



[www.brewersassociation.org](http://www.brewersassociation.org)



# Why Should Anyone Care About Beer Quality?



Photo © 2015 Brewers Association



# Because Consumers Care About Our Beers...



Photo © 2015 Brewers Association

# WE Must Care About THEM

“You have a huge responsibility to the public as a food company, and an obligation to do the right thing in terms of the wellbeing of the general public. At the end of the day, you can have no stronger relationship than the one with someone whom you ask to trust you to put something in their mouth... Our commitment to the **quality and safety** of our products is first rate, and it should be.”

– Paul Grimwood, CEO of Nestle USA



# The Buck Starts and Stops Here



# An Outline

-  **Pressures from outside the brewing industry**
-  **Pressures from within the brewing industry**
-  **Quality Perspectives**
-  **Nuts and Bolts**



# Alcohol Beverage Market

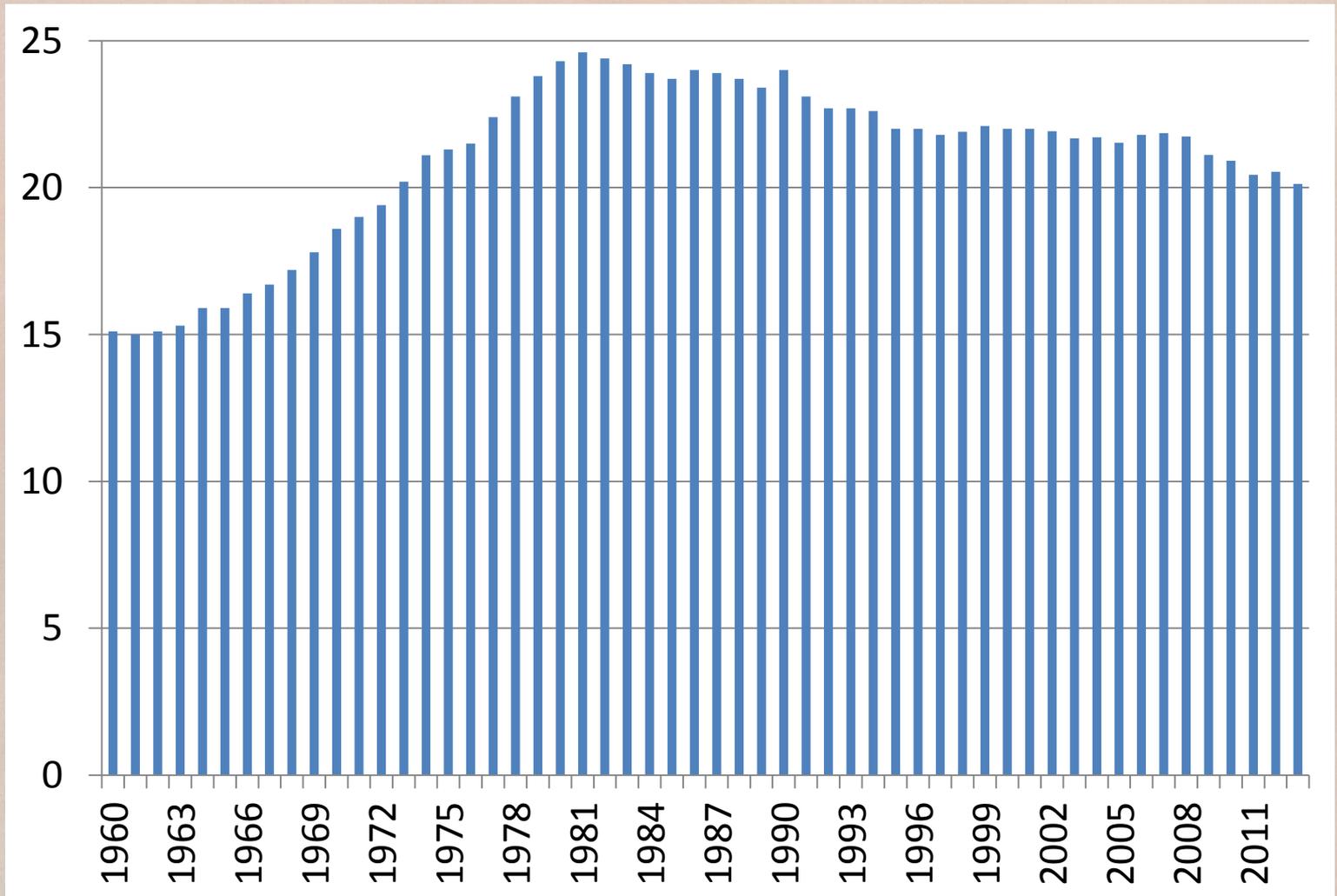
Spirit Consumers are more likely to stay within Spirits, while all others enjoy variety

