg to its product range, the company feels it can serve its customers better by offering a high quality packaging for every situation. Sustainability is of the highest importance to Lightweight Containers. The company's CEO Anita Veenendaal explains; "Although the KeyKeg's carbon

footprint easily complies with the sustainability targets of most companies, our team is constantly working to increase the sustainability even further. At the moment any KeyKegs which are returned can be used to produce new KeyKegs."

In order to further support this ambition, the company is setting up plans for large-scale collection of used KeyKegs together with OneCircle, a new company, initiated by Lightweight Containers.

Currently Lightweight Containers is working together with OneCircle on the collection and recycling of KeyKegs in the pilot areas of Amsterdam, Rotterdam, Brussels, Paris and London. The idea is to create a blueprint which can be used in other regions as well. At this moment the company is searching for logistical partners outside the pilot areas. If you are able to collect and store larger quantities of used KeyKegs (>1500 units) and want to make a contribution, please contact either company via the websites.

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When talking with brewers, whether those handcrafting microbrews or mid-sized operations, the issue that arises time and time again is quality, quality, quality.

There is no doubt that the UK brewing market is among the most competitive in the world – and it's still growing. And while more competition is a great thing for the beer drinker, for those looking to turn heads in what is an increasingly crowded marketplace it is doubly important that every drop of every brew needs to be served to each customer in absolutely perfect condition.

While utmost care goes into perfecting each brew to gain the right balance of flavour, body and aftertaste, it is important not to overlook the importance of the container in which it is brewed and distributed. Not only do we believe stainless steel kegs produce the best quality brew, they control and retain those qualities throughout the entire process, right until the moment it is poured into a glass at the point of sale.

But like any piece of equipment used in the brewery, stainless steel kegs need

regular maintenance and cleaning. Using a keg servicing provider with a deep knowledge of stainless steel kegs is the best option to ensure your keg fleet remains in top condition to keep delivering the perfect brew time after time.

THIELMANN is a leading manufacturer of stainless steel kegs, and we have expanded our servicing options so that we can offer full keg fleet maintenance, repair and servicing to customers right across the UK. No matter if your operations are big or small, and your keg fleet numbers in the tens or thousands, our servicing programme can be 100% tailored to your needs.

Our full service and repair programme, provided from our Dewsbury, UK, facility, includes internal and external inspection, neck repair, chime straightening, spear maintenance, customisation, re-branding, cleaning and tagging options.

The maintenance process includes visual inspection and assessment, internal and external inspection, pressure test, record of fault analysis, spear maintenance and refurbishment, including breakdown of extractor for ultrasonic cleaning,



specification checks and data logging. Once kegs are returned to their zero hour state following cleaning and repairs made where needed, kegs can be customised with fleet branding solutions to make each keg stand out and bring brand visibility throughout the supply chain via logo embossing, screen printing and colour banding.

Tracking solutions can also be implemented and managed for the entire keg fleet, to give brewers deeper knowledge of their keg fleets, the ability to compare keg availability against forecast, and to identify asset losses and loss rate trends.

We believe stainless steel kegs are the best investment you can make for your brewery and your beer. Make sure they stay in top condition, and they will reward you – and your customers – with the quality brew you have worked to perfect, for as long as 30 years.

For more information visit:
thielmann.com

Use SPAsoft for accurate data collection

Whether they are short-term rental, long-term rental, leased or owned, beer can't be racked or shipped without casks or kegs.

Once the FVs and CTs are full the pipeline closes without the relevant retail containers. Tracking your containers from the start of the process ensures your beer stock levels are accurate. Using robust and reliable barcodes takes out the errors of manual recording, without adding the expense of RFID, to make data collection fast and simple.

Accurate data collection can also give you traceability of ingredients by cask.

Manage your casks with SPAsoft. Improving your cask/keg turns rate from every 16 weeks to 12 weeks reduces the number of casks you need by 25%, improving your profitability by reducing your monthly outgoing or capital investment. To achieve this effectively without creating more work by recording cask serial numbers manually, you need a system.

For the cost of 15 replacement casks a year, you will know where they have gone and how long they have been there and integrate your stock control, order management, delivery planning, invoicing, and duty calculation.

The brewery cask loss per year on

average is 4%, and 16% of casks recovered in 2016 by Kegwatch were due to the supplier not uplifting.

To manage your containers efficiently, integrate your cask/keg tracking with your brewing. Improve cask recovery with 'casks on premises' listed on your invoices, checking for empty casks within 5 miles of a delivery reduces the cost of collection and improves your turns rate.

SPAsoft's BMS cloud will help you improve your cask/keg turns reduce losses by recovering them sooner saving you money.

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



SOLUTIONS FOR THE BREWING INDUSTRY

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Welcome to the Dark Side!

Glass manufacturer Beatson Clark has introduced a new decoration service for brewers looking for an innovative and creative way to make their bottles stand out on the shelf.

Beer bottles made by the long-established South Yorkshire company can now be spray coated black to give them an unusual and luxurious appeal.

Beatson Clark showcased some of the black beer bottles at BeerX in Liverpool in March and they were extremely popular among delegates attending from the brewing industry.

Black spray coating is perfect for the crowded craft beer market, where the choice for consumers is so varied that breweries are constantly looking for new packaging ideas that will catch the eye.

The water-based spray coating is cured

at around 195°C, which produces a very durable finish resistant to scratches and scuffs.

Beatson Clark offers the spray coating decoration from only 50,000 units from its extensive range of stock beer bottles. Decorating beer bottles using this process can be much more cost-effective than creating an entirely new bottle made from black glass.

Not only are they good to look at, but says Charlotte Taylor, Marketing Manager at Beatson Clark, the black spray coated glass is also excellent at protecting the beer inside the bottle.

"Our amber glass already protects the product inside from a minimum of 90% of UV rays on average, but the additional black coating would enhance this protection by up to 100%," said Charlotte.

"We deliver the products ready sprayed,



and we can also supply customised closures and other decorative options such as sleeving, labelling and screen-printing.

To find out more about black spray coated beer bottles, or any other kind of glass container, call Beatson Clark on 01709 828141

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

Beer Combo returnable transport solution

Whilst the extraordinary growth in the UK microbrewing sector continues, many of the major players from the brewing industry and from outside come to that, are starting to invest.

With them comes a degree of professionalism and industrial process beyond the resources of the large majority in the business. As such craft brewers can't afford to rest on their laurels, they need to work hard to get their product into that limited shelf and bar space.



When considerable effort has gone into achieving a brew that meets the aims of its maker, getting it to the customer in the same condition is crucial. In a market where small pack products, bottles and cans, represents a strong and sizable proportion of production, the competition is fierce. Many brewers, therefore have the added headache of having to get their baby to their chosen packaging supplier in tip-top condition.

The received wisdom in this area was always to opt for the bottle and cage 'Schutz' type IBC, able to hold 1000ltrs of product and designed for easy mechanical handling by shippers etc. For a number of years now however, there has been an alternative, and says Arlington, a far superior means of transporting ale in

semi bulk quantities to the packaging plant, the bag-in-box IBC.

An example of this is the Arlington Beer Combo, an all plastic bag-in-box returnable transport solution whose advantages over traditional methods represent one way in which the independent brewer can keep up with the processes of the larger players without breaking the bank.

The number one reason why it is proving so effective is probably the single use liner bag. The Beer Combo itself is a large collapsible plastic box designed to be robust, easy to clean, store and transport. The clever part is the single use liner 'bag' which sits inside the Combo 'box'.

The liner is guaranteed clean (made in a food grade BRC IOP certified environment) and incorporates all of its own inlet/outlet features, thus removing all of the cost, time and uncertainty associated with the cleaning of traditional rigid containers (including tankers).

Continued on page 20

Come over to the dark side

with our sprayed beer bottles

Glass beer bottles sprayed black not only give your product real shelf appeal, they can also protect your beer from 100% of UV rays.

Beatson Clark's customers can now benefit from a range of sprayed finishes including luxurious matt black.

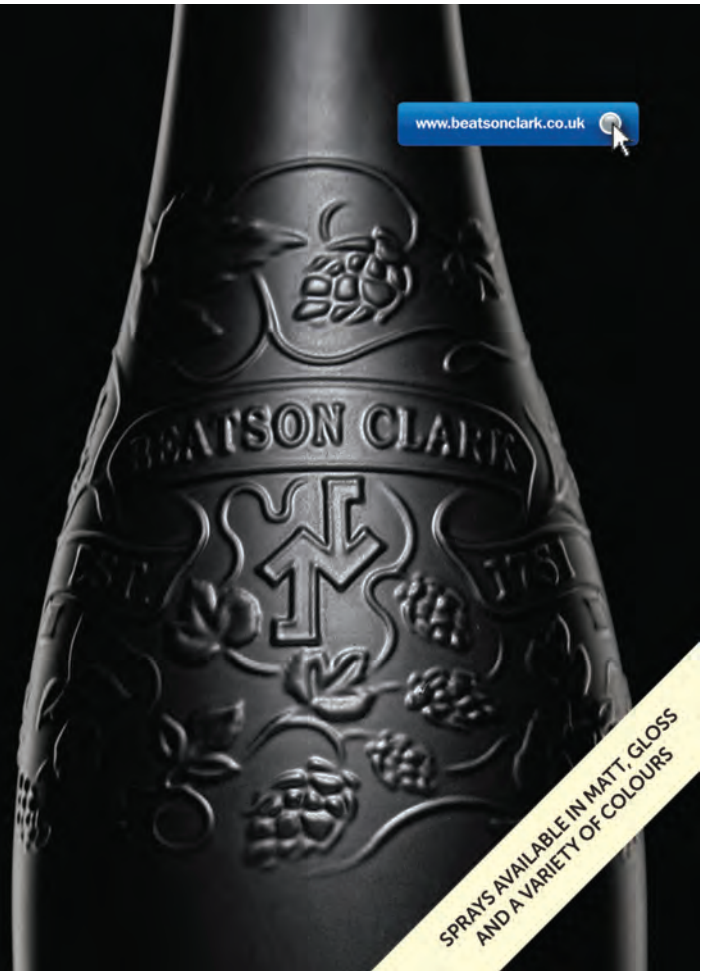
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- Single use liners remove the need for fastidious cleaning regimes along with all the time, chemicals and energy that they involve.
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- Competitive daily hire rates, low cost fittings and consumables.
- A range of liner options including EVOH and MetPet high barrier products, and bespoke fittings service.

When you look at the ways that the BeerCombo from Arlington can reduce production risk and cost, the answer must be; definitely not!



For more information contact Sam or Nick on 01672 563723.
www.beercarriers.co.uk
Twitter: @BeerCarriers



Beer Combo returnable transport solution

Continued from page 18

Liners are a reliable and easy to use and when new empty of everything including air. Once the fill hose is attached to it the only thing getting into the liner will be what comes down the hose, no air, no dust, no leftover cleaning product. Once filled either completely or partially, with the hose removed, excess gas will come to the top and can be expelled from the liner which can then be sealed – no purging required. Once in the liner your product is safe from all kinds of external contaminants including the DO pick up associated with rigid containers and the effects of UV through its translucent sides

Being able to manage the hygiene, O₂ and UV factors plays an important part in reducing the risk of developing unwanted taints, odours and flavours within the beer and importantly increases the shelf life of the packed product. So, as with the brewers themselves, packaging companies pride themselves and are judged by the quality of their product. This has led to many of the growing number of quality bottling and canning companies either recommending the use of bag-in-box units or providing them as an integrated part of their own service, after all the quality of the packaged product is intrinsic-

sically affected by the quality of the product inside it.

