White Labs releases new strains for 2013

Popular reaction anticipated

White Labs adds to its yeastbank every year, and 2013 is no exception. Two strains will join the lineup in the new year. With their unique background and uses, both are expected to be popular.

As for last year, many new strains were added, including WLP707 Pinot Noir Yeast, WLP860 Munich Helles Yeast, WLP644 Brettanomyces bruxellensis Trois, WLP585 Belgian Saison III Yeast, and WLP665 Flemish Ale Blend.

Here are the new strains for 2013 —

WLP076 Albion Ale Yeast
Yeast from the historical brewery that led the way for the craft beer movement. Opened in 1976 in Sonoma, CA, the New Albion Brewery changed the face of beer for a new generation of beer lovers. This strain is a traditional British-style yeast, in honor of Sir Francis Drake, who claimed the area that is now believed to be Northern California. Neutral and versatile strain, it is a great choice for pale ales, porters, and stouts.

- Optimal Temp: 66-70°F (19-21°C)
- Flocculation: Medium-High
- Attenuation: 70-74%
- Alcohol Tolerance: Medium

WLP709 Sake #9 Yeast
For use in rice-based fermentations, #9 Sake is a traditional strain used in Gingo-shu production because of the yeast's development of high fragrance components. It is a fairly strong fermenter, but produces a foamless fermentation.

- Optimal Temp: 62-68°F (17-20°C)
- Flocculation: Low-Medium
- Attenuation: 72-78%
- Alcohol Tolerance: 15-16%

Briess Scholarship awarded

J. Blake Layfield has been awarded the fifth annual Roger C. Briess Scholarship by the American Society of Brewing Chemists. Layfield is a PhD food science student in the Department of Food, Bioprocessing and Nutrition Sciences at North Carolina State University. He anticipates receiving candidacy in December and graduating in 2013.

Layfield expressed his gratitude for the scholarship which, he said, “Will be very helpful to me as I continue in my brewing research and education. We use quite a bit of your Vienna, Pilsner and Munich malts for producing various ales and lagers in our pilot brewery.”

Layfield added that while the career path of a food scientist can go in many different directions, he developed a love for beer production and research during several internships. “I’m going to try my best to find a job in the brewing industry working for either a producer or supplier,” he said.

See “Scholarship,” page 2

Featured hop — Willamette and the holiday season

Melody Meyer Marketing Manager, Hopunion LLC

As the holiday season begins, brewers and home brewers alike begin to shift their focus from the summer’s pale ales and IPAs to winter warmers, seasonal offerings and the relative ingredients balance each other to birth a complex and stimulating beer, completely unique unto itself. Hop aroma, flavor and bitterness not usually found in the base style, can be medium to very high and must show the characteristics of American hop varieties. The bitterness (IBU) content can vary with the style, giving the brewer free range to their hop desires. Some typically used hop varieties include, but are not limited to, Amarillo®, Brewer’s Gold, Cascade, Centennial, Chinook, Citra®, Columbus, Fuggle, Glacier, Goldings, Horizon, Magnum, Northern Brewer, Perle, and Simcoe®.

— Brandon Lesniak, Lab Manager, Alpha Analytics

Yeast and Fermentation Notes:
The yeast tips for this style are relatively

See “Style Matters,” page 6

Style Matters: Tips for Dark American-Belgo Style Ale

In each issue, CBQ spotlights a particular beer style and provides tips from an ingredient and fermentation perspective. In this issue we examine Dark American-Belgo Style Ale.

Hop Notes:
Belgo-American style beers have been gaining ground in the craft beer segment in America. This subgroup of beer styles combines ingredients or techniques of Belgium, with ingredients or beer styles of America. The result of this ménage can be unbelievable if the relative ingredients balance each other to birth a complex and stimulating beer, completely unique unto itself. Hop aroma, flavor and bitterness not usually found in the base style, can be medium to very high and must show the characteristics of American hop varieties. The bitterness (IBU) content can vary with the style, giving the brewer free range to their hop desires. Some typically used hop varieties include, but are not limited to, Amarillo®, Brewer’s Gold, Cascade, Centennial, Chinook, Citra®, Columbus, Fuggle, Glacier, Goldings, Horizon, Magnum, Northern Brewer, Perle, and Simcoe®.

