

NEW PLATFORM FOR THE BREWING INDUSTRY

First edition of the Brewers of Europe Forum in combination with the EBC symposium "Trends in Filtration"

On June 7th and 8th, the Brewers of Europe inaugurated their first Brewers Forum in Brussels. More than 900 participants from 40 countries (26 EU countries) attended to listen to interesting lectures on the subject of beer and to expand their network.

The symposium was opened the night before with a beer reception in Brussels City Hall, where participants exchanged ideas and shared their expectations for the upcoming conference.

At the Square Brussels Meeting Center next morning, Pavlos Photiades, Brewers of Europe president, welcomed all participants and thanked the over 80 speakers for their support and participation. Europe is the heart of the modern brewing industry and this will bring some challenges but also great opportunities in the coming years, to Photiades said.

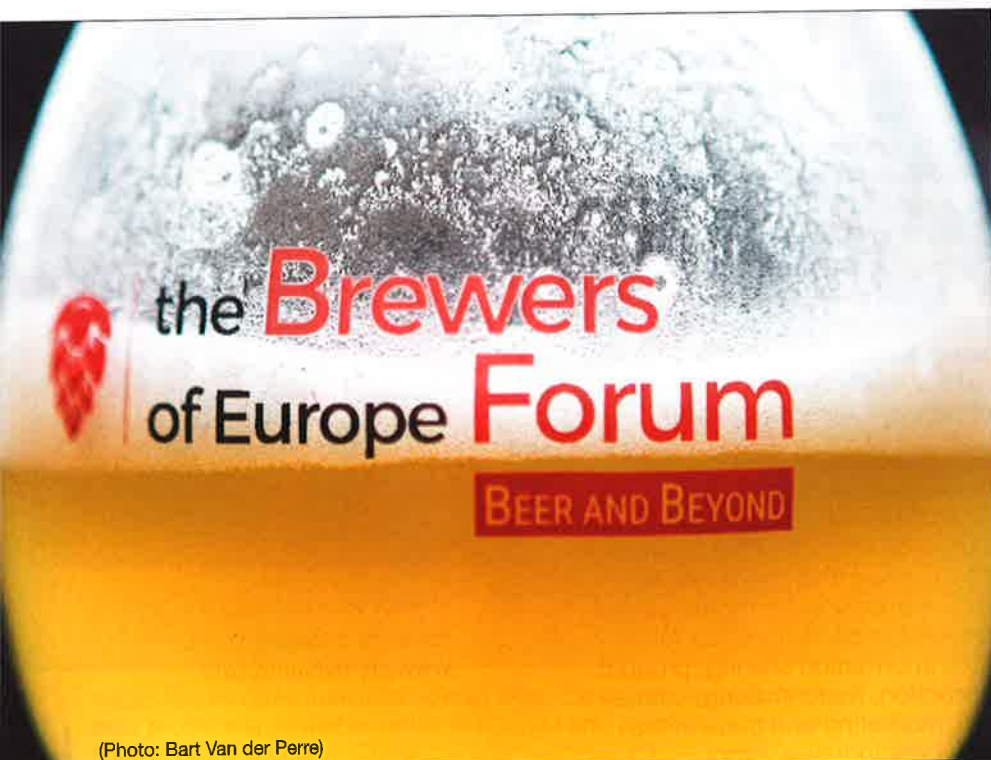
This sentiment was echoed throughout the remaining events. Before participants were released to attend these events, the president referenced some of the latest figures from the European brewing industry.

Focus on craft beer

The plenary session with Mikkel Borg Bjergsø started right after the plenary. He spoke about increasing beer appreciation, about innovation, entrepreneurship and authenticity. Bjergsø is known as one of the most innovative brewers

in the world as well as the "Godfather of Gypsy Brewing." About 15 years ago, he began experimenting in his kitchen in Copenhagen and has not stopped since. In addition to some innovative approaches to growing his company as well as branding (e.g. Mikkel Running Club), the entrepreneur talked about his idea of a perfect beer – alcoholfree but full bodied – that one could drink the whole day. Following the opening lecture, the audience welcomed Steve Hindy, co-founder of the Brooklyn Beer Company. Hindy talked about a global craft beer revolution that started 30 years ago in the U.S.A. He included all European breweries as craft brewers and said that Europeans, with their fantastic beer diversity, had played a key role in this revolution. By innovating and meeting customer expectations, craft brewers have emerged from their niche and now command a sizeable portion of the beer market.