## Cross Purchase Buyer Index

	Craft	Mainstream	Domestic Super Prem	Import	Cider	Spirits	Table Wine	PAB
Craft		141	183	177	201	120	145	132
Mainstream	142		159	142	132	117	130	145
Domestic Super Prem	184	159		154	190	118	134	160
Import	181	144	157		163	117	135	132
Cider	197	130	186	157		120	138	173
Spirits	125	122	123	120	126		122	132
Table Wine	149	132	136	137	149	119		125
PAB	132	144	158	130	176	119	123	



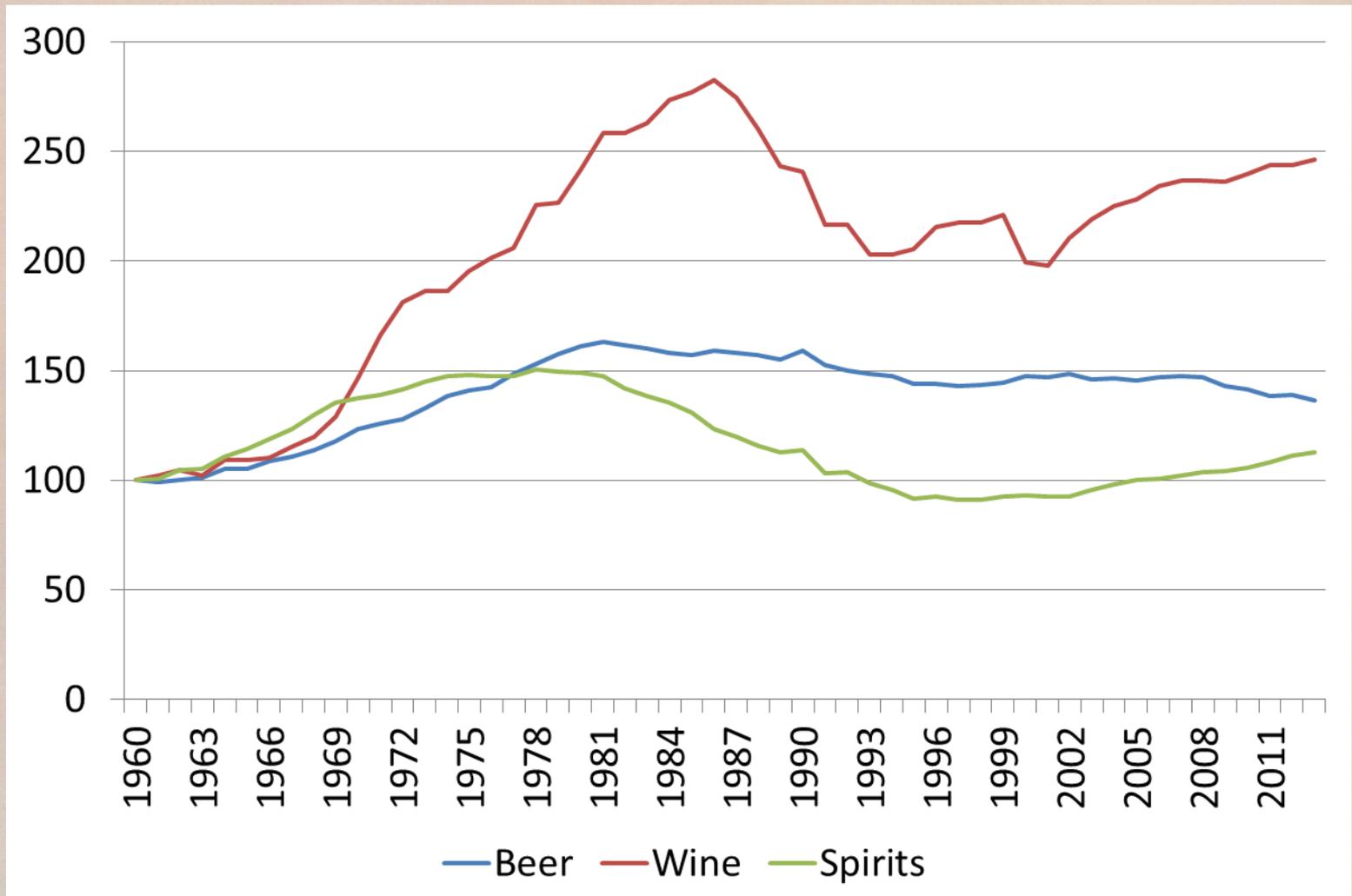
# Per Capita Beer Consumption 1960 – 2013 (gal/person)