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See “Style Matters,” page 6
Caracryystal® Wheat Malt available for ordering

Consider it for your spring and summer beers

Caracrystal® Wheat Malt is now available for your spring and summer beers. Licensed breweries can order directly from Briess or from an authorized distributor. For a list of distris, visit the Briess website. Caracrystal® Wheat, a seasonal malt from Briess, is available every Jan-Jun.

If you haven’t tried this Maltster’s Reserve Series Malt yet, contact Briess for a sample or download the product information sheet from the Briess website. It’s a relatively new and unique caramel malt perfectly suited for spring and summer beers, as well as any beer that can use a touch of smooth, subtle flavor and warm, appealing color. Caracrystal® Wheat has sweet, smooth, malty, bready, subtle caramel, dark roast flavors and finishes exceptionally clean. At 55 °L it contributes orange to mahogany tones to your beer and its non-fermentables will contribute body, improve foam and foam retention and extend beer stability.

Because it’s a roasted caramel malt, Caracrystal® Wheat has a longer shelf life, when properly stored, than kilned malts. Store unopened bags for up to 18 months at cool temperatures (not above room temp and not below freezing), and in an area separate from brewhouse and other working areas to avoid excessive humidity.

Suggested beginning usage rates:

- 10-15% Mild sweetness and flavor
- 5-10% Subtle sweetness and flavor with pale orange tones
- 10-15% Mild sweetness and flavor plus orange tones


Find it in the redesigned ‘Blogging with Briess’

We recently took a cue from the cliché “A place for everything and everything in its place” by adding categories to the Briess blog. This simple change makes it easier for visitors to find previous blogs on a wide range of topics, from technical tips to product information to sustainability.

Visit the site to read and comment on Briess blogs

The redesigned blog has also been moved into the Briess website and can be found at: http://www.brewingwithbriess.com/blog/

Check it out and, while you’re there, subscribe to receive a monthly eblast of the previous month’s blogs.

Brew gluten free with syrups from Briess

Briess offers two styles of gluten free syrup for brewers who are considering adding a gluten free beer to their menu. For a sample and to discuss formulating a gluten free beer, contact Briess at info@brewingwithbriess.com or call us at 800-657-0806.

Several gluten free beer recipes can also be found in the new searchable Briess Recipe Database at www.BrewingWithBriess.com/Recipes/.

BriesSweet™ White Sorghum Syrup 45DE High Maltose

This is a 100% gluten free concentrated wort made from the unmalted grain of the white sorghum plant. That makes it unique, as other sorghum syrups are produced from the cane of the sorghum plant.

It was developed by the Briess technical staff in 2005 specifically for the production of gluten free beer. It successfully mimics the brewhouse performance of liquid malt extract because it was developed to provide the proteins and amino acids necessary for yeast nutrition, head retention and body along with color and flavor. Characteristics of BriesSweet™ White Sorghum Syrup include:

- Produced from unmalted white sorghum grain
- Mild “grain-like” flavor
- No unpleasant aftertaste like red sorghum syrup
- Sufficient proteins and amino acids for 100% extract brewing

Because it has a carbohydrate profile and fermentability similar to malt extract, BriesSweet™ White Sorghum Syrup 45DE functions as a 1:1 substitute for malt extract in any beer recipe. It is a dark golden-colored extract with a color of 2-3 °Lovibond at 10% dilution.

In addition, it has sufficient free amino nitrogen (FAN) levels—about 2/3 of an all-malt wort—to provide sufficient yeast nutrients for fermentation. BriesSweet™ White Sorghum Syrup 45DE High Maltose is 72-75% fermentable and will produce a beer similar in flavor and mouthfeel to a premium American lager.

Clarified Brown Rice Syrup 42DE

Another syrup for gluten free brewing is Clarified Brown Rice Syrup 42DE. This syrup is produced from a concentrated wort made from 100% pure brown rice that has been filtered to remove most insoluble protein. Many brewers report greater success brewing with clarified, versus non-filtered, brown rice syrup because of the difficulties and product losses often experienced when trying to filter out the insoluble (but colloidal suspended) protein.

