Briess unveils new name, logo at MBAA Convention in Milwaukee

Briess Malt & Ingredients Company was formally unveiled as the new name for Briess Malting Company at the 116th annual convention of the Master Brewers Association of Americas held in Milwaukee in early October. A fresh, new logo accompanies the name change.

"The name more accurately reflects who we are and what we do," said Rick Young, Vice President of Sales & Marketing.

"This company entered the malting business more than 125 years ago and quickly became a leading supplier of malt to the brewing industry throughout the world. Today, Briess remains a trusted supplier of malt to the brewing industry, and employs multiple processes to produce all-natural grain ingredients for foods, pet foods and beverages."

Cont’d on page 2

Get rich, full malty flavor from Munich Malt

Choosing a Munich Malt to fit your style

Briess makes several types of Munich Malt, each with a different amount of maltiness depending upon the time and temperature of the kilning schedule.

Base malts are typically kilned with a finish heat of 180-190 °F for 2-4 hours which develops flavors ranging from...

Cont’d on page 3
Briess appoints Craig Kennedy as CFO

Craig Kennedy has been named Vice President/Chief Financial Officer by Briess Industries, Inc.

Kennedy gained accounting and finance experience at several food manufacturers including Kraft Foods, Grande Cheese, Sargento Foods and most recently Lessafre Yeast in Milwaukee. He holds a Bachelor of Science Degree in Business Finance from San Diego State University and an MBA in Management from Roosevelt University in Chicago.

Craig and his wife Joan have two teenage children. He enjoys biking and hiking and is also an avid runner, having participated in 1/2 marathons.

Unveiled

"Our new logo incorporates our new name to clearly demonstrate that we have effectively melded our malting and industrial ingredients experience under one roof," Young continued. "That means increased flexibility, responsiveness and service for our customers, many of whom rely upon us for custom product development. Our experience and passion in developing specialty malts and all-natural, healthy grain ingredients are vital components for our business."

Briess Malt & Ingredients Company is a division of Briess Industries, Inc., which began marketing its pure malt extract as a natural sweetener to the food industry more than 20 years ago.

Today, its malt extracts continue to be marketed under the brand names of Maltoferm® and CBW® (Concentrated Brewers Wort) and the recently-introduced BriesSweet® Brown Rice Syrup.

Other product lines for foods include Maltoferm® malts and malted barley flours, Insta Grains® quick cook grains, and Briess™ toasted grains.

Briess all-natural industrial grain ingredients are rapidly finding favor with food, pet food and beverage manufacturers small and large throughout the United States in the production of baked goods, confectionery, cereals, energy and nutrition bars, cereals, snack foods and many other foods and beverages. Briess all-natural industrial grain ingredients are nutritious, enhance both flavor and texture, and provide eye appeal in finished products. Briess grain ingredients convey a wholesome image to the consumer while being functional in the production process and also enhancing shelf life.

Chief Executive Officer Monica Briess remains committed to continuing the Briess family malting tradition. "Producing ingredients for both the brewing and food industries strengthens the company and its position as North America’s leading producer of specialty malts," she said.

New crop . . . from page four

about half of this year’s. Unfortunately, some of Canada suffered the same drought conditions as did Montana and Idaho. So protein levels overall are higher, plumps are lower and harvest yields were lower. Finding lower protein 2-Row is possible, but it will be a bit more challenging this year. Since we have long-term, well established purchasing relationships throughout the United States and Canada, we make niche purchases of the best quality malting barley.

So, you’re wondering, just what does this mean for you, your brewhouse performance and your pocketbook?

First and foremost, the malt will be more consistent not only batch to batch within batches. This will result in much less need to adjust mill gaps, pH’s, and temperature rests which should result in easier mashing, lautering, filtering and ultimately increased consistent brewhouse performance yields. However, we believe that 2002 crop barley should serve as a reminder to us that we should never let our guard down in terms of operating parameters and how they can be adjusted to optimize quality and brewhouse performance.

We’re sure that nearly everyone learned a great deal more about how our equipment and processes work under adverse conditions. If we apply that knowledge under more optimum conditions, the benefits will continue to shine through.

Pricing, as mentioned earlier, will not return to 2001 levels. Historically low feedstock levels throughout North America and the world will continue to play a large role in determining the price of malting barley. This trend is likely to continue until supplies return to more normal levels.

For the sake of all industries involved, we all hope for abundant harvests in the years to come and a return to more favorable prices.
This brewer's assistant goes by the name of CBW®

If you could use a little extra help in the brewhouse from time to time, consider using CBW®, the Briess line of pure malt extracts. Briess CBW® malt extracts are truly a brewer’s assistant because they can make life so much easier in the brewhouse while preserving the "all malt" character of your beer. CBW® malt extract can:

— Save time
— Increase capacity/boost productivity
— Boost gravity
— Adjust color
— Improve body and head retention

CBW® malt extracts are produced in a new, state-of-the-art brewhouse using multiple step infusion for a high degree of fermentability and FAN. Wort is concentrated to about 80% solids by gentle vacuum evaporation and packaged in a variety of sizes: 3.3# retail canisters for homebrew shops; 5-gallon pails; 55-gallon drums; and bulk. Because we make CBW® with our own malt, it is exceptionally full flavored and consistent, and very fresh because it’s shipped to you from America’s Heartland, not some foreign port.

Refer to the product guide at the right to decide which malt extract might be best suited to help you in the brewhouse. Please call for samples.

Munich………from page one

very light malty to subtle malty.

Munich Malts have been dried at higher temperatures and for longer periods of time. Munich Malts can be used in almost any beer style to increase malty flavor. The Diastatic Power, intensity of malty flavor and color are the three major characteristics that distinguish one Munich Malt from another. Bonlander® Munich and Munich 10L have more enzymes and if used properly can act as base malt, while Aromatic and Munich 20L have insufficient DP to act alone as a base malt. Refer to the chart to help decide which Munich Malt to use. Call (920) 849-7711 for samples.

