

CRAFT **Beer & Brewing** Magazine

BREWING INDUSTRY GUIDE

SPRING 2024

HOPS INSIDER
NAVIGATING THE MARKET CORRECTION, HOP-SENSORY PROGRAMS & MORE

MANAGING BULK MALT & MALT IMPACT ON SHELF LIFE

CASE STUDY
NODA BREWING

THE NA BEER
LEARNING CURVE

HOW TO EXPAND
IN A CHALLENGING MARKET



CASE STUDY

GRAND FIR

She's a celebrated brewer with a culinary degree and years of experience at top Pacific Northwest breweries. He's a finalist on Bravo's Top Chef TV show and a James Beard Foundation Rising Star semifinalist. Together, Whitney Burnside and Doug Adams are making waves in a mature craft-beer market and planning their next move.

BIG REASONS TO STAY SMALL |||| **BREWING TO WIN** |||| **PARTING WAYS PEACEFULLY**



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NEW AND NOTABLE

Fresh and innovative products from the best manufacturers in the business



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 990

COUNTRY MALT GROUP PINK BOOTS MALT
 New from Country Malt Group: The Pink Boots Malt is a seasonal craft base malt product, appropriate for both brewing and distilling. With each bag purchased, a donation is made to the Pink Boots Society scholarship fund. Limited volumes produced each year, so don't miss out! countrymalt.com/pinkboots



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SAFALE™ W-68 AND SAFALE™ BW-20: TWO NEW YEAST STRAINS FOR WHEAT BEERS
 Fermentis offers a complete range of solutions for all your wheat-based beers. Whether you want to brew a Belgian-style witbier with the introduction of additional ingredients, a classic German-style weizen with plenty of esters, or your very own take on this fantastic family, we have you covered with our three yeast strains: SafAle™ WB-06, SafAle™ W-68, and SafAle™ BW-20. fermentis.com/en/complete-solutions-for-wheat-beers

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HOPS DIRECT BELMA®
 Beloved by beer enthusiasts near and far, Hops Direct's Belma® hop is a true Puterbaugh Original. Fall in love with Belma's sweet strawberry aroma and robust nature. With an alpha acid between 8.5% and 11.3%, Belma® makes a great late-addition hop for pale ales and IPAs. hopsdirect.com/pages/the-origins-of-belma

G&D CHILLERS REMOTE MONITORING SYSTEM
 G&D recognizes how important it is to monitor your key piece of equipment 24/7. Available now: one-year free of remote monitoring service. Visit booth #626 at CBC in Las Vegas for more info or call 800.555.0973. gdchillers.com



US WATER SYSTEMS CRAFT RO MASTER
 With the Craft RO Master from USWaterSystems.com, breweries of any size can craft delicious beer with full confidence. This system is meticulously engineered to provide you with ultimate water control and boasts double the warranty for unbeatable reliability. So let your ingredients shine through without worrying about quality or consistency. uswatersystems.com/beer-brewing-ro-craftfrommaster.html



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YOKOGAWA ADMAG AXG MAGNETIC FLOWMETER
The ADMAG AXG magnetic flowmeter is a brewery essential, boasting reliability and precision. Using a dual-frequency excitation method honed through years of expertise, it ensures superior performance. SIL2 certified and NSF61 approved, it prioritizes safety and quality, guaranteeing precise flow measurement in brewery operations.
yokogawa.com/us/industries/food-beverage/#Details__Beer-Brewing

MALTEUROP CRYSTAL WHEAT 3L
Malteurop Maltng Company's Crystal Wheat 3L is a unique, low color crystal wheat that brings a lightly sweet character to beer with hints of honey and subtle fruit notes while maintaining a clean finish. Crystal Wheat 3L also improves head retention and helps maintain both flavor and colloidal stability, making it a brewer's dream for beers such as New England IPAs, wheat beers, or any style where stable haze is desired.
malteuropmaltngco.com/en/mmc malt/north-american-malts/crystal-wheat-3l