In the United States, an estimated 2-3 million people suffer from Celiac Disease, which makes them gluten intolerant

In the United States, an estimated 2-3 million people suffer from Celiac Disease, which makes them gluten intolerant. Said, and his long-term career goal is to teach brewing and distilling courses at the university level.

Roger Briess was a fourth-generation malter and brewer who studied and initially practiced his trade in Germany. From 1971 until his death in 2001, he was president of the family business he had started in Czechoslovakia and relocated to the United States after World War II. Monica Briess, wife of the late Mr. Briess, is CEO of Briess Industries, Inc.

It remains one of the few family-owned malting companies in the world.

Mrs. Briess established the Roger C. Briess Scholarship to keep alive Mr. Briess’ contagious enthusiasm for superior malting and brewing.
Coming in 2013: 4th Annual Malt & Beer Workshop

Dates for annual Briess Malt & Brew workshop are Wednesday-Thursday, Aug. 21-22, 2013, in Chilton, Wis. Registration will open in early 2013. Watch the Briess website for more information, or automatically be notified when registration opens by signing up for monthly ‘Blogging With Briess’ eblasts at http://www.BrewingWithBriess.com/blog/.

Photos from the last workshop

Photo at right: Gary Glass, Director of the American Homebrewers Association, paused for a picture in the malthouse while attending the August 22-23 Briess Malt & Brew Workshop. The malthouse tour is a highlight of the workshop, which takes visitors through the entire malting process. Pick up the Nov-Dec issue of Zymurgy Magazine to read Gary’s take away from the workshop.

Photo above right: The Briess Malt & Brew Workshop includes a tour of the 500bbl brewhouse/extraction plant. Commissioned in February 2002, the production plant is fully automated. The 500bbl brewing process includes a full boil, followed by vacuum evaporation to produce pure brewer’s LME, or spray dried into DME.

Briess launches robust, searchable Recipe Database

All those beer recipe pdf files on www.BrewingWithBriess.com are now history. A recent upgrade replaced the pdf library with a fully searchable, robust database that makes the Briess library of recipes considerably more user friendly.

Search for recipes by Briess malt, beer type, recipe type, batch size or multiple fields in advanced mode. The results display onscreen where you can review the recipe, email it, share it on a social network, or choose from two printing options—full screen or 3x5 card.

New recipes are being added monthly, and watch for a “submit your own” recipe form in the future. The new webpage lives under the “Recipes” tab at http://www.BrewingWithBriess.com/Recipes/.

Briess welcomed into Wisconsin ‘Green Tier’ program

By Lauren Zink
Briess Intern
Briess Malt & Ingredients Co. recently celebrated its induction into the Wisconsin Department of Natural Resources’ Green Tier program, which recognizes and rewards environmental performance that voluntarily exceeds legal requirements related to health, safety and the environment. Attending were Briess employees and customers along with Wisconsin officials, including DNR Secretary Cathy Stepp who spoke about the importance of sustainability in business.

Also attending were Paul Graham and Anello Mollica, co-owners of Central Waters Brewing Co., Amherst, Wis. In 2009 Central Waters, a fellow Green Tier participant, became Wisconsin’s first green-powered brewery. Both men also spoke at the event.

“As our business grows, it becomes increasingly important to us to make sure our suppliers match our own values in regards to environmental responsibility,” Mollica explained following the celebration. Our consumers are becoming increasingly aware of the ecological footprint of the products they purchase, and being able to show that not only we, but also our suppliers, seek to shrink that footprint is integral to us in future growth,” he continued.

Briess echoes Central Waters’ viewpoint on the importance of environmental responsibility, even taking steps to ensure the Green Tier program itself is environmentally friendly. Briess partnered with the Wisconsin Service NatureWire® Renewable Energy Program which provided renewable electricity for the event.

As a Tier 1 participant in Green Tier, Briess is implementing environmental management systems that will help track future environmental success and performance. But being environmentally conscious is not new for Briess.

