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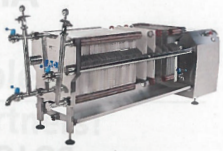

The various selection factors in fruit juice, such as pH values and osmotic pressure have a growth-inhibiting impact on the majority of the naturally occurring microflora and thereby prevent a mass proliferation of these organisms naturally. Nevertheless, there are microorganisms whose proliferation cannot be prevented, which in turn can mean a negative change to the taste or spoilage of the product. page 12

In the beginning of June Antwerp will become the European capital of brewing for a week. For the first time ever the Brewers of Europe Forum, from June 3rd to 4th, and the EBC Congress from June 2nd to 6th will be held at the same time. BREWING AND BEVERAGE INDUSTRY INTERNATIONAL spoke to Luc De Raedemaeker, Director of the Brewers of Europe Forum, Tiago Brandão, EBC President, and John Brauer, Chief Executive of the EBC, about the upcoming double-header. page 22

Water, hops, malt and yeast – these are the raw materials for brewing beer. Anyone who's been involved in the process knows it's not that simple. Many thousands of beers worldwide are brewed in recurring quality, batch after batch. Analytics and precision measuring technology play a crucial role in creating a reproducible beverage. The following report highlights some of the most important parameters which need to be examined. page 36

TWO EVENTS IN THE CITY OF DIAMONDS

Brewers of Europe Forum and EBC Congress 2019 in Antwerp

In the beginning of June Antwerp will become the European capital of brewing for a week. For the first time ever the Brewers of Europe Forum, from June 3rd to 4th, and the EBC Congress from June 2nd to 6th will be held at the same time. BREWING AND BEVERAGE INDUSTRY INTERNATIONAL spoke to Luc De Raedemaeker, Director of the Brewers of Europe Forum, Tiago Brandão, EBC President, and John Brauer, Chief Executive of the EBC, about the upcoming double-header.

BREWING AND BEVERAGE INDUSTRY INTERNATIONAL: *Dear Mr. Brandão, dear Mr. Brauer, this year, the EBC Congress will take place for the 37th time. Why did you choose Antwerp as hosting city?*

Tiago Brandão: As you might know, EBC has hosted two congresses in Belgium before. The first was in 1963 and the second in 1995. When the Belgian Brewers indicated to us their interest in holding a third EBC Congress in Belgium, we were obviously delighted given the remarkable brewing history and eclectic beer styles of that country. As both previous congresses had been held in Brussels we were keen to have the Belgians nominate another city with great links to beer and brewing and so the choice was made to go to Antwerp, the country's second largest city. In essence the choice was made by the Belgian Brewers Federation and this was very much supported by us.

BBII: *Which conclusion do you draw from the last EBC Congress in Ljubljana two years ago? Did you make any changes to the concept for this year's event?*

John Brauer: As with any congress and any technical event, there is a lot of data analysis to be performed based on delegates feedback and comments from also the EBC Executive Team. However, as this year's EBC Congress will – for the first time – be part of a larger event, the Brewers of Europe Forum. This means that, referring to data analysis and key points resulting from a previous, conventionally organized congress will not do justice to this new format. So, to deal with this situation has meant pursuing our traditional line of offerings; that is, in effect coming up with a technical and scientific program that reflects the input received via our call for abstracts and not be too concerned about the detailed evaluations that had emanated from the congress in Ljubljana in 2017. And that was not exactly easy, because we once again had a wealth of submissions; it's true to say that it certainly was an embarrassment of rich pickings. Talking of the posters: Here we decided to waive our usual rule of thumb of limiting ourselves to plus minus 110 posters and now we will host almost 130 because of the generally high-quality submissions.

Tiago Brandão, President of the European Brewery Convention

BBII: *Mr. De Raedemaeker, last year, your goal for the Brewers of Europe Forum was to establish "a pan-European event." Goal achieved?*

Luc De Raedemaeker: In fact, we did. We had visitors from 45 countries. The large brewing groups were present, as well as a lot of family operated breweries and craft brewers. We strongly believe in this synergy. Everybody can learn from each other. It reflects the diversity and variety of Europe's beer sector.