As a demountable unit the Arlington Beer Combo can be collapsed down to 40% of its operational size making it easy and low cost to store and transport with many brewers able to have the Combo returned from bottling with the bottles at no additional cost. 4 empty Combos can be transported in a single pallet space within the pallet network.

And what of the cost? The traditional bottle and cage, rigid containers seemingly represent good value, with new units running in at less than £150 and refurbished/rebottled units for as little as a half of that. The Beer Combo costs something more like four times that for a new unit with the cost of consumables on top of that. However, the beer combo is also available to rent on a day, month or yearly basis. The advantage of doing this, apart from the out and out cost advantage, is that you only need to have the amount of containers that you actually need at any given time. Expand the number for busy periods, contract or de-hire completely for quieter ones.

Overall then the Beer Combo offers considerable quality and logistical



benefits and is probably cheaper to operate than the traditional options as well helping you to get a better nights sleep. Small pack products will be of a better quality and keep longer than before helping to redress the balance between you and the big boys.

Thanks to Vic at Cerne Abbas Brewery for the pictures.

For more information visit:
www.arlingtonpackaging.com

Cornish absinthe catches the eye

Cornish distiller, Pocketful of Stones started with a gin and is now focused on another dream, absinthe.

Absinthe is seeing a revival and is produced in dozens of countries including the US, where the production ban was lifted in 2007.

"I was intrigued to give Absinthe a go and wanted to challenge myself," states Shaun Bebington of Pocketful of Stones. "It meant working with flavours one might not normally use but I also wanted to stick to ingredients and the environment that influences us here on the Cornish coast."

Morveren Absinthe was born, and the stunning packaging of the drink will

most definitely catch the eye. The tall, clear glass bottle highlights the almost luminous pale green, yellow colour of the spirit and both the label and the outer sleeve reflect all that has gone into the making of this absinthe.

"The packaging needed to reflect not only the ingredients but the history of absinthe, the ethics and values of the distillery and its surroundings, and the story behind the drink," states Bebington. "The label needed to have exceptional foiling and finish and be of a high quality with precise die-cutting. So this was quite a challenge for the label printer. We chose a digital label company to produce this because it is a small batch, hand-crafted product with a short production run. Label.co.uk was able to

give us the label quality and finish to complete our high-end packaging. Their foiling and die-cutting is exceptional. As you can see on the label."

label.co.uk is an online, label printing company that manufactures professional, custom-printed roll labels for brands and businesses of all types and sizes, but particularly for the beer, wine and spirits industries.



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

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One-stop closures shop at UB Plastics

UB Plastics, situated in Burton On Trent since 1983, is a primary manufacturer of a complete range of plastic 2-piece shives in five different sizes, to suit Keg Logistics, Thielmann, Sovereign, NDL Keg Europe and Maisonneuve stainless steel casks, plus Brewery Plastics plastic casks.

We also manufacture a standard No.2 thermoplastic keystone to suit all stainless steel and plastic cask variants. Our shives and keystones are manufac-

ured in a wide range of colours and there is no minimum order quantity.

We also manufacture a plastic cork which is more environmentally friendly than traditional cork, and cheaper too.

UB Plastics also manufactures a complete range of keg caps in three sizes - S Type, G Type and A Type. All caps are in mould labelled offering fantastic branding quality and clarity in up to five colours, all for no extra cost.

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



Petainer launches petainerKeg™ Hybrid

Petainer, a market leader in plastic container innovation, has unveiled its new petainerKeg™ Hybrid as part of its global keg family of products. The one-way Hybrid keg offers universal filling, excellent handling, safety and sustainability benefits.

Petainer's team of scientists and technical experts has worked closely with partners such as KHS, a global leader in keg filling equipment, and customers to ensure the keg design meets the exacting needs of users across the drinks industry - from beer, wine and cider, to cold brew coffee and kombucha.

Commenting on the launch, Erin Corstanje, group director NPD & technical support, said: "We set out to design and develop a versatile PET keg which provides the best user-experience and compatibility with existing systems which lowers the barrier to entry for draught products. We have achieved this and maintained the significant cost and sustainability benefits which are so important to our customers' CSR objectives, such as reducing the carbon footprint and water use."

More cost-effective and sustainable, PetainerKeg™ Hybrid has a lower total cost of ownership than other packaging

formats such as steel and glass, because it can be filled, sent and recycled when it is empty, cutting out costly return logistics and washing processes. In addition, only minimal investment or adjustments to filling lines are required because the keg has been designed to be filled using existing equipment, whether it is manually or on semi and fully automatic lines.



The keg can also be sold as a kit and then blown and assembled at the filling plant in the local market, providing cost-efficiencies and helping to improve profits for larger breweries producing high volumes of draught beer. Easier to use and recycle, the keg provides superior handling and stacking compared to many competitive products, thanks to its ergonomically designed top and bottom chimes, and is just 10% the weight of a traditional steel keg, making handling at the filling plant and on-trade easier.

Like other products in the petainerKeg™ range, Hybrid can be used with universal coupling systems, with flat fittings compatible with Micro Matic A and G systems and well-type fittings compatible with Micro Matic S and D systems, so customers know their product can be dispensed anywhere in the world.

Once empty, the keg is easier to depressurise and disassemble than other PET kegs - the chimes simply unclip from the keg body so that all parts can be recycled as part of the waste stream.

Petainer's kegs meet the highest industry standards for safety and product protection and have been fully approved for use by three out of the top five global breweries.

Hybrid provides enhanced product safety because it is blown from a heavier weight preform to provide a thicker keg wall. This makes it more pierce resistant and can withstand an operating pressure of 3.10bar (45psi), with maximum operating pressure of 4.14bar (60 psi).

Hybrid's thicker wall also means improved CO₂ and O₂ gas barrier properties, helping to protect the quality of the beer. Independent tests show that the keg keeps the beer as fresh as other containers in the packaging mix.

VLB taste tests* show that after nine months the taste hasn't changed and is on a par with steel kegs.

Initially available in 20 Litres, and soon 30 Litres, Hybrid is the latest addition to the petainerKeg™ portfolio which comprises petainerKeg™ Classic, petainerKeg™ with USD top and sleeve, and petainerKeg™ Linestar.

For more information visit:
www.petainer.com



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UB Plastics Ltd, situated in Burton on Trent, are the primary UK manufacturers of a complete range of 2 piece plastic shives in 6 different sizes to suit all cask bush variants. We also manufacture thermoplastic keystone, hard pegs, keystone re-sealing bungs - which are a far cheaper and more environmentally friendly alternative to cork - and a complete range of keg caps.

Shives, keystone and keg caps can be customised to our customers requirements. We manufacture in a large range of colours and can also offer printing on the shives.

UB Plastics Ltd is delighted to announce that it is now the UK representative for Maisonneuve Keg of France



Founded in 1939, Maisonneuve group designs and manufactures Stainless Steel Tankers, a full range of Kegs, 9 Gallon Casks and water treatment units. Family owned business since 3 generations, Maisonneuve is the only French manufacturer of stainless steel Euro kegs and casks and complies with EN ISO 9001 standards. We offer customized products and various types of fittings according to your needs.

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

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12 x 500ml Bubble Boxes
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New Sheffield site for NDL Keg Europe

NDL Keg Europe (formally Crusader Kegs and Casks) is opening a new site in Sheffield.

European sales manager, Justin Raines, said, "This project has been a long time coming, as we had struggled to find the right premises to meet our needs. This new site fits the bill perfectly, as not only are we close to a number of major routes, we now have a dedicated

transport company next door. Harris Trucking Storage has 100,000 sqft of warehouse space, and several delivery bays that we can utilise, making our operation easier to manage, as all our containers can now be stored in one central location.

"Being part of a the NDL Group has given us some major benefits, including investment to allow us grow the

business. This year we have added keg and cask washers to our portfolio, and we are now able to offer the iSpaniel tracking device on our kegs and casks."

The new site was due to officially open at the beginning of June.

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

Tagging technology enables truly comprehensive container tracking

Managing assets is crucial to operating a brewery, as it is any business, and a critical part of ensuring good housekeeping and profitability.

As every brewer knows, containers such as casks and kegs are a valuable commodity and for an average regional brewer, the cost of operating a healthy stock of around 50,000 containers can run to upwards of £250,000 per year. Knowing where the containers are at any one time is therefore essential.

But keeping tabs on them is not easy - and once they leave the brewery, controlling their whereabouts is a constant challenge, especially when trying to make the process of turning a container around - from filling, to delivery and then collection after three weeks - as efficient as possible. Yet despite being such an important process, container management has relied on decades-old technology without significant innovation.

Status quo

Mid-sized breweries employing tracking of any kind will be familiar with the status quo - the use of barcode labels, printed out and stuck onto the containers. In some cases up to three labels could be applied, to plot the destination, the contents and its fill status.

Containers are designed to be robust, to deal with their harsh life cycle of being roughly handled, dropped, rolled, stored outside in the elements, and then put

through an 80 degree caustic wash. So cases of tracking labels falling off, being scrubbed off, fading and being scratched are commonplace.

"We were finding it a nightmare," explains Hobsons Brewery founder, Nick Davis. "The time spent printing, sticking, and replacing the labels was onerous. The whole process seemed prehistoric when you consider the technology that's out there.

"I couldn't say with 100% certainty where all our containers were at any one time. Not knowing where your containers are means the potential for delayed returns and collections, which of course impacts on efficiency and profitability." Nick spent years improving the container management systems at Hobsons but, like all good meetings, it was in the pub when a potential ultimate solution was identified.

Near Field Communication

Through friends and contacts, Nick was made aware of Near Field Communication (NFC) technology, already being explored by the University of Warwick for asset tracking.

Distinct from Radio Frequency Identification (RFID) devices, which are large, expensive and require power, NFC chips are small, battery-free, cheap to produce and currently exist in many areas of modern life, from mobile phones to contactless card payments, and public transport passes.

"We wondered about the possibility of implementing a container tracking



system using NFC," Nick said, "and with some crowdfunding and further work with the University, the iSpaniel company was born."

Worcestershire-based, iSpaniel took on Nick's idea and with input from the University's Warwick Manufacturing Group, developed a proprietary tag that houses a NFC chip and which bonds to the metal of the container, using aerospace- and Formula One-grade adhesive.

Bill Webb, iSpaniel CEO, said: "The design and method of sticking the tags to the containers was a crucial part of the development. We've now got to a stage where you would need a hammer and chisel to remove the tag. Once it's on, it stays on."

Continued on page 26

CRUSADER are changing...

We're delighted to announce our
launch as NDL Keg Europe.



EUROPE LIMITED

New name, same great value & quality.