Source: Beer Institute, 2014



# Beer, Wine and Liquor Growth Rates Index 1960 - 2013

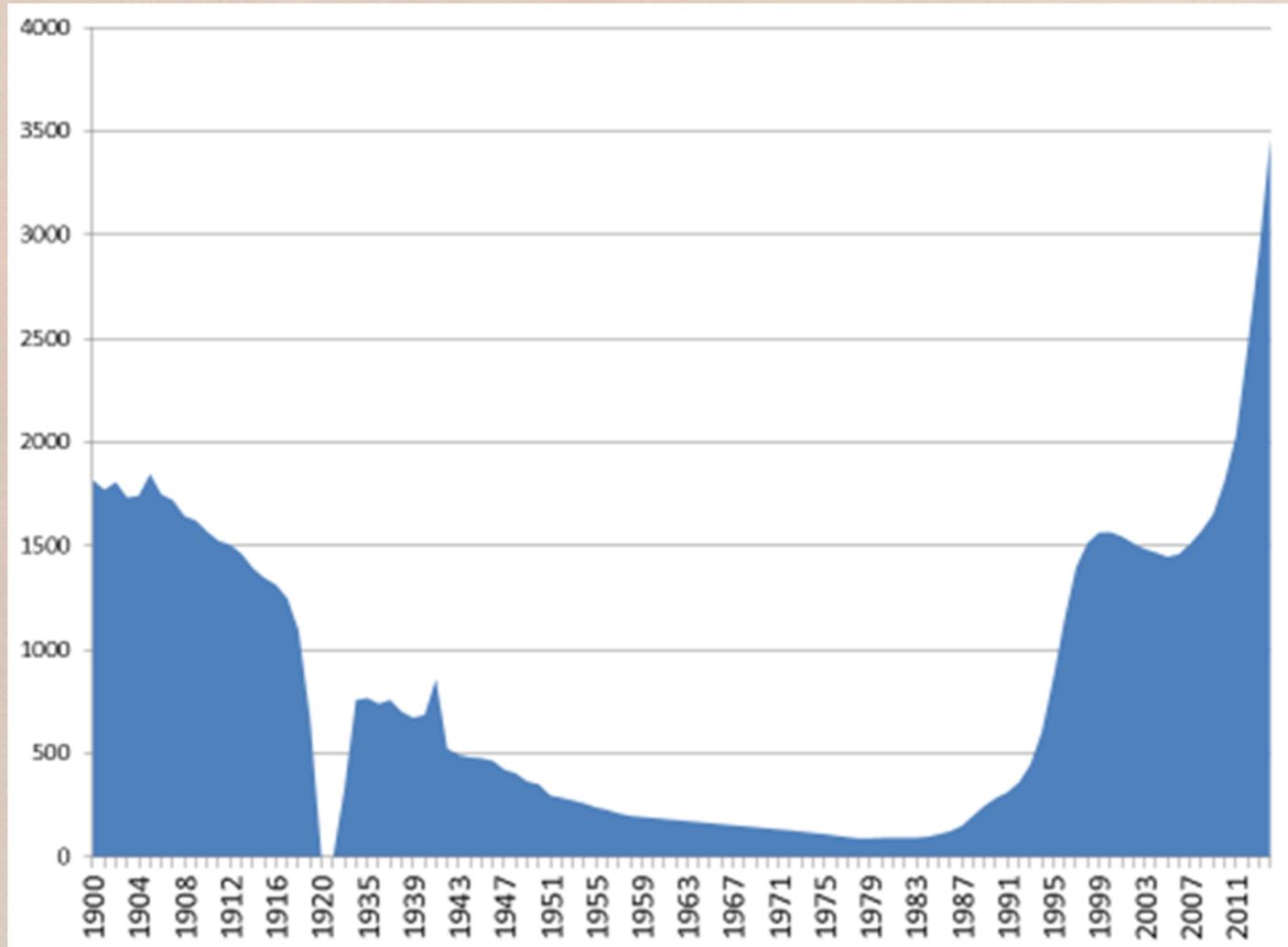


Source: Beer Institute, 2014

# Beer Vs. Wine



# U.S. Breweries



# Choices...



# Attention



# Another Kind of Attention

By Kent and Sussex Courier | Posted: May 29, 2015



RECALL Beer could explode

**Comments (1)**

Wiper and True is recalling bottles of Mount Hood Porter beer as the bottles may shatter.

The potential beer explosion is due to a [manufacturing](#) fault.

Details of the recalled product are below:

Product: Wiper and True Mount Hood Porter  
 Bottle size: 500ml  
 Batch: 01  
 Barcode: 5060408200445  
 'Best Before' date: 5 March 2016

BUSINESS NETHERLANDS

## LIDL ISSUES BEER RECALL FOR GLASS SHARDS IN BOTTLES

Posted on May 19, 2015 by Demid Getik

Zenni Optical®  
Eyeglasses



5,600+ Styles Starting at \$6.95. Quality Glasses For Less. Shop Now!

zennioptical.com



Lidl, Woerden Oudersijstek Wikimedia commons



Flyer announcing an Argus Panache beer recall, sold at Lidl shops: May 19, 2015

Lidl announced a recall on one of the beers sold in the supermarket earlier today. There may be fragments of glass in the ten-bottle packages of "Argus Panache" beer, warns the supermarket.

