

**BREWERS FORUM 2021 – BEER BREWING GUIDE
GERMAN BREWERS' 150TH ANNIVERSARY – BREXIT**

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BREWUP

MAGAZINE ^D

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**SOLIDARITY INITIATIVES
ACROSS EUROPE**

**BEER HOSPITALITY
TO DRIVE EUROPE'S**

**RECOVERY
SUSTAINABILITY
AND RECOVERY**



THE BREWERS OF EUROPE



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FOREWORD

Dear Reader,

With the privilege of opening this first, buoyant issue of BrewUp Magazine, I would like to share with you my sentiments of pride and modesty. While you may see these two words as mutually exclusive, I would see them as being very complementary, on the contrary!

The pride I want to share with you stems from the realisation that in today's world, opening a new channel of communications within such a vibrant sector as Europe's brewing means that we all have so much to share. The richness of brewers' wisdom across Europe is such that it indeed deserves being expressed by all means. BrewUp Magazine's raison d'être is exactly that. It is a rostrum opened to all parts of the beer value chain. Experiences, opinions, forward looking ideas should benefit all.

I also feel an immense deal of modesty because even with many years of experience in the brewing sector I know that I will learn immensely from the contributions coming from brewers, maltsters, hop growers, national brewing association leaders, technical advisors or policy directors who all form an extraordinary family.

BrewUp Magazine is about connecting to each other throughout the beer value chain. It is about understanding national and European developments that could ultimately shape the future of beer and brewing. It is a fundamentally multi-disciplinary information tool that should of interest to all. With BrewUp Magazine, The Brewers of Europe aims to break silos, offer a perspective, and celebrate the leadership of Europe's brewing sector in so many areas!

I am convinced that, like me, you will find lots of food for thoughts when reading this issue. BrewUp Magazine Nr 1 is about very concrete examples of solidarity in the face of Covid-19. It is about showing how our sector's recovery can only be strongly attached to prominent leadership in the field of environmental sustainability; demonstrating the merits of authoritative interest representation leading to the celebration of beer within and beyond the value chain. On that note I believe that BrewUp Magazine will help more amongst us to understand why we need robust national societies and European organisations to promote our product. Without such organisations we would not be able to efficiently reach out to policy makers.

May I finish this introductory note by saying that BrewUp Magazine has been designed to appeal to all brewers, no matter their size. The vitality of Europe's brewing landscape draws its sources from diversity.

I would like to thank The Brewers of Europe's team and the contributors for offering BrewUp Magazine to us all, brewers and value chain stakeholders. I hope you will enjoy reading this first issue and the many more to come.

Cheers to BrewUp Magazine!

Lasse Aho
President
The Brewers of Europe



#IN FOCUS RESPOND



BELGIUM

RESPONDING TO THE COVID-19 CRISIS – EXAMPLES OF SOLIDARITY INITIATIVES

By the Belgian Brewers Association

INITIATIVES BY THE BELGIAN BREWERS

The breweries, members of Belgian Brewers asbl and part of the Belgian beer culture that has been added by Unesco to the Representative List of the Intangible Cultural Heritage of Humanity, have assumed their social responsibility towards society during the COVID-19 crisis and the lockdowns and more specifically towards the healthcare sector that faced a hard time in these unprecedented times. They helped where they could to ensure that the healthcare providers could and can work in the best conditions. All our brewers have shown great solidarity and contributed both locally and nationally by e.g. producing alcohol gels and disinfectants, supporting the care sector by handing out free meals and non-alcoholic beer, supporting the catering sector by the remission of rents and replacing beer, organizing various (support) campaigns, avoiding food waste, etc. ... Below we provide an anthology of some documented initiatives, but in reality there were many more.

PRODUCTION OF HAND GELS AND DISINFECTANTS

AB InBev produced 50,000 litres of ready-to-use disinfectant, reusing residual alcohol from non-alcoholic beers. A significant proportion of this, over 18,000 litres, was distributed in Belgium. This initial batch of 50,000 litres of disinfectant, produced in collaboration with KWST GmbH and Jodima, was delivered to crisis coordination teams and authorities across Europe for subsequent distribution to hospitals that needed it most, including hospitals in Belgium.