Tagging technology enables truly comprehensive container tracking

Continued from page 24

Alongside the iSpaniel Android app, the tags work by being scanned by smart phone at each stage of the container's life cycle - at fill, giving brew ID and product information, then at delivery location, then at collection. It creates an entirely paperless operation.

Real-time insight

The scanned data is automatically uploaded and stored in the cloud, and customers check in to a plug-and-play browser-based dashboard, allowing real-time insight into container movements, in depth reports, maps, and the ability to home in on problem areas.



The improved process control means that brewers can now track containers - and importantly locate delayed returns and bring them back for refilling - much more efficiently and quickly.

Feedback from breweries is that they're seeing a 20% or greater reduction in turnaround times, on top of the saving on capital costs replacing lost containers. Greater process control leads to better quality control and Bill said the latest update to the system means brewers can now ensure SALSA compliance through complete traceability of the brew.

"We've now integrated brew data, showing who brewed it, with what ingredients, and using which equipment. They can see where the other containers from that gyle have gone, and take action quickly if an issue occurs. This data exists, we're just bringing it together and for brewers, simplicity is key."

Bill said that as new kids on the block, the company was agile and hungry for greater innovation.



"We'll continue to innovate and enhance the tag, and are currently exploring newer technologies that may one day allow the tags to broadcast data by themselves, removing the need for any human intervention at all, automatically sending messages and alerts."

For more information email:
enquiries@ispaniel.com

Our keg rental service

Close Brewery Rentals offers a fixed monthly rental over an agreed term. Kegs can be branded to your specification and delivered to your brewery.

Why choose keg rental?

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- Your own colour band identification or simple branding added by our world class factory in Yorkshire. Contact us today to find out how we could help.

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

Website launch for Emmerald

Emmerald Polymers has announced that its new website has gone live and breweries and brewers now have access to its products 24 hours a day.

Since relocating the manufacture of the Emmerald GreenCask to the UK last year, Emmerald has been looking at how it can continue to improve and provide a broader service to its brewery customers. The newly launched EP website provides information, news and technical information with the added convenience of a new online shop. This facility allows the company to make its products accessible to all brewers looking to buy a quality, cask more conveniently at a good price.

"Our new online shop will allow us to provide our customers with convenient 24-hour access to our products supported by our customer service

during office hours," says Greg Whitehorne of Emmerald Polymers. "Many of our brewers are hands-on and busy during the day delivering, brewing and looking after their own customers. By providing an online shop customers can buy shives and casks at a time that suits them.

"98% of EP casks are customised orders. When our customers choose to order online, every website order will be handled personally and co-ordinated by our team to confirm your branding requirements and check for delivery etc.

"At Emmerald Polymers we offer a custom colour facility to breweries wanting to stand out. For breweries looking to purchase larger quantities of casks please contact us for details of EP credit and finance options."

For more information visit:
www.emmeraldpolymers.com

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Showcase **CONTAINERS**

Environmentally responsible multi-pack carriers on show at BeerX

The 2018 SIBA BeerX show in Liverpool was a fantastic success for PakTech. We saw many familiar faces and met many new business prospects. We are excited about the opportunity to expand our service to the UK craft brewery market with our environmentally responsible multi-pack carriers and application equipment.

One of our main goals of the show was to highlight PakTech's environmental story.

PakTech's commitment to quality is paralleled by our commitment to the environment. We are dedicated to bringing the highest quality packaging handles to the beverage market with the least environmental impact. PakTech handles are made from 100% post-consumer recycled resin and are 100%

recyclable. Our handles are repurposed from HDPE #2 milk jugs and similar containers. The PCR production process uses 100% less petroleum, 90% less energy, and emits 78% less greenhouse gases vs. virgin plastic production. In 2017, more than 81 million plastic gallon milk jugs were kept out of landfills and repurposed into PakTech handles.

After being used and again recycled, PakTech's handles are often repurposed into many useful third-life applications such as, composite lumber, pipes, flower pots, buckets, etc. PakTech directly collects and sells more than 600,000 pounds of handles and resin per year to HDPE recyclers.

The same environmental stewardship that PakTech honours is found within SIBA's independent breweries. The Liverpool BeerX show confirmed the



stance of many aligning with our common care and concern for the environment. We are thrilled to be known as a recognised leader in delivering environmentally responsible packaging handles to the UK craft brewery market. We must work together collectively with the common goal of doing business right.

For more information visit:
www.paktech-opi.com

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*Murphy & Son Ltd reserve the right to refuse this offer, please contact the laboratory for terms and conditions of this service.

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

- Logo and image design, plus corporate branding on clothing, promotional literature, and other marketing material, including company websites

Branding 'like a BOSS' for Boss Brewing

Boss Brewing approached LemonTop Creative with a very interesting request. The company wanted to rebrand its brewery but wanted to move away from the traditional brewery 'look' it had been using for so long.

In a brave move, the Swansea-based brewery's conversion of the old Landore cinema in Swansea helped to breathe new life into the area, with the creation of a brewery and tap room bar complete with a canning and bottling facility. It wanted the brand to be just as daring. In fact, Boss Brewing wanted something completely different, unusual and something that would make its customers (and competitors) sit up and take notice.

The creative team at LemonTop was excited by such an open brief. Boss Brewing's ethos of having fun and a sense of humour, being bold and ambitious and making truly glorious lagers and ales, were a great foundation to produce a truly eye-catching brand.

Both Sarah and Roy, partners in Boss Brewing, were receptive to all the ideas LemonTop put forward but one concept



in particular stood out to Sarah. The Boss Brewing team had spoken earlier about a daring and bold brand so the idea of creating powerful, superhuman comic book characters based on the Boss team really sparked Sarah's imagination. Now that the basis of an idea had been born, it was time for the LemonTop team to show its creative powers and bring the characters to life.

After creating a full range of superhuman Boss team characters, including Esme, Sarah and Roy's baby daughter, LemonTop went on to design all the promotional material, POS and marketing material for the brewery.



The new brand covered everything from pump clips and bottle labels, through to posters, signage and merchandise. The brand was further developed to include a collage of all the characters to be used on the delivery vans to ensure they were

seen far and wide.

The Boss Brewing team was delighted with the brand and managing director Sarah enthused, "Working with a branding agency like LemonTop has played a big part in our business development, opening up new markets for us and creating brand awareness in communities not only across Wales, but throughout the UK."

Commented Andy Mogg, of LemonTop; "The LemonTop team has yet again exceeded all expectations with an

original, bright and eye-catching brand. It has captured the ethos of Boss Brewing and the visual impact is truly stunning, especially when viewing the full range together. Creating the Boss Brewing brand allowed LemonTop to be truly creative both illustratively and graphically. Everyone at Boss Brewing was open to ideas, sharing their thoughts and adding a little extra to create something really special. The resulting brand has given a fresh new look to an already established range of beers and has given Sarah and Roy a firm foundation to push Boss Brewing to a new and exciting level."

For more information visit:
www.lemontopcreative.com



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Critical Success Factors

"Here's a challenge: close your eyes and think of the three things that matter most to your brewery's success", says Myles Pinfold, WPA Pinfold.

"If it's not the quality of your beer, your people and your brand, then you need to revisit your business plan. And if you are not investing time and money of equal measures into all three then there is a good chance you will not succeed. Quality and people can require constant management, whilst if you invest properly in your brand from the onset, it can provide a lifelong service in delivering consistent recognition and added value.

"If you think of all those great breweries out there, how many do not have great brands? Across the UK and USA alone, there are over 8,000 breweries (with thousands still in the pipeline) whilst beer volume growth is fairly stagnant, dropping by -1% in the States and increasing by only 0.7% over here (2017 figures). Only a very small percentage of breweries get the true recognition they deserve – and for these chosen few, you will probably find that the common theme is that all are investing in the three critical success factors: quality beer, people and brand.

"Remember, great brands have real clarity and do not require any constant tinkering with. However, they do need to be relevant and interpret your true proposition and positioning in an ever-crowded beer market. This is where the investment in time and money comes in – anyone can design a logo, whilst only a few can create a great brand."

For more information visit:
www.wpa-pinfold.co.uk

Get your brand protected! urges Dani Aliss, Nucleus IP

From 1876 when Bass registered its Pale Ale label as the first ever UK Trade Mark, the brewing industry has understood the value of properly protecting their most important business assets, their brands. Nobody orders a pint of beer in a pub, we know what we like and we order it by name, it is almost impossible to put a value on such brand recognition.

Even the smallest business has a brand, a means of setting itself apart from the competition, and business can spend considerable time and money building that brand, increasing its value and enhancing the goodwill in the business. But it's not just the customer who becomes aware of you and your success; your competitors do too and as awareness of your brand grows so do the risks associated with infringement.

Having invested time and money into growing brand awareness the last thing you need is for a rival to try to trade off the back of your efforts, causing confusion amongst your customers and potentially damaging not only your sales but your hard-won reputation as well.

We often hear business owners say, "I have my Company Name registered, that's all the protection I need". Sadly, this is not the case as a Company Name registration is of little practical help.

Attempting to defend your brand without the security of Trade Mark protection is both difficult and expensive. A common law action of passing off requires evidence of reputation or goodwill, misrepresentation and damages, a high and often extremely costly evidentiary burden.

Worse still, if your rival has registered your Trade Mark for their business they now own the rights and very often the only way out is to go through a complete re-brand, with all the costs associated with that and whilst the value previously built up in your original brand is lost completely.

The solution for all business owners, from the largest multi-national to the smallest start-up business, is to seek proper advice

regarding the appropriate protection for their brand before there is a problem.

A registered Trade Mark makes it much easier to take legal action against others attempting to use your brand without your permission as registration gives concrete proof of your legally protected rights.

Get your brand protected by filing Trade Mark applications in those countries where you trade already or where you think you might be interested in expanding in the coming few years. It is important to get your registration in before anyone else to give you exclusive rights to use your brand for your goods or services in the countries covered by your registrations.

Equally, you don't want to spend a small fortune coming up with a new name and spend time and money developing the logo, the labels, the associated merchandise only to receive a solicitors letter from another company claiming you are infringing their registered rights. Better to get this checked at a very early stage.

A Trade Mark Attorney can carry out clearance searches, advise on the availability of your chosen brands and on the most appropriate and cost effective means of protection.

Trade Mark registrations can be completed for only a few hundred pounds, last initially for ten years and can then be renewed indefinitely. Ten years peace of mind for less than the price of a pint per month!

Dani Aliss is a qualified Trade Mark Attorney and Fellow of the Chartered Institute of Trade Mark Attorneys. Qualified for 21 years, she is the senior attorney at Nucleus IP and has considerable experience of the brewing industry having worked with several small, independent breweries as well as some of the world largest and best known beer brands.



For more information email:
Jandan.aliss@nucleus-ip.com

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Malt flavours and how they translate into beer taste

An overview from Crisp Malt

Malting

Malting is nothing new - the process has been around for thousands of years, with historical documents showing malted grains used to make beer in ancient Egypt and China. That said, maltsters are still, millennia later, creating new and exciting malts, which in turn make for unique and interesting beers.