The recall concerns 25-centiliter products with the expiry date of June 24 and 25, 2016. The beer is made by the producer Brasserie Licorne, and has a bar code of 20025007.

Fragments of glass may get into the drink when opening the bottle. Therefore, the store warned its customers not to consume the beer.

Customers can bring the product back to the shop and receive their money back.

Lidl opened a hotline for people concerned with the recall. The Netherlands phone number is 020-7095039, and is open during business hours Monday through Saturday.

**INVISIBLE SHIELD**

#1 SELLING SCREEN PROTECTION

Don't let this happen to you.

LIFETIME GUARANTEE

GET glass >

# The Quality Mantle



# Quality Perspectives



- Education
- Leadership  
Commitment
- SOPs and  
Planning
- Ingredients QA
- Staff Training

# Quality Perspectives



- Education
- Leadership  
Commitment
- Intent
- Professionalism
- Singular Voice  
about  
Dedication

# Quality Perspectives



Photo © 2015 Andrea Shea

- Leadership  
Commitment
- Intent
- Education
- Sensory
- Professionalism

# Quality Perspectives



- **Leadership  
Commitment**
- **Professionalism**
- **Education**
- **Dedication**
- **SOPs**

# Quality Perspectives



Photo © 2013 Noah Swanson

- **Leadership  
Commitment**
- **Dedication**
- **Intent**
- **Education**
- **Professionalism**
- **SOPs**

# Quality Basics For Owners

- **Education**
- **Get Professional Help**
- **Date Code Your Beer**
- **Invest in and budget for quality**
- **Taste Training**
- **Develop a quality plan**
- **Intend to make great beer**

# Quality Basics For Brewers

- **Hydrometer**
- **Forced Wort**
- **Count Yeast**



# Quality Foundations



# Quality Foundations



# One Definition of Quality

Quality Beer: A beer that is responsibly produced using wholesome ingredients, consistent brewing techniques and good manufacturing practices, which exhibits flavor characteristics that are consistently aligned with both the brewer's and beer drinker's expectations

# Tools In the Box



# Brewpub Quality Toolboxes

Brewpub Volume	Objectives	Primary Testing	Next Level Testing
<b>&lt;1,000 bbl</b>	 All About QC	 Hydrometer	
	 Control Inputs	 Sink	
	 Quality Ingredients & Recipe	 Taste Panel & Glassware, Weekly Tasting	
	 Sanitation Focus		
	 Carbonation	 CO <sub>2</sub> Meter	
<b>&gt;1,000 bbl</b>	 Process Consistency	All of the Above +	 pH Meter
	 Finished Beer pH		 Microscope
	 Yeast Health		 Hemacytometer
	 Carbonation		 Whirlpacks
			 Daily Tasting



# Packaging Brewery Quality Toolboxes

Packaging Brewery Volume	Objectives	Primary Testing	Next Level Testing
	all Brewpub, plus...	all Brewpub, plus...	
<b>Up to ~5,000 bbl</b>	Beer Style Consistency	Crimp Gauge	
	Packaging Fills Basics	Scale	
	Microbiology Basics	HLP Media	
	ABV Outsourcing	Support Vendor	
<b>5,000 – 25,000 bbl</b>	All of the Above, plus....	All of the Above, plus....	DO Tester
	Build Towards QA		Autoclave
	Monitor Pitch and Aeration		UV/Vis Spectrophotometer
	Total Package Airs and Carbonation		ATP Testing
	Carbonation		Micro Plating
	Monitor Ingredients		Threshold Testing
	Tasting For Product Release		Descriptive Analysis



# Packaging Brewery Quality Toolboxes (con.)

Packaging Brewery Volume	Objectives	Next Level Testing
	All of the Above, plus...	All of the Above, plus...
<b>&gt;25,000 bbl</b>	 QA Drives Innovation and Improvement	 Alcolyzer
	 Monitor Fermentations w/alcolyzer or GC	 GC
	 Reduce Oxygen Pickup in Transfers, Filtration, Centrifugation	 Fume Hood
	 Engage Ingredient Suppliers, Adjust Blend, Trial New Ingredients	 Incubator/Stability Testing
	 Test beer in Process For Consistency	 Daily Sensory Panel For Discrimination, Ingredient and Beer in Process Testing
	 Descriptive Tasting For All Brands	

# Quality To Scale



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# Hearts and Minds