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XTRATUF LEGACY NXT
The Legacy NXT features a brand-new, form-fitting last with expanded room in the calf and ankle. We also added a dual-density midsole for all day comfort. True to our Legacy DNA, the NXT is 100 percent waterproof, resistant to acids, chemicals, and contaminants; and comes with our nonmarking, slip-resistant Chevron outsole.
xtratuf.com/xtratuf-legacy-nxt-mens-15-inch-waterproof-rubber/MNX1900.html



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WYEAST ACTIVATOR™ SYSTEM FOR PILOT BREWING
A fresh look for the legendary "Smack Pack" brings Wyeast's liquid culture collections for all beverage types to your brewery for new strain evaluation or pilot testing your next fermentation endeavor. Choose up to six Activators™ with your next commercial order, shipped directly from our facility in Hood River, Oregon.
wyeastlab.com

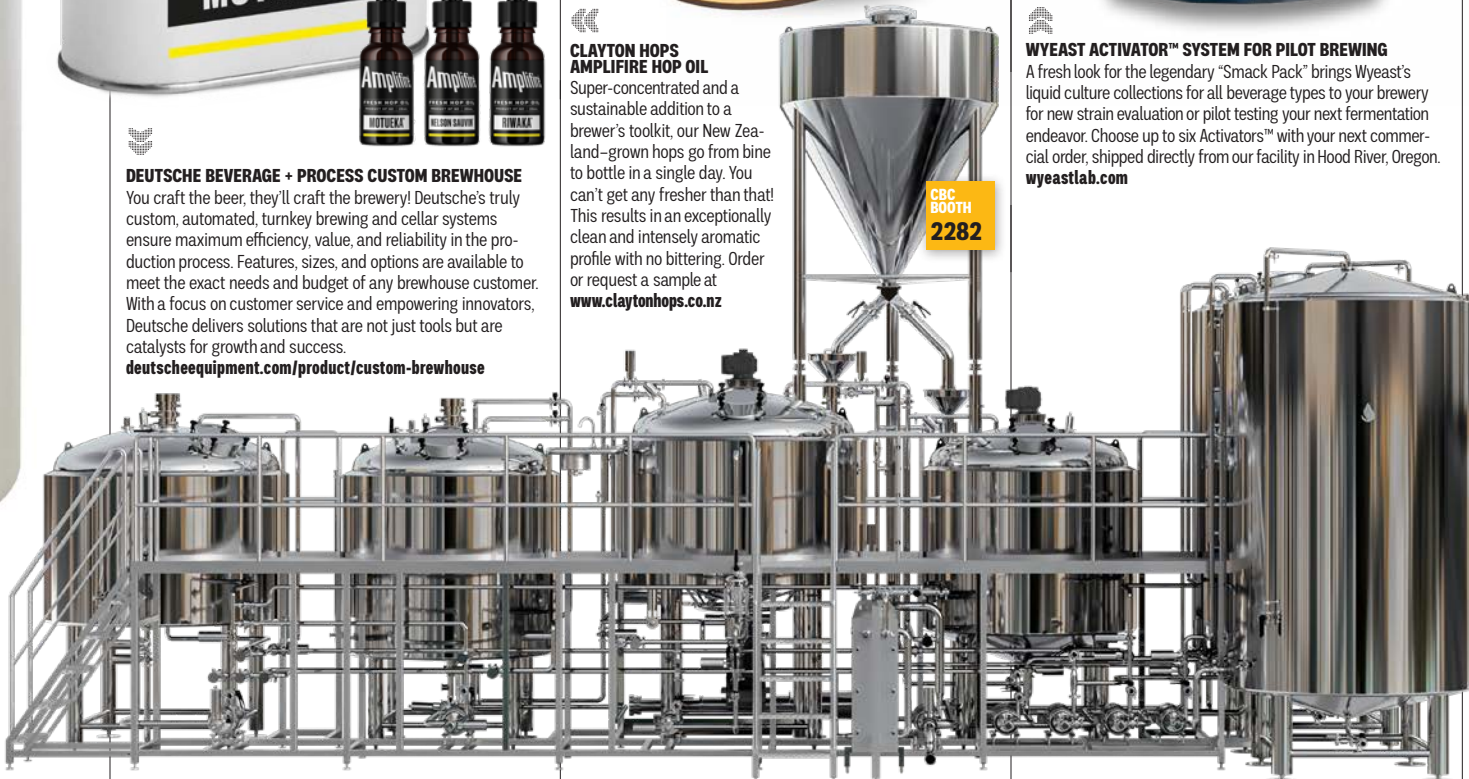


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CLAYTON HOPS AMPLIFIRE HOP OIL
Super-concentrated and a sustainable addition to a brewer's toolkit, our New Zealand-grown hops go from bine to bottle in a single day. You can't get any fresher than that! This results in an exceptionally clean and intensely aromatic profile with no bittering. Order or request a sample at www.claytonhops.co.nz

DEUTSCHE BEVERAGE + PROCESS CUSTOM BREWHOUSE
You craft the beer, they'll craft the brewery! Deutsche's truly custom, automated, turnkey brewing and cellar systems ensure maximum efficiency, value, and reliability in the production process. Features, sizes, and options are available to meet the exact needs and budget of any brewhouse customer. With a focus on customer service and empowering innovators, Deutsche delivers solutions that are not just tools but are catalysts for growth and success.
deutscheequipment.com/product/custom-brewhouse