The process begins with steeping. Barley grains are soaked in water to increase the moisture content from around 12% to around 46%, taking two days.

The barley is then moved to a germination floor or vessel. Here the conditions are optimised for growth - with both air temperature and humidity under careful control to maximise enzymic activity. If left too long, the precious extractable sugars will be lost to the roots and shoots of the grain, so timing is imperative.

The grains are then transferred to the kiln, where they are suspended above streams of warm air to drive off the moisture and dry the malted barley until it is stable. The drying process determines the malt's potential to produce sugars in the brewhouse. It also controls the colour and flavour of the finished malt.

Pale Malt

The majority of the malt in beers is pale malt. This has a sweet, slightly biscuity smell - think of Horlicks and you're there! These can be made from different varieties of barley, with each variety having its own subtle distinctions. Historic varieties tend to be the most flavoursome. Maris Otter is a prime example of this - unique tasting, and turning 52 years old this year - most barley varieties last just five.

Vienna & Munich Malt

If the malt is left on the kiln a little longer, deeper, more biscuity flavours can be developed. Used in golden lagers, pale ales, and milds, Vienna and Munich malts have relatively low colours but much richer flavour.

Other speciality malts are produced in one of two ways. Following germination, either

the grains are stewed, or roasted fully-malted from the kiln.

Stewing Malt

Stewing creates cara and crystal malts, bringing sweet caramelised and toffee flavours in varying degrees. The process activates the enzymes that break down starches into sugar within the grains. These are then heated to cause the sugar to caramelize.

Cara malts are light crystal malts - adding body and depth to beers. Lower colour crystals give lovely orange/red hues to beer and bring toffee sweetness. Medium crystals become more complex and can impart flavours and aromas of forest fruits, as well as a caramel-like flavour. As they effectively balance out the bitterness of hops, no bitter should be without them!

The darkest crystal malts begin to approach the realms of roasted coffee and treacle toffee. They are fabulous for porters, bringing deep ruby hues of colour to these wonderful beers.

Roasted Malt

The second process involves the roasting of fully malted grains in a drum. Browning reactions create warm toasty flavours and aromas, which increase alongside colour with the roast.

Amber malt, the lowest coloured of this group of malts, has a warm, toast like aroma and flavour, working great in milds, best bitters, and light porters.

Brown malt begins to taste more roasted and has a dryness on the palate. This malt brings burnt biscuit aromas and flavours, making it perfect for traditional bitters, and of course brown ales.

Chocolate malt brings delicious dark bitter chocolate aspects to milds, porters and stouts.

Black malt is like a strong cup of black coffee, bringing a dryness and astringency along with deep roasted notes. When it comes to grains for brewing, the only thing stronger in flavour is roasted barley, used in the darkest stouts to bring burnt roast flavours and astringency.



That's a brief overview of barley malt, but that's only scratching the surface of what's possible. Brewers are now exploring other cereals varieties; wheat, rye and oats can all be malted, and each bring their own unique qualities.

British maltsters provide an incredible palette of colours, flavours and aromas for craft brewers all over the world. The craft beer scene has never been so diverse, and brewers are experimenting with new or underutilised ingredients to make interesting tasty beers that will delight drinkers. Malt is at the forefront of this experimentation.

Picture: Crisp Crystal and Chocolate Malts - copyright Red Flame Comms

For more information visit:
www.crispmalt.co

Hops online!

Brook House Hops is changing the way that hop farmers and brewers trade, by selling its hops online; claiming to be the first direct-to-brewer hop grower in the UK.

Traditionally, hops are sold via merchants. However, hop farmer Will Kirby believes that this new direct approach will be well received by brewers who are looking for greater transparency, provenance, freshness and access to specialist varieties, at a time when there is a boom in craft beers.

The 2017 hop crop is available to purchase now on The Lupulin Exchange, an online marketplace for hop buying which is already popular in the United States. In addition Will has plans to offer a sales portal through his own website in the near future.

For more information visit:
www.brookhousehops.com
www.lupulinexchange.com

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Brew day with the Camurri Brauer CB23 and Beer Nouveau

Zoedale Ltd, which supplies breweries with valves and pumps, has added a range of small brewing systems from 23L to 400L, made by Italian company, Camurri, to its product list.

Zoedale decided to put the Camurri Brauer 23 Litre brewing system through its paces and arranged a 'brew day' with Manchester-based brewery, Beer Nouveau. The CB 23 is a 'one pot' brewing system for mashing, sparging and boiling with no need to pump the liquid to a different vessel for the boiling stage.

It was decided to brew a dark hoppy beer, similar to a Black IPA. The Camurri unit was filled with 20L of cold tap water then the PLC embedded computer was set to pre-programmed recipe number one (64°C for 90 minutes, then 75°C for 5 minutes then 99°C for 60 minutes). You can programme 4 different recipes and the CB needs minimal manual intervention once the cycle has started.

The CB 23 heated the water to 64°C in around 30 minutes ensuring a consistent heat with the mixing blades turning. Once at the set temperature the PLC gave the message "Step Works. Add Grain for Mash". Grain was added - 5.6Kgs of a mix of English and German grain for the Mash. The instruction on the PLC was then press the "Push" button which started the Mash cycle temperature controller and timer.

The mixing blades were turned off after 30 minutes to avoid breaking up the grain too much and long spoon was used to manually mix every few minutes. The

cycle finished, and the Camurri Brauer's PLC advised to prepare for the Sparging stage then press "Push" to resume.

The Camurri units have a basket that can be lifted and clamped in place to allow recirculation and sparging. Some dark chocolate malt was added for colour and the recirculation process began using the tap to fill a jug then tipping the wort onto the mash bed. Then the sparge took place using 4 Litres of pre-prepared liquor at 70°C to extract more sugar from the mash.

Now for the boil - The CB23 got up to 99°C temperature in another 30 minutes and gave the message to "Add hops". They used 200g of dry leaf Brewers Gold hops and left for 50 minutes to boil with the lid off. With 10 minutes left some French Fugles hops were added along with a Protocloc tablet. The cycle finished, and the Camurri unit could be powered off.

Now comes the bit the brewery was most impressed with. They used the steel cooling coil from Camurri, connected to mains water. The Wort cooled from 98°C to 67°C in 4 minutes, to 38°C in 15 minutes and all the way down to 19°C in just over 30 minutes. This was very efficient and helped create a lovely visible cold break in the wort.

All that was left to do now was to open the valve and transfer the wort to the conical fermenting vessel (also from Camurri) using just gravity and a bit of help to stop the hop leaves blocking the valve. The OG of the wort was 1.058 Gravity and the estimated efficiency of the unit was around 70%.

There was only just over 17 Litres of wort



transferred instead of the desired 20L, partly to do with the amount of loose leaf hops and unusable wort at the bottom of the unit. The OG was quite high so the guys agreed to Liquor Back another 3L which gave a new OG of 1.047. The yeast was pitched and the fermenter was sealed.

Overall, Beer Nouveau was impressed with the Camurri Brauer CB 23, particularly the pre-set programmes on the PLC meaning you can go off and do something else without constantly checking what the unit's temperature is doing.

The beer was bottled, primed and left to condition for 2 weeks, resulting in a very decent tasting dark beer of around 5%.

The Camurri Brauer is available in 23L, 50L, 200L and 400L versions and is ideal for serious home brewers, brew pubs or breweries looking for a separate pilot kit on which to run small batches.

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

Mark Roberts retires from J & E Hall

Cellar cooling specialist J & E Hall has announced the retirement of managing director Mark Roberts who stepped down from his role at the end of March 2018, after 42 years of outstanding service to the company and the industry.

Mark was appointed Managing Director of J & E Hall in 2000 and he says that 'flexibility' has been the key to his career progression. "It's time for some new ideas at the top of J & E Hall," he concluded. Mark will not sever his ties with J & E Hall and Daikin entirely and

will continue to work as senior advisor. His successor is Andrew Bowden, formerly director of human resources and general affairs

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

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Double order for Makro

Makro Labelling UK has started the year with a double order from the Porterhouse Brewery in Dublin and for its subsidiary company, The Dingle Distillery.

The Porterhouse Brewery was founded in 1989, specialising in importing various beers from around the world. In 1996 the company opened its first brew pub, the first in Ireland with other significant openings in London's Covent Garden and most recently in New York. With the speciality bars creating a strong and loyal following, with consumers wanting to have their products at home, the company put in a small bottling line some years ago, and this was soon working to full capacity.

The original bottling line is now being



re-located to a new brewery site. The current labeller was not up to the job, so an order was placed with Makro Labelling UK for a MAK 01 8 platform labeller that will run at 6000 b.p.h. applying body, back and neck labels, with the capability of being able to do full wraparound labels when required.

At the same time, Porterhouse Brewery's subsidiary company, Dingle Distillery, placed an order for a complete Craft Spirit semi-automatic bottling line with Makro Labelling UK, with both orders due to be installed in the late spring/early summer.

Richard Portman, managing director of Makro Labelling UK, said, "We have had a number of orders for our craft lines, both in the spirit and craft beer sector over the past year, and the Dingle Distillery order is another example of how craft spirits, in this case Irish whiskey, gin and vodka, is really booming not only in the Irish home market but also for exports. The beer line in Dublin has worked well up until now but the old labeller was causing a log jam and the company wanted to increase output to keep up with demand."

Makro UK has been appointed an agent for Eurostar. The company has had a



close relationship with Eurostar of San Marzano Oliveto, located just outside Canelli, Italy for a number of years since supplying one of its filling machines to H & A Prestige, Chorley.

Richard Portman said, "We have had huge success over the past year putting together small lines for micro producers of both beer, wines and spirits. The Eurostar range of machines fits the bill brilliantly for those who are on their second generation of equipment and want to move up from in-line fillers to rotary filling. Key to our choice of taking on the Eurostar agency for the UK and Ireland was their build and design quality. Just because the volumes of the micro producers are lower, does not mean they will accept inferior machines, and why should they when their products are top end high value brands ending up at the high-end bars and restaurants and retail outlets as well."

Pictured top is the Eurostar Mec Iso DPS

**For more information visit:
www.makro-labelling.co.uk**

Using Badgers to brew beer

Weird Beard Brew Co, a London based brewery specialising in hand-crafted beers, came to Bell Flow looking for a flow meter suitable for use in the production of its craft products.

The requirement was for a high accuracy meter, sustaining minimal wear and tear to ensure longevity and low maintenance - allowing more time to focus on what the brewery is good at - making delicious, award winning beers.

The Badger Meter MIDF hygienic electromagnetic flow meter was the product deemed to be most suitable. The flow meter was to be used with both beer and water in the brewing process, so it needed to be both hygienic and have

sanitary fittings. In this case, tri-clamp connections were used, as these were already in place throughout the brewery. This allowed for easy installation with minimal interference and would allow the meter to be easily removed and installed onto a different line if required.

The hygienic mag meter features a food safe PTFE liner, 304 stainless steel body, and tri-clamp connections. The tri-clamp connections enables the meter to be easily removed from one line and placed in to various points within the process to measure water going into a vessel, and beer out of another.