The company’s sustainability initiatives began in 2006 when Briess initiated its “Green With Briess” sustainability program and entered into an aggressive two-year plan with the U.S. Department of Energy for improving processes, procedures and equipment throughout all manufacturing and support facilities. From 2006 to 2008, the Briess extract plant reduced its natural gas usage by 20%, while the Chilton Malthouse saw a 10% reduction. As a result of its efforts, Briess received an Energy Saver award from the Wisconsin Department of Commerce to be featured in the Wisconsin Business Journal.

See “Green Tier,” page 8
Big year of classes planned at White Labs in 2013

White Labs hosted many classes in 2012 and has a full slate planned for 2013 — all part of the company’s effort to educate brewers, winemakers and distillers about their craft, with an emphasis on yeast and fermentation.

New for 2013 are four Yeast Essentials classes — one each in San Diego, Mexico, Boulder CO, and Austin TX. These classes are the most popular offerings thus far, but other opportunities for learning will take place in the areas of wine, homebrewing, distilling, sour beers and fermented foods, among other topics.

Entering the second full year in its current location, White Labs’ relocation and expansion allowed the company to significantly increase production, and also provided space for a long-sought training room. The room has been professionally designed and outfitted to allow for comfortable hour-long or all-day classes. Situated near the front of the building, it is located away from the production area, allowing for uninterrupted lessons.

Attendees are placed at a nearby hotel within walking distance, and in off times they may enjoy the White Labs tasting room.

The following is the tentative 2013 schedule:

- **Fermentation for Winemakers**
  - Feb. 7, 2013
  - (Early registration deadline: Jan. 7, 2013)
- **Yeast Fundamentals for Homebrewers**
  - Feb. 16, 2013
- **Yeast Essentials**
  - March 8, 2013
- **Yeast Essentials (held in Mexicali, Mexico)**
  - Tentatively planned for April 19, 2013
  - **Fermented Foods**
    - April 26, 2013 (Tentative)
- **Sour Beer Workshop Using brettanomyces and bacteria in beer**
  - July 12, 2013
- **Yeast Essentials (Boulder, CO)**
  - Aug. 16, 2013
- **Fermentation for Distillers**
  - Oct. 4-6, 2013
- **Yeast Essentials (Austin, TX)**
  - Oct. 22, 2013

To find out more, call White Labs at 1-888-5-YEAST-5 or log on to whitelabs.com and click the Training and Consulting link.

Taylor: ‘I love the process — it’s so detail-oriented’

Employee profile

Name: Kara Taylor
Organization: White Labs
Title: Analytical Laboratory Specialist

Describe your role with White Labs:

“When I started with White Labs in 2009, I began as a technician in the yeast lab. At that time White Labs had formed a partnership with Siebel Institute to perform their laboratory services and I am now responsible for most of the analytical services we provide to breweries around the world.”

What do you like about your job?

“I really love educating and helping brewers.”

What do you like best about brewing?

“I love the process — it’s so detail-oriented. While it often seems tedious and a lot of work, when you produce a great product, there’s a lot to be proud of.”

What are your other interests?

“Yoga, knitting, sport shooting, and laughing.”

Where did you go to school?

Loyola Marymount University in Los Angeles

What’s in your fridge?

“Sadly not much right now except some aging sours (not actually in the fridge). I like to go out!”
The year 2012 was exciting for us as we expanded yeast production, hired additional production and customer service employees and offered a full slate of yeast and fermentation classes for the first time.

We allow brewers to expand in the industry is promising, we recognize that times remain tough for many because of the economy and other factors. Thus prices will remain the same for 2013 despite our rising ingredient and packaging costs.

I will be discussing many of these points in my annual holiday letter to customers. In this space I would like to take a closer look at another new item for us in 2012 — the opening of the White Labs Tasting Room (pictured at far right), and specifically the benefits it will bring to our brewing customers in the near future. As many brewers already know, we opened the Tasting Room earlier in the year, serving beers made with an unusual twist.

