

# Brewin With Briess

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## E-Brewin' With Briess

Brewin' With Briess is now available electronically. If you would like to receive E-Brewin' With Briess, e-mail [bwasdovitch@briess.com](mailto:bwasdovitch@briess.com). We'll need your e-mail address, name, organization and mailing address so we can remove you from our hard copy mailing list.

## We're NFPA Certified

The new Briess Irish Road Extract Plant recently passed the National Food Processors of America audit. NFPA certification is granted to ingredient manufacturers who voluntarily request the audit and pass or exceed its extensive list of strict food safety and manufacturing requirements.

Brad Rush, Manager of Quality, Safety, Health and Environmental at Briess, said that an exceptionally well trained and experienced technical and production staff, along with modern features of the new production facility, played a key role in passing the audit. Some of those features include full and redundant automation of the brewhouse and evaporator, and a state-of-the-art CIP (cleaning in place) system. The plant was commissioned in 2001.

Pure malt extracts produced at the Irish Road Extract Plant are used by brewers and food manufacturers alike. In the brewhouse, pure malt extract boosts gravity, adds color, enhances mouthfeel, and adjusts flavor while maintaining an "all malt" image. Turn to page 3 for more info.

## Briess unveils new name, logo at MBAA Convention in Milwaukee



At the Briess hospitality at the Milwaukee Ale House, the Briess Team sported white shirts with the new company logo. Seated are (front row, left to right) Craig Kennedy, Chief Financial Officer; Rick Young, Vice President of Sales & Marketing; Monica Briess, CEO; (row two), Gordon Lane, President; David Kuske, Director of Malting Operations, Kris Vogel, Credit Manager, Connie Krebsbach, Customer Service Representative; Kris Boll, Customer Service Supervisor; Brad Rush, Manager of Quality, Safety, Health and Environmental; Bernadette Wasdovitch, Marketing Manager; and standing in the back is Bob Hansen, Manager of Technical Services. Cleverly hidden behind Kris Boll is Mark Sillman, Plant Superintendent/Waterloo Malthouse.

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.

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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

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## 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.



Craig Kennedy

## Unveiled

from page one

"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



The new Briess logo incorporates the new company name. Briess Malt & Ingredients Company, is a division of Briess Industries, Inc.

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 but 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 feed stock 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:

1 lb in 1 bbl will boost Specific Gravity by 0.00011 (.27 °Plato)

#### CBW® Pilsen Light

Ingredients: Base Malt, Carapils® Malt  
 Flavor: Neutral to subtle malty  
 \*Color (8 °Plato): 1.5-3.0 °Lovibond  
 FAN (8 °Plato): 300ppm  
 Fermentability: 80%

#### CBW® Golden Light

Ingredients: Base Malt, Carapils® Malt  
 Flavor: Malty  
 \*Color (8 °Plato): 2.0-6.0 °Lovibond  
 FAN (8 °Plato): 350ppm  
 Fermentability: 80%

#### CBW® Bavarian Wheat

Ingredients: Base Malt, Wheat Malt  
 Flavor: Neutral, Malty  
 \*Color (8 °Plato): 2.0-6.0 °Lovibond  
 FAN (8 °Plato): 380ppm  
 Fermentability: 80%

### For color adjustment with little or minor flavor impact

#### A-6000 (Colorant)

Ingredients: Blend of dark roasted malts  
 Flavor: Neutral at low usage level  
 Color (8 °Plato): 350-500 °Lovibond  
 Fermentability: 30%

### Extracts for a combination of color and flavor adjustments

#### CBW® Sparkling Amber

Ingredients: Base Malt, Caramel 60L, Munich Malt  
 Flavor: Sweet, Malty  
 \*Color (8 °Plato): 8.0-13.0 °Lovibond  
 FAN (8 °Plato): 350ppm  
 Fermentability: 79%

#### CBW® Traditional Dark

Ingredients: Base Malt, Munich Malt, Black Malt  
 Flavor: Sweet, Intense Malty  
 \*Color (8 °Plato): 25-45 °Lovibond  
 FAN (8 °Plato): 320ppm  
 Fermentability: 76%

#### CBW® Porter

Ingredients: Base Malt, Wheat Malt, Chocolate Malt, Roasted Barley  
 Flavor: Sweet Malty, Chocolate  
 \*Color (8 °Plato): 120-150 °Lovibond  
 FAN (8 °Plato): 250ppm  
 Fermentability: 72%

\*Color corresponds to a usage rate of 25.8 lbs/bbl (31 U.S. gallons).

## 2004 holiday shipping schedule announced

#### From Chilton, Wisconsin, distribution center

Wednesday, December 24: NO shipping  
 Thursday, December 25: NO shipping  
 Thursday, January 1: NO shipping

#### From Acme Distribution Center, Aurora, CO:

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:

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
<b>Bonlander Munich®</b>	2-Row 30-50 DP	Smooth malty	8-12°L Golden - Orange Hues
<b>Munich 10L</b>	6-Row 45-55 DP	Robust malty	10 °L Golden - Orange Hues
<b>Aromatic</b>	2-Row 10-20 DP	Smooth, sweet intensely malty	17-23 °L Orange to Deep Orange
<b>Munich 20L°</b>	6-Row 15-30 DP	Sweet, very intensely malty	17-23 °L Orange to Deep Orange



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*Trusted Quality from America's Heartland*

## 6-Row is the shining star of the 2003 North American malting barley crop



*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

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