Extracts that boost gravity:

| Extracts | Usage | Specific Gravity
| --- | --- | ---
| CBW® Pilsen Light | 1 lb in 1 bbl | Boost Specific Gravity by 0.00011 (.27 ºPlato)
| CBW® Golden Light | 1 lb in 1 bbl | Boost Specific Gravity by 0.00011 (.27 ºPlato)
| CBW® Bavarian Wheat | 1 lb in 1 bbl | Boost Specific Gravity by 0.00011 (.27 ºPlato)

For color adjustment with little or minor flavor impact

| Extracts | Usage | Specific Gravity
| --- | --- | ---
| A-6000 (Colorant) | 1 lb in 1 bbl | Boost Specific Gravity by 0.00011 (.27 ºPlato)

Extracts for a combination of color and flavor adjustments

| Extracts | Usage | Specific Gravity
| --- | --- | ---
| CBW® Sparkling Amber | 1 lb in 1 bbl | Boost Specific Gravity by 0.00011 (.27 ºPlato)
| CBW® Traditional Dark | 1 lb in 1 bbl | Boost Specific Gravity by 0.00011 (.27 ºPlato)
| CBW® Porter | 1 lb in 1 bbl | Boost Specific Gravity by 0.00011 (.27 ºPlato)

2004 holiday shipping schedule announced

From Chilton, Wisconsin, distribution center

| Date | Shipping
| --- | ---
| Wednesday, December 24: | NO shipping
| Thursday, December 25: | NO shipping
| Thursday, January 1: | NO shipping

From Acme Distribution Center, Aurora, CO:

| Date | Shipping
| --- | ---
| Wednesday, December 24: | NO shipping
| Thursday, December 25: | NO shipping
| Friday, December 26: | NO shipping
| Thursday, January 1: | NO shipping

From M&W Warehouse, Atlanta, GA:

| Date | Shipping
| --- | ---
| Tuesday, December 23: | NO shipping
| Thursday, December 25: | NO shipping
| Friday, December 26: | NO shipping
| Thursday, January 1: | NO shipping
| Friday, January 2: | NO shipping

Malt Flavor Color

<table>
<thead>
<tr>
<th>Malt</th>
<th>Flavor</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bonlander Munich®</td>
<td>Smooth malty</td>
<td>8.12 ºL, Golden - Orange Hues</td>
</tr>
<tr>
<td>Munich 10L</td>
<td>Robust malty</td>
<td>10 ºL, Golden - Orange Hues</td>
</tr>
<tr>
<td>Aromatic</td>
<td>Smooth, sweet intensely malty</td>
<td>17.23 ºL, Orange to Deep Orange</td>
</tr>
<tr>
<td>Munich 20L</td>
<td>Sweet, very intensely malty</td>
<td>17.23 ºL, Orange to Deep Orange</td>
</tr>
</tbody>
</table>

*Color corresponds to a usage rate of 25.8 lbs/bbl (31 U.S. gallons).
David Kuske is Director of Malting Operations for Briess. David oversees all malting operations at Briess, including the production of more than 50 types of base and specialty malts. He is active in the American Malting Barley Association and the MBAA, and is past president of ASBC Local 4 Milwaukee Chicago.

Perhaps the best thing about the 2002 North American barley crop year is that there isn’t much left of it. In fact, here at Briess we are already malting 2003 barley. Being a specialty malting company, we are fortunate to have the flexibility to adjust the volumes of our raw material contracts to capture the best of the markets. With a very poor crop year like 2002, we kept our inventories of old crop barley and malt purposely short so as to have little carry over and the ability to deliver 100% new crop in as short a time possible.

That’s good news.

The other good news, of course, is that the new crop is much, much better than the previous. While it’s easy to argue that it wouldn’t take much to be better, in the case of the 6-Row malting barley, the 2003 crop is not only better, it’s a bumper crop. The 6-Row malting barley states which include the Dakotas and Minnesota experienced excellent growing and harvesting conditions this year. Production is more than double the 2002 crop and 45% more than the 2001 crop. Excellent growing and harvesting conditions allowed almost of all the acreage that was seeded to be harvested. Very plump barley kernels further contributed to the high yield. Protein levels are back to normal, which is about 13% on average for 6-Row. Kernels are bright with low stain because harvest conditions were nice and dry.

While we have seen a drop in the market price of 6-Row due to the abundant harvest, we are not seeing a return to 2001 pricing levels because of the low carry over from previous years. We might have a lot to put in the tank, but we were running on empty. In addition, there remains a worldwide shortage. Add that to the fact that there is also very low carry over of feed grains, which has kept the price of feed barley higher. This overall market condition sets the basis for pricing malting barley, and we therefore do not anticipate pricing to return to 2001 levels at this time.

The 2-Row crop, while worlds ahead of last year’s dismal crop, is still not as positive as we would like to see. Less 2-Row acres were seeded and harvested in the United States, and Montana and Idaho suffered from late season drought conditions. In all, U.S. production of 2-Row barley was down 12% from last year. The great news is that the barley that did have the proper growing conditions to produce good quality benefited from excellent weather at harvest. Last year, the areas that produced good quality received untimely rains at harvest which not only spoiled the appearance of the kernels but also resulted in sprout damage. This sprout damage caused much of the inconsistencies in quality that we all dealt with.

Canada fared better. They harvested about 12 million tons of barley, which is just slightly above their average production of 11.7 million tons. That makes for a much larger pool size from which to select malting barley, and that offers a much better opportunity to purchase high quality, low protein barley. To put the barley pool size in context, last year’s Canadian production was...