We generally divide each beer into four smaller batches and ferment them with different yeast strains. The experience showcases the role that yeast plays in beer, and has been a great way for us to reach out to the community where we work and the beer world in particular. Additionally, we provide a detailed testing report for each beer, modeled after our highly popular Big QC Day program.

In mid-November, the cancer research fundraising team that includes executives, employees and friends of White Labs completed its 60-mile walk around San Diego County. In doing so Beer for Boobs capped its fifth successful annual walking campaign by raising $44,370, a team record and the fifth successful annual walking campaign.

Employee members of the team include Lisa White, Neva Parker, Meg Falbo, Kara Taylor, Maureen Lalonde, Allison Wells, and Michael Fuller. Lisa and Neva were co-captains. The team would like to thank the following sponsors — Hopunion, Green Flash, Ballast Point, Lost Abbey, Pizza Port, Northwestern Mutual, Maui Brewing Company, Briess Malt & Ingredients, Sam Adams, Fredericksburg Brewing Company, Coronado Brewing Company, Sadwurb Brewery and White Labs. Thanks also go out to Bootlegger’s Brewery and The Bruery for holding pint nights and offering generous beer donations.

Also, for the month of October, which is Breast Cancer Awareness month, White Labs created a special pink label for vials of WLP005 British Ale Yeast. Proceeds from the sale of the yeast went to fight breast cancer.

Cancer fundraising team reaches team record

Letter from the President

Chris White

We have a greater goal in mind. We want to share the data we accumulate about these strains with our brewing customers, and we hope this will help them in making decisions about what yeast to use with the beers they are developing. We have a working model of this in place. When brewers visit Yeastman.com, our tracking, ordering and reporting software, they will notice that each strain has the words “Tasting Room Data” next to it. When they click this link they will get to a page that has a list of beers made with the strain in question. With a few clicks they can compare the strain in question with others used to make the same beer. As we are still fine-tuning our brewing process and reports, we considered waiting to make this feature live until after we have accumulated more data. However, we think the data could be of assistance, and we think that brewers will understand the information will grow and become more sophisticated with time.

If you don’t want to read through a bunch of reports, you are always welcome to come down and try the beers in person.

Chris White is President of White Labs Inc. He has a Ph.D. in biochemistry from the University of California, San Diego. Feel free to write him at cwhite@whitelabs.com about this column.

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Falcons’ Flight® initiative makes inroads

Melody Meyer
Marketing Manager, Hopunion LLC

Since 2010, Hopunion LLC has been proud to support the Glen Hay Falconer Foundation’s brewing education scholarships program through proceeds from the Falconer’s Flight® pellet blend. To date, $100,000 has been donated to the foundation in support of Glen’s vision to increase educational opportunities for current and aspiring craft brewers.

This winter, a portion of the Falconer’s Flight initiative will be realized as the Glen Hay Falconer Foundation, in collaboration with the Siebel Institute of Technology, proudly expands their scholarship offerings to include two full-tuition brewing education scholarships.

Similar to the past, the Foundation will present one scholarship to the World Brewing Academy Concise Course in Brewing Technology, a two-week intensive program that covers every topic critical to successful brewery operations. This year, the scholarship will be offered at the Chicago campus during October/November 2013. The program is designed for brewers pursuing a wider knowledge of professional brewing standards and techniques in order to advance their brewing careers as well as individuals planning to enter the brewing industry and includes a $1,000 stipend to help offset travel and lodging expenses.

New for 2013, the Foundation will proudly present one full tuition World Brewing Academy International Diploma Course scholarship: The International Diploma course intended for brewers seeking an in-depth understanding of the technical aspects and practical application of brewing science and technology, running from September to November 2013 at Siebel’s Chicago and Munich campuses. The scholarship includes a stipend of up to $5,000 to help offset travel and lodging expenses.

In addition to expanding their scholarship programs, the Falconer Foundation will be expanding their geographical reach as well, accepting applicants from Washington, Oregon, Idaho, Montana, Wyoming, Colorado, Utah, Nevada, California, Alaska, and Hawaii.

Through the Falconer’s Flight® initiative, Hopunion is proud to support the Glen Hay Falconer Foundation, scholarship program and help raise awareness of its mission to contribute to the Northwest craft brewing community by providing opportunities for professional and aspiring brewers to further their knowledge and expertise.