In addition, this meter has an accuracy of $\pm 0.25\%$ and no moving parts, protecting it against the level of wear and tear that traditional styles of meters



often have.

Coupled with the M2000 LCD amplifier, this also gives pulse and 4-20mA outputs which can be used for monitoring and batch control - providing a high level of performance for all conductive fluid applications. The backlit LCD screen shows actual flow rate with 2 totalisers and status.

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www.bellflowsystems.co.uk**

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Broaden your labelling capabilities

It's easy to let your labelling machine or label process stunt your packaging capabilities, says Vigo Ltd. "If you're keen to widen your brand horizons through packaging, it may be time to give us a call," says a company spokesperson.

Some of the bottle labelling applications that Vigo has enabled breweries to incorporate include:

- Front, back and/or neck labels, in addition to single wraparound
- Opaque labels, in addition to transparent labels
- Labelling cans, in addition to bottles
- Professional looking, consistent label application, whether semi or automatic.

Vigo labelling machines are sourced from two carefully chosen suppliers within the EU, with all machines CE marked.

Vigo's Engineering team sets each machine up for a customer's bottles and labels, and provides full training in the use of the machine.

The service doesn't just end there: as with all the equipment Vigo supplies, these machines are fully supported by its engineers.

If you'd like to discuss your labelling requirements with Vigo, call Andy or Rich on 01404 890100.

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



P11 SI Zeta labelling machine

Fluoroprene® XP now available in the UK

Fluoroprene® XP, a universal all-round sealing material specifically designed for process industry applications, is now available in the UK via Dichtomatik UK Ltd, the exclusive provider for Freudenberg Sealing Technologies food and beverage related products in the UK.

Freudenberg Sealing Technologies, one of the world's leading specialists in high-quality sealing solutions, provides not only seals but also materials to help its customers meeting these challenges. One of these materials is Fluoroprene XP, a highly fluorinated premium material with outstanding resistance in both water-based and fatty media.

With Fluoroprene XP, process industry applications only require one material instead of the use of different sealing materials, typically made from EPDM, VMQ or FKM. Selection would be based on factors such as the working environment during the CIP/SIP or steam sterilisation processes, and the type of media coming into contact with the seal, such as fats, flavours and acid concentrations.

A universal material to suit all applications, Fluoroprene XP has been speci-

cally designed to combine the positive attributes of the aforementioned materials.

Fluoroprene XP displays very good media resistance (in both water-based and fatty media) in all critical areas of the food and beverage industry, as well as broad sections of the pharmaceutical and chemical sectors. The material's stability in a wide range of temperatures (from -15 to +200°C) is also impressive.

Beyond the material's versatility, another of Fluoroprene XP's advantages is its low capacity to absorb flavours and the corresponding prevention of flow back into the product media. This ensures that the material is perfect for applications in breweries that process and bottle a variety of differently flavoured beverages on the same production line.

Seals made of Fluoroprene XP significantly reduce the transfer of flavours from one product type to the next, says the manufacturer.

Fluoroprene XP's unique media resistance ensures complete process protection



while maintaining high economic efficiency. Storage tests performed with 75 Fluoroprene XP 40 over 168 hours are a good example, showing that it is extraordinarily well suited to applications involving concentrated acids and bases, high temperatures, and water and steam.

The Fluoroprene XP product family also includes 70 Fluoroprene XP 41 and 85 Fluoroprene XP 43, which have been optimised for injection moulding processes, and 75 Fluoroprene XP 45, which is ideal for the production of metal composite parts, especially hygienic unit rings. All of the materials meet approvals and standards relevant to the food, beverage and pharmaceutical industries, such as FDA, EC Regulation 1935/2004, 3-A® Sanitary Standards and USP Class VI.

Ultimately, Fluoroprene XP offers high sealing performance for a broad array of applications, making it a cost-effective alternative for all process industry sealing requirements.

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PMS hygienic mixers join the HpE range

A significant new addition to the ever-increasing product portfolio from HpE Process is the hygienic mixers range from PMS (the sister company of one of HpE's longest standing suppliers). As many customers report serious issues with their current suppliers, PMS ensures its products bring a whole host of advantages to clients.



Customers have praised PMS for its tank mixer (pictured) which works without a bottom bearing/support (for increased hygiene). The mixer is designed with a unique shaft that minimises shaft deflection to less than 2.5mm – not easy in a system where the product density and viscosity will vary considerably during the mixing process. The mixers even use a bearings and seal solution that ensures leakage of oil or grease from the drive train cannot enter the vessel, allowing operators and plant managers to see the problem before any contamination occurs.

"Our product range is always evolving – customers tell us what they want and we always try to accommodate," explained Andy Allman of HpE Process. "We ensure we only source products that are of the upmost quality from highly regarded suppliers and which comply with

European standards. Our longstanding customers and ever-expanding range are a testament to our dedication to always solve customer problems with unrivalled solutions.

"We have a 3-year plan for growth and expansion – one of our clients described HpE as the best-kept secret in the trade, we need to change that. There are currently some new products in the pipeline which are at the assessment stage – one of which uses temperature monitoring on pump seals to allow maintenance staff to monitor a pump throughout the production cycle and which will ultimately predict seal failure allowing planned maintenance to be carried out – we are extremely excited about introducing these to our customers."

For more information visit:
www.hpeprocess.com

CFB Boilers celebrates innovation award

Steam boiler specialist, CFB Boilers, has won a prominent innovation award in recognition of its work in changing and shaping the steam boiler and ancillary heating equipment landscape.

The Essex-based manufacturer picked up the Tendring Blue Ribbon 2017 Award for Innovation in Design & Technology, fighting off staunch competition in a category that was open to all industries. CFB Boilers' application, which effectively demonstrated 'a product or service innovation that has led to commercial success', was submitted anonymously by another company – which still remains a mystery to CFB Boilers.

Commitment to innovation isn't new to CFB Boilers; the company has been developing ground-breaking products and services since its inception over 120 years ago. Its flagship series 4VT Steam Boiler, for example, remains class-leading in several areas, such as energy-saving, start-up time and steam quality, despite having been developed by the company decades ago. CFB Boilers' most recent

innovation, a reverse osmosis unit named BoilerRO, has been manufactured to deliver a similar performance to other leading options on the market, but at around 50% of the cost – making the technology accessible to a much wider base of customers, many of whom were not able to access it previously due to budgetary restrictions.

Additionally, the company is constantly enhancing its service capabilities to promote a superior customer experience, and many of its pioneering initiatives have redefined industry norms and standards. It is the company's products and services which, as well as proving extremely popular with customers, have contributed to CFB Boilers' continued growth. In the past three years alone, the company has more than doubled its revenue.

"This award is a reflection of our dedication to innovation in design and technology, as well as customer service. Every member of the team actively works towards providing the best possible service to our customers; a culture that we have worked hard to promote for years. Everyone here is really proud of



this achievement, which really came out of the blue, and we're especially pleased that another company would go to the trouble of nominating us for the award. We'd like to thank all of our customers for their support," said Derek Parish, Managing Director of CFB Boilers.

Since winning the award, CFB Boilers has decided to encourage other innovating companies by providing sponsorship funding to the awards. "It's made a big difference to our team, and we'd like to extend that sense of pride to other firms by supporting these awards," concluded Mr Parish.

For more information visit:
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The diagram illustrates a CIP (Clean In Place) Skid System. It features three main stages: RINSE, FLUSH, and WASH. Each stage includes a tank with a temperature gauge (0-100°C) and a drain. The RINSE stage uses water (V01) and has a drain (V07). The FLUSH stage uses water (V14) and has a drain (V08). The WASH stage uses water (V16) and detergent, with a drain (V09). The system also includes a steam input (V10) and a CIP Return line (V11). Various valves (V02-V17) and pumps (CIP 01, CIP 02) are shown. The diagram is labeled '000 CIP Skid System', 'CIP Inactive', and 'Alarm 1'. It also shows 'Line 1', 'Line 3', and 'Bar Line 1' connections.

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Marsden launches new waterproof scales – perfect for breweries

UK weighing scales manufacturer, Marsden, has launched a new range of scales with IP68-certified protection from water – making them ideal for breweries.

The range includes waterproof scales suitable for weighing ingredients and kegs right up to palletised goods.

Their IP68 rating means the scales can cope with water, dust and being washed down after use – crucial for keeping everything clean and hygienic.

Each scale features Marsden's brand new IP68 indicator. Previously, Marsden-branded IP68-certified scales only had an

IP67-certified indicator.

Marsden's Managing Director, Richard Black, said: "A huge number of industries depend on waterproof equipment. Now, the brewing industry can benefit from a range of scales that are tough enough for a brewery environment, and last year after year.

"There is very little like it on the market – and even less at this price."

Operations Director, Mark Coates, added: "We want Marsden scales to be the brewer's first choice for weighing equipment. We hope this range of stainless steel scales answers a lot of people's needs!"



The range can be viewed at <https://www.marsden-weighing.co.uk/index.php/industrial-scales/i-400ss-scales.html>

For more information visit:
www.marsden-weighing.co.uk

Grundfos Pump School enrolling

The Grundfos Pump School has re-opened its doors and is now offering a choice of 11 courses covering topics that relate to a wide range of applications including fire, dosing and wastewater.

This year it is introducing 2 new courses to the curriculum that are specifically aimed at people working with pump solutions in industrial and building services applications.

Courses are held over one day and include the opportunity to get 'hands on' with various pump solutions. There are a range of dates available for the remainder of 2018 and a choice of venues. Courses are already proving to be very popular so early on-line booking is recommended.

To view more details relating to the many options available, or to directly book a course(s) visit the Grundfos website and click on the Training link and then on Pump School and you will be able to view the courses and directly book your preference.

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

NINKASI Brewkit Rentals – a real family affair!

The team at NINKASI Brewkit Rentals has just got bigger with the addition of Theo Godwin, previously at Close Brothers Brewery Rentals. Theo joins his father Peter, also Andy and Kay Thompson (all ex CBR/ECasks founders) as the company continues to grow its unique FV Rental product.

Theo says, "I am really excited to be joining this business at such an early stage, and am looking forward to helping NINKASI Brewkit Rentals to expand its product range and provide an ever better service to the brewing community". Theo will primarily be looking after customer orders, sales and marketing as well as helping to develop the back-office systems needed to support growth.

NINKASI Brewkit Rentals is also making further investments in new warehousing, office accommodation and staffing ready to support a number of new product initiatives in the next few months. Peter



Godwin advises "our FV hire concept is proving so popular that we have struggled to get time to develop all the other ideas we have. Theo joining us is the first step of many in what we expect to be an exciting next 12 months".

For more information about NINKASI Brewkit Rentals please see the website or speak to Theo on 07583 964829.

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

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'Staggering' £30k annual saving with 'Ecosafe' upgrade at Molson Coors

JBC has designed, installed, modified and commissioned an upgrade from an existing 6000 digital burner modulation system to an 'Ecosafe' 6009 simultaneous firing system, for Molson Coors, Tadcaster.

The upgrade increased the amount of biogas burned by a massive 25%, saving the company a staggering £30k per year!