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PRAIRIE MALT SALZGITTER PILSNER

Salzgitter Pilsner is our 100 percent authentic German pilsner malt made exclusively at our maltings in Salzgitter, Germany. This bright and traditional malt will become your Lieblingsmalt before you can say lager. www.prairiemalt.com/products/prairie-malt-salzgitter-pilsner



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HOPSTEINER ALORA™ HOPS
Alora™, the latest aroma hop from the Hopsteiner Breeding Program, is packed full of unique oils, 3MH thiol precursors, and tantalizing aroma. Alora™ is also one of the most carbon-footprint-friendly hops grown to date with stacked genetic disease resistance. info.hopsteiner.com/alora



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for Craft Brewers from craft beer lovers

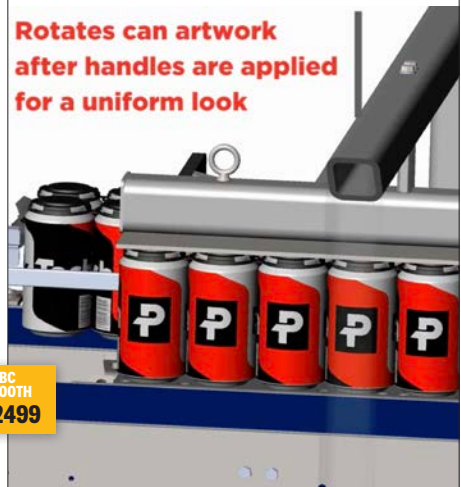
PAKTECH INTRODUCES CAN FACING TECHNOLOGY

Align your cans perfectly to tell the story with PakTech's Can Facing Technology. PakTech's Can Facing Tech can rotate your can artwork to create the perfect billboard for your retail space. resources.paktech-opi.com/can-facing-tech

AB BIOTEK PINNACLE HERITAGE PILSNER

This specialty active dry yeast for craft brewers produces dry, clean, and refreshingly crisp lagers and pilsners. Resulting beers have a pure flavor profile with a fine, complex, subtle, fruity aroma and mild palate, as well as other characteristics traditionally found in bottom-fermented brews. pinnaclebrewingingredients.com

Rotates can artwork after handles are applied for a uniform look



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WHITE LABS PUREPITCH® NEXT GENERATION
Cultivate your craft with the liquid yeast powerhouse! The healthiest, most viable yeast, with the largest variety and 27 years of unparalleled innovation. whitelabs.com/ppnpro?id=78