BBII: *Which conclusions do you draw from the last edition of the Brewers of Europe Forum in Brussels one year ago? Any changes to the concept planned?*

De Raedemaeker: The first edition of the Forum was very successful. We reached our targets and the reactions were in general very positive. It still is a new platform for the brewing sector, but the concept has proven its success and the second edition will only be better. So there only will be marginal changes to the concept for this year's edition.

BBII: *As mentioned, the EBC Congress 2019 is part of the Brewers of Europe Forum which takes place for the second time. For the first time, these two events will be held in conjunction. Any comments?*

Brauer: All we know at this stage is the precedent, as last year's joint effort (Brewers Forum and EBC

Excited about the second edition of the Brewers of Europe Forum (f.l.): Jan De Grave, Brewers of Europe, Pierre-Olivier Bergeron, Brewers of Europe, Luc De Raedemaeker, Becomev (Photo: The Brewers of Europe Forum)

will get 35 percent more delegates would probably mean arriving at the wrong conclusion. Still, we do expect an increase of numbers compared to the last congress, hopefully in the region of perhaps 20 percent on the 530 registrants seen in Slovenia. We would expect this number to be matched roughly by brewing personnel attracted to the more non-technical side of the business being discussed at the Brewers Forum presentations next door, but in the same congress center, the FMCCA.

BBII: *Over the last years the attendance numbers of the EBC Congress have been stagnating. Apart from lowering congress fees, what are the EBC's plans to change this development?*

Brauer: All we can do is change the complete concept as we have been attempting to do with this edition, running alongside the Brewers Forum. There are some that are absolutely delighted with the idea of multiplying our influence via the Forum and are finding it very exciting. Others, on the other hand, point out that not everything on offer will result in add-on benefits for the discerning delegate and that the quality will suffer. It has been mentioned that there is a real risk that we, EBC, and the Brewers Forum will compete for audience by offering too much. For my part, I'm somewhat in-between but I am a firm believer in trying out new things and then re-assessing the results afterwards. We only know more once delegates have rated and commented on the event. In a nutshell, I would urge sceptics to come and see for themselves if they like the new concept. Even if they have their reservations, it is imperative for us to gauge public opinion on this matter so that we can make informed decisions on future integrated events going forward.

BBII: *Which challenges does the EBC have to face in the near future? As of early April, there still has not been a political decision on how to proceed with Brexit.*

Brauer: I think it would be difficult for me to speculate on the Brexit process and, in any case, I would prefer this question to be addressed by our colleagues from the British brewing sector. More of a direct concern to the EBC is what impact Brexit will be having on funding schemes for collaborative studies and framework programs sponsored by the European Commission and applied to brewing researchers in the UK, as these may not be assured in future. We will be interacting and communicating with our members, especially those active in the EBC Brewing Science Group, on exactly that point. We believe that the European fraternity of brewers will act as a support base that our British friends can count on in this difficult phase of the withdrawal process.

Talking of challenges, I think I should also mention at this point that the European Commission is formulating some new priorities to the way that manufacturing will be carried out in future. For example, we had sustainability and that will remain with us as a supporting pillar in the future. However, re-use of secondary products and the circular economy are going to be elevated to best practice status, even at the expense of "growth" in its traditional macro-economic sense. Another issue is decarbonizing our industries, as carbon dioxide emissions and climate change are directly linked. All these topics will have a direct impact on the use of technologies in brewing, as only through the judicious use of new technologies, including tools for the digital age, can these challenges be confronted. There will be lots to discuss and implement within the coming years on these topics.