The required components were retrofitted and the existing panel modified to allow a Hamworthy burner to operate and burn the maximum methane produced.

The system required a different controller and a second oxygen probe as well as replacing the methane metering valve.

Two analogue outputs were also supplied, one for modulating/firing rate and another for available bio gas. A digital run signal allowed the customer to monitor not only the boiler firing time but also where in the modulation range the burner operated.

At the customer's request, some of the work was carried out over the weekend to reduce the impact on production. Once complete, the installation was tested and demonstrated before the final hand over to the customer.

JBC has also announced that it is a winner in the prestigious 'Motion Control Industry Awards' in the Environmental & Energy Efficiency Award Category with their Oilon burners and Ecosafe

electronic digital control system. There was some stiff competition as JBC was up against strong finalists such as BOGE high speed turbo compressors, direct air and pipework compressor systems and X-Design Pheu-Saver compressed air recycling.

Numerous case studies, product information and testimonials had to be submitted to the judging panel, along with a strong evidence criteria and valid reasons to be considered in order to qualify as finalists.

JBC scored highly in this category, showing substantial savings and efficiency in each case, as well as its excellent customer service levels.

The winners were announced at the Plant & Asset Management Exhibition at the NEC on 10th April and was presented to Pete Nicholls of JBC and Kari Palo of Oilon.

Pictured: Oilon burner

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

Parker Bioscience forms partnership with Agidens Process Automation

Parker Bioscience (formerly Parker domnick hunter), a division of Parker Hannifin – the world's leading diversified manufacturer of motion and control technologies and systems – has announced the formation of a new partnership with Belgium-based company, Agidens Process Automation.

The new partnership combines more than 50 years' of brewing filtration experience and industry-leading products from Parker Bioscience, with Agidens' detailed knowledge and experience of brewing processes and automation.

The global brewing industry will now be able to access systems which integrate

Parker Bioscience's microfiltration solutions with Agidens' automated processing technology.

Parker Bioscience provides filtration solutions for the global food and beverage industry. It has specialist expertise in the brewing, bottled water, wine and dairy industries, and supports companies in improving process control, efficiency and security throughout their production and packaging processes.

Automation and process engineering company Agidens has offices in Belgium, the Netherlands, France, and Switzerland, and is active in the food & beverage sectors, amongst others.

Parker Bioscience has developed cutting-edge technology for use in cold stabili-

sation – the sterile filtration of beer to remove any spoilage microorganisms before it is packaged. In conjunction with Agidens Process Automation, it is now offering a platform of sterile filtration modules to suit a range of beer flow capacities and specifications, as a more efficient alternative to pasteurisation.

The modules are designed to provide brewers with more control over beer quality than pasteurisation offers, coupled with lower production costs. The partnership will also deliver trap filtration and water filtration solutions.

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B&B Attachments expands its Service Team

The number of attachments covered under B&B service contracts has grown significantly over the last year, with new national service contracts in place with major forklift companies throughout the UK.

To support the growth of B&B's after sales service and the additional demand for new contracts, B&B's team of fully trained service technicians, engineers and administration team has also grown.

The expanded field based team of 22 operate from service vans which are based strategically throughout the UK. Each B&B service van is a mobile workshop fully equipped with test equipment, hose making equipment to allow most repairs to be carried out on-site. The B&B Service Engineer Team are able to carry out a range of diagnostic checks on specific types of attachments

on-site to ensure that equipment is always at its optimum performance level. B&B's service contracts ensure that a "competent person" completes the maintenance requirements on all types of standard and specialist attachments.

B&B offers a range of flexible service options to suit site and contract needs. Its fully inclusive service contracts allow essential preventative maintenance to be carried out at a set fixed cost for the period of the contract. This service contract includes the cost of any call outs and any replacement parts required, with the exception of keg clamp tines, forks, rubber pads and any damage, misuse and abuse of the attachment.

A fully inclusive service contract ensures attachments are regularly maintained to the manufactures recommendation, whilst also increasing productivity by preventing downtime.



B&B Attachments also offers a pay as you go maintenance option where the customer can pay for each service and examination as it is completed. All the costs are discussed and agreed with the service team and aligned to suit the customers' budget.

The variety of preventative maintenance, service and repair plans available from B&B ensures that the service support team will help its customers' choose, with confidence, the best service plan for their individual requirement and budget.

The B&B team will find a plan to match any business need.

For more information visit:
www.bandbattachments.com

To bend or not to bend

The Krones Group, headquartered in Neutraubling, Germany, plans, develops and manufactures machines and complete lines for the fields of process, filling and packaging technology.

Its product portfolio is rounded off by information technology, factory planning and products from Krones' subsidiaries such as intralogistics and valve production.

Every day, millions of bottles, cans, and special-shaped containers are processed on lines from Krones, particularly in breweries, the soft drink sector and for producers of wine, sparkling wines and spirits.

"Our main concern is to make the entire design process based on the existing 3D CAD Solid Edge even more efficient," said Volker Richter, Head of Mechanical and Process Engineering for Soft Drinks, Dairy and Water. In particular, he and his team are responsible for the design of process equipment with a focus on the soft drink

industry, mixers, CIP systems and thermal product systems.

The design of pipeline sections - with a view to their production - plays a significant role at Krones. The maintenance effort required to create the pipelines in the 3D design proved to be extremely time-consuming.

With the introduction of CAD Partner's 3D pipeline planning software Smap3D Plant Design, Krones AG is relying on an internationally-used software solution that is deeply integrated into the existing CAD system Solid Edge from Siemens PLM. For an optimal process chain, Smap3D Plant Design is the software solution for plant design and 3D design that combines exactly what is essential for consistent planning: the individual detail with the overall perspective - from pipe features in centrally defined pipe specs with 3D plans, to complete 3D piping systems.

With this solution, during the design process, the designer can check whether



pipes are mechanically bendable, e.g. exceed a certain length known as the 'minimum bending length'. For orbital welding, this information is essential: An automated welding seam is only possible on the basis of a minimum length so that the welding gun can be positioned accordingly. Even if a manual seam is no longer an option as a result of falling below the minimum pipe length, the designer receives a notification from Smap3D Plant Design and the pipe is not even generated! This eliminates reworking and correction in the design and manufacturing.

For more information visit:
www.smap3d-plant-design.com

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Mechanical seals – the hidden risk of contamination

Drinks companies could be unwittingly putting production processes at risk of contamination by fitting mechanical seals which fail to comply with EU regulations, says Paul Green of AESSEAL. He explains how non-compliant seals might slip through the net and suggests how the issue can be resolved.

Eliminating the risk of contamination and compliance with industry regulations is high on the agenda of every responsible brewer or drinks producer.

Despite this, there is a shocking lack of awareness of the full implications of several pieces of legislation, including the FCM regulation, which covers materials and articles intended to come into contact with food and drink, and Regulation (EC) 2023/2006 on good manufacturing practices for materials and articles intended to come into contact with food and drink.

As a result, mechanical seals manufactured from non-safe materials are routinely specified despite the fact they come into contact with consumable liquids, risking contamination and creating a health and safety ticking time bomb.

Mechanical seals provide a simple but vital function – to effectively seal rotating equipment to prevent leakage and to seal thick sticky slurries and solutions capable of withstanding clean-in-place (CIP) procedures. They are a vital part of ensuring processing equipment and machinery continues to run reliably and that ingredients remain free of contamination.

The regulations relating to mechanical seals in these processes couldn't be simpler: every component must be 100% traceable and a statement of compliancy must be clearly marked on the packaging it comes in.

So how are potentially unsafe seals creeping into brewing and beverage production lines which otherwise have highly stringent safety mechanisms in place?

The answer lies in the complexity of source materials and supply chains, often compounded by lack of awareness, poor communication and simple force-of-habit.

Many mechanical seal faces are made from carbon. There are around 15 grades of carbon commonly used, of which only a handful are compliant with Food and Drug Administration (FDA) standards. Of the remainder some are

suited to chemical applications and don't require FDA compliance, and finally there are antimony carbons, which are used in the oil and gas industry and, put simply, are poisonous.

It seems blindingly obvious that these should never be used anywhere near the drinks supply chain but incredibly we have seen this type of carbon on sites where the implications of it being misapplied could be disastrous.

The problem with these unsafe materials is that they all look exactly the same as a seal which is 100% traceable and compliant. You simply cannot differentiate between the two – unless you have its traceability clearly stated on the box it comes in.

The potential risk implications of installing untraceable mechanical seals can't be overstated.

The more complex the drinks production process, the greater the number of seals – some plants may have as many as 15 to 20 mechanical seals and 60 to 100 static sealing joints across the whole production line. A company that carries out stringent checks at every stage of production might be blissfully unaware that there are in fact a number of points of heightened contamination risk along that line – one for every seal.

Those responsible for compliance with FDA and EU regulations don't always pass that information on to operatives at the lower 'repair and replace' end of the production line. And the need for expediency means that when repairs are required, the operative's focus is on getting a production line back up and running rather than considering the compliance of the spare part being picked off the shelf.

An engineer or purchasing department purchasing component seals currently being imported into Europe from Asia might take it for granted that the Original Equipment Manufacturer (OEM) has bought the product from sometimes the lowest cost source.

What they might not be aware of is that to achieve this low cost the product has often been through so many links in the supply chain that by the time it arrives at the end user all traceability has been lost. And if you have no traceability you have zero knowledge of the material the seal is produced from.

In particular, those brands who work with an external supplier to maintain their equipment can find themselves dangerously far removed

from compliance requirements, assuming – sometimes incorrectly – that the supplier has properly interpreted and implemented safety legislation.

But Regulation EC1935/2004 is clear – if that traceability is not visibly evidenced on the packaging those claims carry no validity and the mechanical seal should not be installed on a beverage production line.

There is a simple solution to what effectively amounts to building risk in to production processes at the same time as breaking the law. Look at the label. And if the seal comes in packaging that doesn't clearly state its source, don't use it.

The brewing and beverage industry can rightly pride itself on its high levels of quality assurance and self-regulation, but the failure to understand or act on the laws and regulations around traceability and labelling is a serious chink in its armour.

We estimate that very few mechanical seals currently used across the drinks industry actually comply with standards. We are working to bolster awareness of the compliance requirements which impact processing equipment and machinery to try and drive change within the industry before it faces another health and safety crisis.

The risk is of contamination is very real – and with a solution so obvious and simple to implement there really should be no excuses for installing non-compliant mechanical seals in drinks production



Paul Green is UK Sales Manager for AESSEAL, a global leader in the design and manufacture of mechanical seals and support systems whose products are used across the drinks industry.

Paul joined the company in 2008 following a career in mechanical engineering in the Royal Navy, and in manufacturing service, product and reliability. He now heads up a 17-strong sales team across all corners of the UK.

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A safety guide for selling at farmers' markets

By Nathan Brew, Technical Manager at NFU Mutual Risk Management Services Limited



Farmers' markets are a great way for growers and producers of locally-sourced food and drink to promote their produce and learn about what their end customers really want.

For people who want to support local businesses while enjoying fresh and unique products, a farmers' market is brilliant for discovering new food and drinks and learning the fascinating 'field to fork' stories.