The first lecture series ended with a discussion on current trends under the heading "Renaissance of Beer – Managing Growth and Authenticity," with Frank Boon (CEO Brewery Boon), Jasper Cuppaidge (Founder and CEO Camden Town Brewery), Katharina Kurz (CEO BRLO Beer) and Eduardo Rianza (Director & master brewer – Cerveza Goose). The debate was led by Olly Wehring (Managing Editor – Just Drinks). Key points were the rejuvenated brewing scene in Europe, increased consumer demand and



(Photo: Bart Van der Perre)

the resulting challenges and opportunities. Participants confirmed that beer is an emotional product that benefits from a sense of authenticity and regional identification. Building trust with the consumer takes time and a brewery is responsible for developing its own image in its community. Speakers provided insights into the development of their businesses and provided perspectives on the future of the brewing industry.

Learning from the vintner

The second part of the plenary session was opened by Michel Ordeman (Head of Church – Jopenkerk Brewery) with the theme “Small Brewery, Big Impact.” He gave insights into the development of his brewery, the beer market in the Netherlands and his vision for the future. Afterwards, Carlos Brito (CEO AB InBev) took the stage and was interviewed about “13 years of driving growth.” First of all, Brito thanked all the brewers for their great work. AB InBev currently consists of a global family of local companies, with 200,000 exceptionally talented colleagues in over 50 countries and more than 500 well-known brands. He provided insights into the current development of the world beer market and into developments within his own company. In the end, Carlos Brito said that the brewers could learn much from wine producers in relation to the beer tax. The brewing industry creates more jobs in the agricultural sector worldwide than vintners do and this should be made clear to the consumer.

Following the presentations, the technical exhibition provided ample opportunities to exchange views over a beer and to intensify questions and discussions.

Winning back the younger generation

The second plenary was opened by Tim Webb (co-author of the “World Atlas of Beer – The Pocket Beer Book”) on “Fifty Years of Misconceptions about Consumer Preference.”

Before the closing session with Michel Moortgat (CEO Duvel Moortgat), Grant Caunter (Heineken’s Global Manager Craft and Variety) and Spiros Malandrakis (Head of Alcoholic Drinks Euromonitor International) on the future of brewing, the audience welcomed Cees’t Hart (CEO Carlsberg), who remarked on “How to brew for tomorrow’s consumers.” Hart explained that preference for beer among young people is steadily declining (from 1992 ~ 70 % to 2013 ~ 40 %) and sparked reflection on a possible new category between beer and soft drinks in order to re-engage this target market. In addition, he presented a trailer of a new TV series (“How beer changed the world”), which will soon run in the U.S.A. Finally, Hart also asked himself whether there is a future in brewing, which he answered with a resounding “YES!”.

In addition to the plenary, a whole series of beer-related sessions took place. In the session “Brewing and Beer Quality,” the audience was able to hear Kevin Verstrepen (Professor VIB-KU

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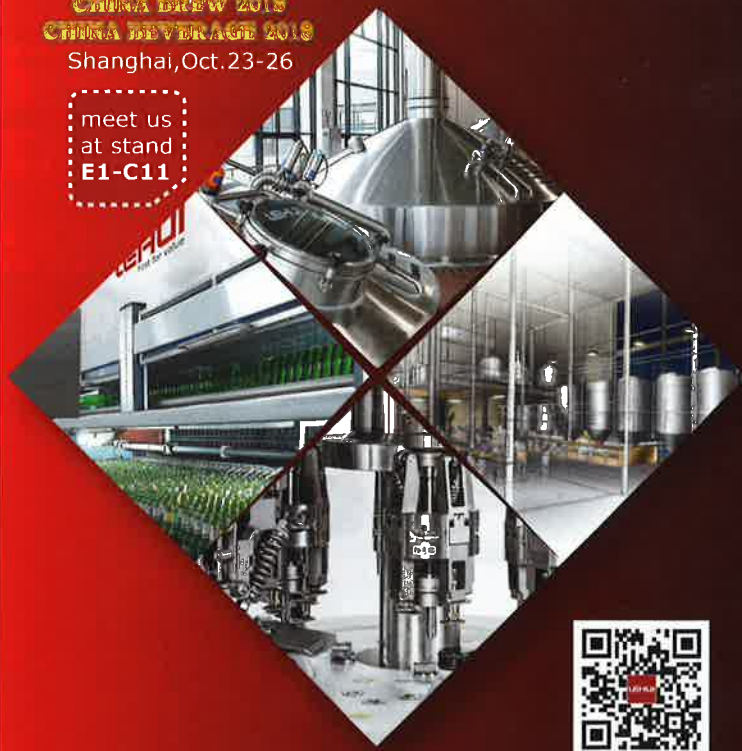
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Panel on "Renaissance of Beer – Managing Growth and Authenticity" (f.l.): Host Olly Wehring, Managing Editor, *Just Drinks*; Frank Boon, CEO *Brewery Boon*; Eduardo Rianza, Director & master brewer, *Cerveza Goose*; Katharina Kurz, CEO *BRLO Beer*; Jasper Cuppaidge, Founder and CEO, *Camden Town Brewery* (Photo: Bart Van der Perre)