The Glen Hay Falconer Foundation is a nonprofit organization created to commemorate and celebrate the life, interests, and good works of a well-loved and leading Northwest brewer, Glen Hay Falconer.

To learn more about the foundation or any of its scholarship opportunities, visit www.glenfalconerfoundation.org. Applicants can also visit http://www.siebelinstitute.com to learn more.

Candidates can only apply for one of the two scholarships and must live in the stated geographic region on March 25, 2013 to be eligible for the scholarship.

Style Matters
From Page 1

Falcons Flight® initiative makes inroads

The Dark American-Belgo-Style Ale style should showcase and celebrate hops: ‘Hop aroma, flavor and bitterness not usually found in the base style, can be medium to very high and must show the characters of American hop varieties’

So, after completing the creative process and determining the target flavor of your DABSA, it’s time to formulate. Select your malts with care, keeping in mind these specialties that may deliver the flavors you want in your DABSA:

- Pale Ale Malt. This is a rich, full-flavored beer. It needs a rich malty backbone. We recommend Briess Pale Ale to deliver that plus nice subtle hints of biscuit and nuts. It’s a fully modified, high extract, low protein 2-Row Malt.
- Boulander® Malt, or another Briess Munich-style malt. If your DABSA will lean toward robust roasted malt flavor, we recommend this additional dose of malty flavor to hold up to the roasted malt and other flavors that may be involved, such as spices or berries.
- Caracrystal® Wheat Malt. Mixed in the wide range of Briess roasted caramel malts is this seasonal malt available Jan-Jun every year. It has a color of 58 °L and contributes orange to mahogany hues. This is a rather complex caramel malt, with malt, caramel, dark roast flavors that would make an interesting addition to this beer style.
- Special Roast Malt. At 45 °L this roasted malt adds unique toasty, biscuity, sourdough, tangy flavors for complexity.
- Extra Special Malt. This is a hybrid 2-Row drum roasted malt with both caramel and dry roasted flavors. It’s distinguished by some interesting prune/dry/woody flavors. 130 °L.
- Dark Chocolate Malt. 420 °L, super smooth, rich roasted coffee flavor.
- Roasted Barley. For rich, sharp flavor plus foam color. 300 °L. Brewers who use this roasted barley ingredient really like it, reporting that it has a unique flavor among its peers in the Roasted Barley category.
- Blackprince® or Midnight Wheat Bitter Black Malt. How dark do you want your DABSA? At 500 and 550 °L respectively, these bitterless black malts add dark color but no bitter flavor or aftertaste. They serve as room darkening shades, blocking the light but not the subtle rich, complex flavors expected from a much lighter-colored Belgian yeast-fermented beer.

— Briess Malt & Ingredients Co.
Thai Me Up Brewery ties up the competition

Wyoming brewer is crowned Alpha King

By Melody Meyer
Marketing Manager, Hopunion LLC
Hopunion would like to congratulate Kirk McHale and Thai Me Up Brewery of Jackson Hole, Wyoming on winning Alpha King Challenge 2012.

Established in 2000 by Jeremy Toft, Thai Me Up Restaurant and Brewery is Jackson’s first Thai restaurant and newest nano-brewery. As a first-time Alpha King entrant, Thai Me Up took the competition by storm and captured the crown with 2x4, a self-proclaimed quadruple pale ale (Double IPA), beating out 128 entries from 98 breweries across the US. The success of Thai Me Up and 2x4 continued through the GABF, capturing gold in the Imperial India Pale Ale category.

When asked about their winning entry, Thai Me Up credited the Wu-Tang Clan as inspiration during the brewing process—claiming “Hops like Wu-Tang!” “In Jackson, there’s nothing that has been done like it. It’s crystal clear but with 10% alcohol. It’s super clear with no filtering. The smell is fantastic. It’s delicious!”

The Alpha King court was rounded out by Mitch Steele of Stone Brewing in Escondido, California who took second place with Stone Enjoy By 11.09.12 IPA. Third place was awarded to Shawn McElhenney of Alpine Beer Company in Alpine, California for Bad Boy Double IPA.