It's a match made in heaven for foodies, growers and producers alike - no wonder farmers' markets have enjoyed such a boom in recent years.

However, those making their first forays into selling directly to customers have some important health and safety concerns to consider. Keeping staff and the public safe must be a priority which is why carrying out a risk assessment, both before and reassessing during the market, is vital.

Transport

If you are transporting staff and produce then you need a vehicle which is well maintained and fit for purpose. Consider whether you require temperature controlled storage and what fuel is required to safely power any refrigeration. Many accidents happen when staff interact with tailgate lifts and flatbed trailers, falls from height are very common so ensure appropriate risk assessment and safe system of work are in place to help prevent twisted ankles, broken legs and worse.

Fire hazards

Before attending a farmers' market you should ask organisers to provide a fire safety briefing for the site so that you and your workers understand the hazards and control measures in place.

Things you can do to reduce the risk of a fire include:

- Ensuring any canopy complies with British Standards
- Reduce the number of potential ignition sources and do not allow smoking
- Keep the stall and immediate area free from rubbish and packaging material
- Provide a small, dry powder fire extinguisher and ensure that it is in-date
- Have a torch handy if attending markets during winter months
- Ensure any gas cylinders are connected by a competent person using the correct hoses

and fixings and that they are kept outside the stall, in a safe protected area while in use

- Store generators a safe distance from the stall and kept clear of combustible materials and flammable liquids
- Store fuel in an approved container and kept in the vehicle when not in use.
- Ensure the refrigeration equipment is well maintained and serviced. These units can catch fire and the insulation materials used in chilled vans are often combustible
- Use modern, well maintained extension leads if necessary but limit use
- Try to avoid charging appliances around combustible items and try not leave unattended.

Manual handling

There are some simple steps which can help reduce the risk of injuries being caused by manual handling. Where possible, keep the size of any boxes to a minimum and store heavier items at the bottom of the vehicle bed. Better still use two people to lift anything remotely heavy.

If you are moving heavy items, use mechanical handling equipment, such as sack trucks and trolleys, where possible, and ensure workers are trained in good lifting techniques.

Consider whether you need to wear and/or provide protective footwear when moving heavier loads.

Your market stall

Keep your stall and surrounding area clean and free of any clutter - and keep any generators or gas cylinders stored safely with any exhaust venting away from the stall.

If you attend a Christmas market or other winter event, make sure your area is well lit and that you have torches in case the lighting fails. A first aid kit would also be useful if any of your workers sustains a minor injury.

If anything is spilled or smashed on the floor then you must clean it up immediately using suitable gloves where necessary. If your floor space becomes slippery, try and dry the surface rather than only putting out warning signs - cat litter and sand is an excellent absorbent material!

Ensure everything - goods for sale, refrigerated displays and marketing materials - are stored in a stable and secure manner so there is no chance of them falling or collapsing.

Also, think about hazards from the eye-line of child. Look out for any sharp edges or protruding equipment which could injure a child. Should anyone suffer an injury or accident, be sure to take names and telephone numbers of any witnesses and take lots of photographs of the scene and suggested/suspected cause. This could be invaluable in helping your Insurer defend claims of negligence.

Food safety

All food outlets must register with their local environmental health department. So if you are also selling food on your stall, it must be labelled with a description, weights and sales-units as well as ingredients and allergens (where applicable).

All food businesses must have a written food safety management system in place. You can produce your own food safety management system but the Food Standards Agency has developed a pack called '**Safer Food, Better Business**', which you can complete and use for this purpose.

If you handle open food, for example 'home made' food, it is important that you consider the food safety issues in more depth than detailed in this guidance. All staff handling such food should have training in basic food hygiene as a minimum and hand washing facilities must be available. Cleaning products must be provided and these must be stored safely.

Next steps

Download a copy of the NFU Mutual Risk Management Services Limited **Farmers' Market** safety guide.

The information provided in this guidance is a brief overview of a diverse work activity. This activity may require further assessment and consultancy work completing to ensure statutory compliance.

NFU Mutual Risk Management Services can provide additional support in this area using one of its specialist in-house consultants who are based around the UK. Contact your local NFU Mutual Agent for more information.

For more information visit:
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Barrels of success for breweries as boom in number of micropubs continues

As a recent report from the BBC reveals that the number of pubs in the UK is declining, the good news is that the number of breweries is actually on the rise. Specialising in brewery insurance with its unique product Masterbrew since 2007, Nottingham-based insurance brokers Russell Scanlan is thrilled to see the sector thriving. Marketing Director at Russell Scanlan Mike Dickinson takes a look at an industry on the rise.

"Recent news from the BBC which reports that the number of pubs in the UK has been in steady decline since 2000 – falling by 17% or 10,500 pubs – isn't uplifting, as the well-loved British institution continues to fall out of favour with punters.

"However, what is encouraging is the increase in the number of breweries operating in the UK. There are now 2,000 across the country, the highest number on record since the 1930s, rising by 64% in the last four years,

according to Camra.

"As specialists in the craft beer and gin insurance sector, these statistics back up a trend which we've been monitoring for several years now. That is, that people are getting on board the Micropub trend with gusto and as a result we're seeing new businesses pop up on a monthly basis.

"Back in 2007 we were the first insurance provider to offer coverage for the brewery and craft beer industry with our new product, Masterbrew. Our extensive knowledge of the industry ensures that our dedicated Masterbrew team provides businesses with a bespoke policy to fit their needs and for the last decade we have been at the forefront of creating new insurance products to recognise the ever-changing advancements and technology within the brewery industry.

"With the UK's thirst for specialist gins and ales seemingly unsated – for example, gin sales topped £348m in the UK in 2016, almost three times the total in 2009 – we predict the 'micro' trend is here to stay. Most towns now

boast at least one micropub (be it a disused unit refreshed into a haven of pale ales, or a derelict corner shop turned into a bespoke tavern) and we doubt the public's passion for supporting these local businesses will diminish given the quality and variety on offer.

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

"To speak to one of our passionate Masterbrew team about how we could support your business, call us on 0115 947 0032 or email masterbrew@russellscanlan.com

For more information visit:
www.russellscanlan.com

Grant funding helps to bring Axholme's new brewery to fruition

Work has commenced on Grimsby's new brewery, set to transform the St Barnabas Church on King Edward Street which was acquired last year by Axholme Brewing Company.

Local firms are now in situ preparing the site for the arrival of new brewing equipment which has been ordered by the brewers and is being fabricated by Willis European for delivery in July this year.

Working with E- Factor, the brewers secured a grant of £54,000 from the Humber Local Enterprise Partnership's £8m 'Growing The Humber' programme which is supported by the Government's Local Growth Fund. The scheme offers business investment grants to help grow SME businesses in the Humber region. Alongside asset finance and investment from one of the business owners, the funding brings the project's total spend to £200,000.

Director Will Douglas says, "It's awesome to see works begin on site and to see the first pictures of the new tanks being specially made for this building. We're investing

substantially in much bigger brewing kit than we have in Crowle because the demand for our beer has outstripped our ability to supply customers. The Humber LEP grant funding was vital because it unlocked bigger and more efficient equipment which makes us more future-proofed, and more environmentally sustainable. We should be up and running in August. With our increased production capacity, we can build on the success of last year, create jobs in the area and lay the foundations for a bumper 2018/19."

Axholme Director Shahram Shadan, who is project managing the brewery renovations in preparation for the arrival of the new equipment, explains "The inside and outside of the building will be unrecognisable when it opens later this year. We have gone back to the shell and will be giving it new specialist flooring, wall coverings, windows and ceilings."

Will Douglas praised local business hub E- Factor who supported the brewery's grant application "We need to say a big thank you



to E- Factor at Enterprise Village in Grimsby. The brewery had offices in one of the units there for much of 2017 and it was the perfect incubator for us until we found the right premises for the new brewery. We had access to their excellent support staff including Steve Parker, our Business Growth Hub Adviser. Steve has been instrumental in helping us take the grant application forward and achieve approval."

E- Factor's Steve Parker said, "We're pleased to have been able to help Axholme Brewing Co through the provision of additional investment. It is a great example of a business that has evolved with the support of E- Factor and will bring jobs to the area which should help boost the economy and future of this region."

For more information visit:
www.e-factor.co.uk

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Brandels launches new range of taps

Brandels has recently unveiled a new series of fast-pour taps designed with ease-of-use and speed in mind.

The Easy Tap Fast Pour makes it possible for one person to dispense a volume of product in seconds, and is suitable for any event from a beer garden to a wedding, festival, concert or stadium.

Ideal for fast, high demand point-of-sale where there is a continuous flow in product and consumption, the Event Tap fast pour range allows the operator to sell hundreds of pints per hour leading to shorter queues and less dissatisfied customers, with the potential for increased sales when compared to a standard free flow tap. Due to its ease of use, it requires less bar staff so

consequently less overheads and potentially higher profit.

There is no requirement for special glassware when using the dispenser, as it is suitable for soft disposable plastic cups. It can be connected to kegs or tanks with a minimum requirement of suitable equipment such as the Brandels BRW18H Mini Remote Cooler.

The Event Tap Range uses no complicated electronics or solenoids, its very user-friendly and simple to dismantle and clean.

For more information on this product, visit Brandels YouTube channel. <https://www.youtube.com/watch?v=o9cxf9kBqxs>

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



Hectic year for T&J as installations soar

2018 has started with a rush for T&J Installations with several prestigious installations reported.

T&J's latest installation for Vagabond Wines took place at its Battersea Power Station branch, which Vagabond says is the 'first customer-oriented urban winery in London'.

T&J provides installation and maintenance services for both beer dispense and wine dispense at branches of Vagabond Wines. Vagabond began as a riposte to the decline of independent wine bars in the capital, that cater for the middle of the market.

Vagabond now has six London locations – Fulham, Charlotte Street, Spitalfields, Northcote Road, Victoria and, most recently, Battersea Power Station. T&J advised and provided installation services for the beer tap systems – which included connecting the keg fridges, chillers and taps – and the By The Glass wine dispense system.

T&J has also installed the tanks at The Botanist site in Sheffield on behalf of Budweiser Budvar for whom the company is the sole UK service provider. T&J has now delivered seven tank beer



installations at New World Trading Company venues.

The Botanist takes an 'outside, in' approach to creating a unique environment which resembles that of a vintage greenhouse or conservatory, with foliage being the dominant feature in the overall aesthetic of each venue (see picture above).

The Sheffield branch of The Botanist is the 10th Botanist site and the first site to open under the new ownership of Graphite Capital. It boasts The Botanist's usual broad, well-ranged drinks mix including botanical cocktails, gins, and – in a first for Sheffield – Tankové Pivo will be served alongside its vast range of other beers.

The Botanist, Sheffield required a complete tank beer installation that

would bear the volume required to cater for its customers, whilst also being unobtrusive to the venue's operations. Tank beer is a beer storage and dispense system that caters for high volume storage and delivers superior hygiene and efficiency compared with traditional barrel or cask options. The beer is stored within the tanks – in volumes of 500 litres – in polyvinyl in-liners which are replaced with every refill, ensuring maximum sterility.