BBII: *How will Brexit affect the work of the Brewers of Europe? The United Kingdom is the country with the most operating breweries in Europe.*

De Raedemaeker: The future is cloudy. So, I love to quote Pierre-Olivier Bergeron, Secretary General of the Brewers of Europe, on this topic: "Brewers and publicans alike need certainty. Clarity on the transition period and a strong steer on the future relationship with the UK would be a boost to the trade and beer sales. For the Brewers of Europe, the EU27 and the UK are closely intertwined, through interconnected value chains, an international specialized workforce and extensive trading, not just of beer but also of ingredients, machinery and brewing technology. The EU27 is by some margin the UK's largest single export market for beer by volume. The outcomes of the Brexit negotiations must ensure the brewing sector can continue to maximize its economic and cultural contribution to both the UK and the EU. This means minimizing negative impacts from Brexit, by reducing as much as possible barriers to trade and enabling the ease of movement of beer, in both directions. Negotiations must strive for regulatory consistency and harmonization or mutual recognition of standards relating to the formulation, labeling, marketing and sale of beer, which are in the common interest of the EU and UK."

BBII: *How do you see the role of such an event under these political circumstances nowadays?*

De Raedemaeker: It is a good time to be a brewer in Europe. Trends show that production is up, exports are up, the number of small and medium-sized enterprises is booming and more than ever, brewers work towards meeting new consumer demands.

Beside this we are promoting Europe as the cradle of beer and beer culture. We have great brewing nations like Germany, UK & Ireland, Czech Republic and of course Belgium. In addition, countries without a long-lasting and historical tradition in brewing are doing a fantastic job.

BBII: *In your opinion, what is the role of the EBC in general and the EBC Congress for the modern brewing industry?*

Brandão: Any industry is only as successful and able to "future-proof" itself if enough of its revenue-generating activities are ploughed back into R&D. That ne-

Symposium on Filtration, June 2018) was hailed as a good way forward, with lots of opportunity for knowledge transfer and networking on both sides. But then we were having a ratio of around ten Brewers Forum visitors for one EBC delegate interested in filtration. Although the ratio will now be closer to 50:50 this time, we have a responsibility to explore this concept, as it represents a novel way of looking at our event structures. The challenges of satisfying attendees in two major blocks pose unique challenges in terms of logistics. Failure is not an option but tweaking the process to conform with member's and visitors' expectations post-event certainly will be.

De Raedemaeker: We are very happy with the presence of the EBC Congress, it is one of the best scientific brewing conferences globally. It offers a view on the near and far future of the brewing sector. The Forum offers a broader spectrum of topics related to beer and brewing: marketing, regulations, food pairing, beer serving, etc. This is a unique opportunity to bring Europe's community of brewers, brewery owners and entrepreneurs, maltsters, scientists, technicians and more together to discuss the future of the whole brewing industry.

BBII: *As for the EBC Congress, what will be the focus of this year's event? Which hot topics of the industry will receive special consideration?*

Brandão: As for the EBC Congress in Ljubljana two years ago, the subject of hops in all its forms, agronomic, climate-change related, aroma and bitterness analysis, as well as its mode of addition to the wort or beer by innovative brewers will once again be very much in the forefront. What's new are subjects connected to the use of wood. For one, using wooden barrels to ameliorate and create complex flavors when maturing beer in wooden barrels. And then, of course, the use of special saw-dust in kieselguhr replacement trials. That is also part and parcel of the topic of "wood" in brewing and a topic closely related to sustainability. Another thing I'd like to point out is the resurgence of the subject of malt, or more precisely, malting technology. In the last few years there were not that many submissions on that particular subject

John Brauer, Exective Officer of the European Brewery Convention

and I almost began to suspect that brewers had well and truly abrogated interest and responsibility for malt to their maltster colleagues. And now this: A nice selection of malting presentations. This goes some way to addressing the predominance of hops at those type of conferences, so I'm happy to see that re-balancing taking place.

BBII: *How many visitors do you expect?*

De Raedemaeker: So far, 50 exhibitors have confirmed their participation in the event and we are expecting about 1,200 visitors from 45 countries.

Brauer: We have dropped our full registration fees by a whopping 35 percent. To assume now that we