Leuven) on the production of superior brewer's yeast with the help of practices from systems biology. Then Christina Schönberger (Barth-Haas Hops Academy) spoke on hops facts and numbers and the variety of aromas available from this green gold. Philippe Henroz (Brasserie d'Orval) talked about production and current market development of Trappist beers. In addition, there were presentations on the use of caramel and roasted malts (Bruno Bonacchelli – Brasse & Vous Brewery), flavor stability and methods to increase these in the craft beer sector (Peter Bouckaert – Purpose Brew-

ing and Cellars) and the market for non-alcoholic beers and dealcoholization techniques (Martin Jörg – Centec). Further presentations covered Brewpubs & Food Pairing, Changing Consumer Needs & Society and Markets & Innovation. Johan Swinnen (Professor of Economics at KU Leuven) took up these global trends and innovations in his presentation and shared current figures regarding global beer consumption. In addition, he presented new data on the global growth of craft beer and explained variations in regional consumption habits.

EBC symposium with a focus on filtration

Parallel to the Brewers Forum's diverse program, the EBC Filtration Symposium also took place. The filtration experts' meeting was opened by EBC President Tiago M. Brandão, who faced a packed hall. The next two days were dedicated to new filtration methods and a lively exchange of experiences.

Dr. Stefan Lustig, who gave a comprehensive overview of beer filtration, including product quality and cost information, started off the series. Not only classic diatomaceous earth filtration but also new types of filtration such as crossflow membrane filtration were dealt with. This was followed by a panel discussion on "Crossflow Filtration – Future Developments and Current Solutions" under the direction of Carsten Zufall (Cerveceria Polar). First, Wolf-Dietrich Herberg (GEA) and Rod White (University of Nottingham) presented cross-flow filtration using ceramic membranes and current research approaches and projects to identify filterability in cross-flow filtration. Thereafter, a lively discussion arose around the use of membrane filters.

Dr. Stefan Lustig provided information on what to consider when commissioning new systems and also provided initial solutions for poor filter service longevity. Rod White connected to this point and showed that iodine value is often not meaningful and that glycogen is merely an indicator of poor filterability. The use of stabilizers on the crossflow membrane poses a problem requiring an understanding of the use of silica gel or tannin on the membrane and its impact on filter life, White said. Finally, Carsten Zufall asked discussion participants about their views on future developments and what kinds of questions might still need to be asked. Herbig said microsieving and enabling advancements in heat-stable polymer membranes would be interesting topics to pursue, but one should not lose sight of precoat filtration with alternative filter aids. White argued that research needed to continue in the area of filtration-inhibiting beer ingredients and their impact on performance. Here, various partners such as the barley breeder and brewer should be brought



EBC President Tiago M. Brandão at the opening ceremony (Photo: M. Kupetz)

together to find ways of increasing filter life in crossflow membrane filtration. Dr. Lustig made it clear that there's a lot of knowledge out there that could be used to inform continued system improvements. Complex facility construction issues, such as selecting a suitable pellet mill to support membrane filtration and developing tools to enhance the predictability of filtration success, were also on the agenda.

The second part of the Filtration Symposium continued with Jörg Zacharias (Krones), who spoke about critical factors influencing precoat filtration using alternative filter aids. Afterwards, a discussion about the filtration of traditional beers was hosted by Steve Livens (Supply Chain British Beer & Pub). Sturlaugur Jón Björnsson (Olgerdin) and Roger Ryman (St Austell Brewery) introduced their cross-flow systems and gave insights into the acquisition and decision-making process. In addition, they showed the advantages of membrane filtration to enhance product quality, but also highlighted problems in membrane



Pavlos Photiades, President of the Brewers of Europe, welcomed the participants of the first edition of the Brewers of Europe Forum (Photo: Bart Van der Perre)

cleaning. The final block of talks began with depth filtration of beer (Jürgen Ebert – Zurich University of Applied Sciences). Afterwards, the future of beer filtration was discussed yet again under the guidance of Carsten Zufall. Reiner Gaub (Pall Life Science), Pierre Adam (AB Inbev), Gert De Rouck (KU Leuven) and Esko

Pajunen (former EBC President) shared their perspectives on developments in this area, and also touched upon future requirements for proper filtration.

Conclusion

Finally, EBC President Tiago M. Brandão thanked everyone for their lively participation in a great atmosphere and referred to the date of the next EBC symposium "Recent Advances in Hop Science" in Nuremberg and Spalt from September 9th to 11th, 2018.

The Brewers Forum offered all attendees two compelling, informative days with ample time for discussion and exchange of ideas on the subject of beer. The next Brewers Forum will take place parallel to the 37th EBC Congress (June 2nd to 6th, 2019) on June 3rd and 4th in Antwerp. □

Dr. Michael Kupetz

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