The 14th annual Alpha King Challenge was held at Rock Bottom - Denver Downtown on October 12th. The competition featured 129 entries and record attendance of nearly 400 attendees - the most epic “Battle of the Brews” yet.

Special thanks go to Rock Bottom – Denver Downtown for hosting the event as well as White Labs, Inc. and Rastal Glassware of Germany for donating prizes to the top 3 winners.

Named in honor of Three Floyd’s Alpha King Pale Ale, and sponsored by Hopunion LLC, Brewing News Publications and Three Floyd’s Brewing Company, the Alpha King Challenge is an annual competition held during the Great American Beer Festival and is open to commercially licensed breweries throughout the United States.

Entries are judged on overall quality and balance of flavor, and must have a minimum 60 IBUs.

Thai Me Up Brewery ties up the competition

Featured hop —— From Page 1

Introducing the Certified Select™ program

Drew Gaskell
Brand Manager, Select Botanicals Group

By nature, craft beers are born of art and passion, being an expression of the brewer, brewery, and even the community it serves. Brewers need the highest quality, most consistent products possible to maintain that craft. Select Botanicals Group, LLC recognizes this with the introduction of “Certified Select™,” a brand management program targeted at bringing a predictable supply of ultra high quality hops to market. Select Botanicals Group, LLC aims to be an innovator in the craft beer marketplace, not only by bringing new and exciting varieties to the brewer, but also by pushing the industry forward with an unparalleled commitment to quality and consistency, as well as ensuring supply to meet the needs of the customer.

With the rapid growth of the craft segment there will be a continued push toward food safety standards, consistent kining, optimized harvest timing, and even better modalities for pest control. Certified Select™ has begun taking steps to meet with brewers about what characteristics they look for in their hops, and is looking for connections in these hops between certain quality characteristics and production and harvesting practices. The Certified Select™ program also requires a level of purity in the hop yards, requiring each hop yard under this ban to go through annual rogue hop cleanups. This means that each yard is inspected by crews for any off types annually. Off type hops are flagged and removed from the yard and replanted with clean rootstock, giving a nearly pure yard every year.

In addition to a focus on quality and purity, Certified Select™ also focuses on finding new ways to meet the demand of Select Botanicals Group, LLC varieties, and has implemented a new Allied Grower Program aimed at bringing new growers in who meet the standards required for growing hops under the certification program. The Certified Select™ Allied Grower program
U.S. DOE, celebrating the company’s achievement in meeting or exceeding 7.5% total energy savings.

Operating in an environmentally conscious manner has become an integral part of day-to-day operations and long-term business plans for Briess. Today, all Briess product packaging is recyclable, and so are 99% of the company’s waste streams. Even the campus is smoke-free.

With all of the company’s sustainability work, since the implementation of Green With Briess, the company has reduced energy consumption and CO2 emissions the equivalent of almost 10 million fewer miles being driven each year since 2006, and the energy savings continue to pile up with each advancement to the company’s green initiatives.

“Entering into the Green Tier program is an important step for Briess that will further help us streamline our operations, set goals and develop additional programs to reduce our overall carbon footprint,” said Briess President Gordon Lane.

Paul Graham (left) and Anello Mollica, co-owners of Central Waters Brewing Co. in Amherst, Wis., spoke at the Briess Green Tier celebration on the importance of suppliers that mirror their company values regarding environmental responsibility.

Certified Select™ has brought in six allied growers to help meet demand, and this number will continue to grow as craft beer demand rises. Certified Select™ is a way to bring each of these varieties under one set of guidelines for each hop, making this much easier for the breweer to have confidence in the product they are purchasing.

At this time, Certified Select™ varieties can be purchased only through licensed wholesalers, including Hopunion LLC and Yakima Chief, Inc. Varieties available include all Simcoe®, and Ahtanum™, and some Citra® and Mosaic™.

If you have any questions or comments, please contact drew.gaskell@selectbotanicalsgroup.com.

Briess, Hopunion and White Labs are on Facebook. Join them!