The visual impact of the tanks can greatly enhance point-of-sale and Budweiser Budvar makes particular use of this with its retro look. It is claimed as the most space-efficient beer storage method available, and its visual impact greatly enhances point-of-sale. Budweiser Budvar makes particular use of this with its copper-coloured tanks, emblazoned with the Budweiser Budvar 'Tankové Pivo' logo.

Other installations so far this include the Queens Road Tap micropub in Leicester and also at the Trading House, near St Paul's Cathedral in London.

For more information visit:
www.tandjinstallations.com



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MRM targeting business growth as Carlsberg UK rolls out App

A high-profile deal with Carlsberg UK marks the latest success for on-trade tech company MRM, as the increasingly competitive market drives demand for its innovative marketing support software.

The start of 2018 saw Carlsberg UK roll out MRM's POS Creator Software to its sales team. Using MRM's Brand Creator App, sales managers can use their iPads to create drinks menus and point of sale items in real time, during on-site meetings with operators. By sharing an interactive 3D visual, they can get instant customer approval during the sales visit. All items are printed and delivered to the venue within two working days in order to maximise the sales opportunity for operators.

Tracy McIntosh, head of customer marketing at Carlsberg UK, said, "We give our on-trade customers as much support as possible to maximise the competitive edge our market-leading brands give them, and we needed an updated solution for providing pubs and bars with POS items.

"Having worked successfully with MRM for six years now, we know they bring both industry knowledge and IT expertise to the table, and so they were our first point of call. The POS tool they have delivered to support our sales teams has surpassed our expectations in terms of both functionality and ease of use,

and the immediate buy-in from our team is very encouraging."

MRM is working with an increasing number of drinks brands and wholesalers.

For more information visit:
www.mrmbrand.com

Artwork help with your lenses

Don't know your Jpeg from your PDF and get confused with you DPI's? Don't worry, Micro Matic can help.



Micro Matic UK is proud of its new ecommerce website where size of order and size of business is no longer a barrier to getting top specification branding solutions. Since launching the website, customers have approached the company to say they like the simplicity and ease-of-use on the website but that they are not experts in artwork creation and could Micro Matic possibly help. This is understandable as if you are a small brewery, as you may not have the in house expertise at hand to resize and manipulate artwork just the way you want. Micro Matic will now reformat artwork, if required, to ensure the correct fit for the correct lens to make the brand look as appealing as possible.

One way Micro Matic supports website customers is that there are simple artwork guidelines on each page when you select the lens you would like to buy. If you are still struggling when you upload your artwork and it looks out of position, the wrong size or just odd, the company has launched a new service allowing you to simply email your artwork to websales@micro-matic.co.uk explaining what you are struggling with, then an expert team of designers will be more than happy to help.

When talking about the new e-commerce lens and brewery accessory website, Paul Palmer-Baker, head of design and operation for Micro Matic in the UK said, "We are very pleased that our website allows any brewery to benefit from the same printing technology as the large brands. We want customers (breweries, designers and marketing managers) to know that we are here to help, whatever the size of your business. If design is not your strong point, you can turn to us for help resize your artwork for maximum effect. It is what we do day in day out, working with our customers to make and print quality branding."

For more information visit:
www.micro-matic.co.uk

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Holchem adds Chlorpress to portfolio

Holchem, the UK leader in hygiene technology solutions, has introduced a second product to its range of Quick Break Foams.

Chlorpress is a chlor-alkali long cling foam product designed to produce a stable and slow draining foam that reduces soil re-deposition and disperses easily on rinsing. It is designed to be used in large scale cleaning of production plants in the brewery, beverage, dairies and food processing industries.

Chlorpress Foam is fast dispersing when rinsed which reduces rinse time giving faster hygiene shift turn around. It is P Free and provides an environmentally responsible approach to effluent discharge using replacements for phosphorous derived chemical scale control agents.

Traditionally foam detergents use sodium hydroxide as a source of alkalinity;

however, Chlorpress is based on potassium hydroxide which produces soluble saponification products that are easier to rinse from surfaces.

It also has improved emulsification which reduces the amount of manual padding required.

In factory trials Chlorpress Foam was found to reduce rinse down times by around 25-50%* compared to a traditional long cling foam.

Jim Taylour, head of products, research and development at Holchem, said: "Chlorpress Foam addresses the falling/long cling foam conundrum by providing a clinging, but free flowing foam to prevent soil deposition and easy rinsing.

"Combined with the green credentials it also helps reduce water consumption and reduces wasted staff time spent on rinsing.



"Chlorpress is a highly effective product that ensures a stable but slow drain and disperses easily on rinsing."

Chlorpress is available in 25kg, 200kg and 1,000kg packs.

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



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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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Best regards
Nick Crossley

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'How to export your beers' - new course

Brew-School has responded to a recent survey which showed that 60% of British breweries are interested in exporting their beers; whilst only 20% actually currently sell their beers abroad.

Chris Horne of Brew-School comments, "We have talked to a number of

microbreweries across the UK and there is a definite aspiration gap between breweries who want to get into the export market and those who currently have the knowledge to do it. British beer is perceived to be a quality product across the

world but the number of breweries who have accessed this potentially lucrative new market for beer is relatively small."

"We are, therefore, developing a new course which will cover the administrative hurdles of exporting your beer. It will also look at the technical and packaging challenges of transporting beer and will feature a number of high profile breweries that have carved out a lucrative



market for their beers in markets across the world including Europe and China.

"This one day course will be a 'one stop shop' to enable microbreweries to gain all the essential knowledge to allow them to get exporting their beer at a profit."

**For more information email:
info@brew-school.com**



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The view through my glass bottom...

JULIAN GROCOCK

Fiddling in the face of the De(fer)mentors

In Ye Olde Quibble & Bicker, the conversation was getting heated...

'REAL ALE!' thundered Terry O'Stipe, (strict CAMRA fundamentalist). 'Nothing else matters! Do you know how many pairs of sandals and socks I've worn out tramping the country to get ticks in me bleedin' bible?'

He thrust forward the latest and fattest-ever copy of the Good Beer Guide – over his fattest-ever beer belly – before slinging a good half-pint of hand-pulled Last Man Standing's Cooking Ale down his gullet in a couple of gulps.

'Cobblers to your sandals!' retorted Artie Zannipster (nouveau-craft enthusiast). 'The future is this craft-keg Falafel Flatbread IPA from the Dollytub & Dipstick Brewhouse. Nine percent abv, unfiltered, made with organic chickpeas, and with more hops per two-thirds of a pint than in a whole firkin of that bland bright boring brown bitter you're drinking!'

With a flourish of a sleeve-tattooed arm, he raised the murky liquid in its bespoke stemmed glass towards his mouth, hidden somewhere between a meticulously twirled moustache and a beard so long he must have started growing it when he was five...and took the tiniest sip.

'What about me and my pint of Frostingberg?' demanded Phil Turdfizz (everyday lager swiller).

'Get lost!' sneered Mike Romasher (local artisan brewer). 'My business is going down the slops pan because I can't find pubs willing to take that global garbage off the bar and stock my Reinheits Jackboot authentic artisan hefeweizen. I've got nothing in common with any breweries big enough or old enough to have an established market foothold.'

'On the contrary,' cut in Robin Slickgit

(big brewery sales executive), 'we love your craft imagination and innovation so much we're developing our own portfolio of crafty brands. Our flattery is of the sincerest form – but we know we can do it more professionally than you upstart homebrew amateurs!'

'Excuse me!' declared Millie Tantipler (feminist sommelier). 'This testosterone-fuelled male-dominated exchange is bloody typical! If you want a really good row you'd better let me join in!'

~

In contrast, the mood in an austere white office not far away was cool and clinical – much like the office itself...

'No disagreement then?'

The cool and clinical woman in an austere white coat scanned her ascetic acolytes, not for a second expecting to see any hint of dissent. She smiled a smile – cool and clinical and entirely without warmth.

'So that's how we play these statistics? We know what we set out to find, and there's enough here to present in a way that reinforces and apparently validates our agenda.'

'The demon drink supporters will kick off,' said another whitecoat, 'but they're too fragmented. Even the beer sector on its own can't co-ordinate a united front for beer drinkers and the pub and brewing industries: cask, craft, keg, bottle, can, little brewers, big brewers, global brewers, pubcos, tied trade, free trade, on trade, off trade – they're too



busy fabricating a lack of common ground and drawing false battle-lines between themselves to realise who their real enemy is.'

'We are their real enemy,' intoned the whitecoated woman, 'because alcohol is our enemy.'

'Alcohol is the enemy!' chanted the assembled abolitionists.
'ALCOHOL IS THE ENEMY!'

'And we will defeat it,' said their leader. 'For we are to alcohol what the Dementors are to Harry Potter – determined to suck the soul out of social drinking and community life. In fact...'
In a moment of inspiration, her eyes lit up, yet remained cold and clinical. '...we are the De-FER-mentors!'

'WE ARE THE DEFERMENTORS!'
cheered the cabal.

~

In Roman mythology, Nero fiddled while Rome burned. The scenarios above may well be the product of an overactive imagination and characterised by exaggerated caricatures – but be warned: one thing they are not is mythology. Is falling out among ourselves really the best way to counter an increasingly aggressive neo-prohibitionist lobby?

Beware the anti-alcohol tides on the march.

Julian Grocock

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

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

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Brewers/Distillers Benefits



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

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

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

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.

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

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

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

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

- **Export Support** – as a Trade Challenge Partner for UKTI, BFBi delivers financial and mentor support to companies within the brewing and beverage industry, as well as organising attendance at overseas exhibition and market visits. Host of the British Brewing Industry Export Email Group. This is a free of charge benefit to all manufacturers, with BFBi communicating and facilitating export leads. To be added to the list, please contact us.
- **Discounted Feed Assurance Scheme** – a Scheme developed for brewers producing less than 200,000hl of beer per year and its distilling equivalent. As a BFBi Member, brewers and distillers benefit from a one band discount (Band 2 and above).
- **Free of charge HACCP Training** – for brewers/distillers on the Feed Assurance Scheme. Certificated by SALSA.
- **Annual Directory** – the most comprehensive guide to the industry, distributed worldwide. Available in hardcopy, cd format and interactive format on the web.
- **Website** – constantly updated with access granted to Members Area, packed with updated research, legislation, guidelines and BFBi information.
- **Newsletter** – SupplyLines quarterly newsletter, sent to Members and industry. Your press releases are included free of charge. The BFBi e-newsletters provide a weekly update for Members of BFBi. Members may also use the facility to market events they may be organising to other BFBi Members.
- **Market Information** - access to news, statistics and information from internet sites around the world ((BFBi is a subscriber to the Financial Times, Just Drinks, The Grocer, Birkners Beverage World and other global drinks sites).
- **Business Advisory Helpline** - provided, free of charge, to BFBi Members from Croners Consulting giving advice and information on the full range of business issues, including PAYE, VAT, Tax, Corporate Law, HR, H&S
- **E-Groups** – the latest industry and sector specific information, delivered direct to your inbox weekly.

ASSOCIATE MEMBERSHIP
COST: £225 + VAT per annum

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

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