In addition, in collaboration with Bio-Essentials, a Turnhout-based SME that develops and produces cosmetic products, the brewery also produced 26,000 bottles (250 ml) of disinfectant hand gels, again based on residual alcohol from non-alcoholic beer. Although the production planning at Bio-Essen-

tials was actually full during those weeks, they started working on it immediately. In less than a week, they had the recipe, the packaging and all the paperwork in order, thanks to the collaboration with the brewery. Bio-Essentials then also produced in the evenings and weekends in order to have all the products available as quickly as possible.

The company converted the residual alcohol into a disinfectant gel and packaged it in small and large bottles. The brewery in turn took care of the free distribution. The cooperation was initially good for 26,000 bottles of hand gel. Of those 26,000 bottles, the brewery donated 12,000 to the Belgian care sector. About 7,000 were delivered via Jost Group to vzw Familiehulp, the largest family care service in Flanders whose employees came into daily contact with people in need of care. Their personal protection and that of those in need of care was therefore particularly important. Ann Demeulemeester of vzw Familiehulp commented: *"We greatly appreciate AB InBev's donation. The hand gels are a very useful addition to the very strict hand hygiene that our employees already practise. Especially in customer situations where water, liquid hand soap and kitchen rolls are not or not sufficiently available. We are very pleased with this solidarity with family care."*

AB InBev also donated 5,000 bottles of hand gel to Belgian hospitals. The remainder of the hand gels were used for the breweries' own employees, to keep them optimally protected. The healthcare sector also indicated that the permanent wearing of a mouth mask caused dry mouth among healthcare staff, and that therefore variety in the beverage offering was more than welcome. Therefore, the brewery contacted the hospitals and residential care centres in Belgium to ask whether they would like to receive free non-alcoholic beer from them, to give them a boost in this difficult period. The response was very positive and the brewery donated more than 9,500 bottles and cans of Jupiler 0.0% and 3,350 bottles and cans of Leffe 0.0% to 380 hospitals and residential care centres in Belgium. This was also a sign to thank the care providers who tirelessly fight against COVID-19 for their fantastic work.

Brewery Alken-Maes also succeeded in making antibacterial hand gels by extracting alcohol from its ciders and beers. A Dutch producer converted the alcohol into hand gels for the



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brewery. Thus, 5,500 disinfectant bottles of hand gels were distributed to the inhabitants of the municipality of Alken, one of the most affected municipalities by the Covid-19 virus during the first lockdown.

Besides the AB InBev pilot brewery in Leuven, other smaller members of Belgian Brewers asbl also supplied ethanol 97% or extra hand gels or alcohol solutions to healthcare providers and to companies and institutions in essential sectors. Pharmacists could also turn to the breweries mentioned below for alcohol to make hand gels and disinfectants for the care sector: e.g. Des Légendes, Wilderen, Eutropius, John Martin,

INITIATIEVEN VAN DE BELGISCHE BROUWERS

De brouwerijen, lid van Belgische Brouwers en deel van de Belgische biercultuur die door Unesco is toegevoegd aan de Representatieve lijst van het immaterieel cultureel erfgoed van de mensheid, hebben tijdens de COVID-19 crisis en de lockdowns hun sociale verantwoordelijkheid opgenomen t.o.v. de maatschappij en meer specifiek t.o.v. de zorgsector die het in deze ongeziene tijden hard te verduren heeft gekregen en er zo mee voor te zorgen dat zij in de beste omstandigheden konden en kunnen werken. Al onze brouwers hebben een grote solidariteit getoond en zowel lokaal als nationaal hun steentje bijgedragen door oa. de productie van ontsmettingsmiddelen, steun aan de zorgsector door het uitdelen van maaltijden en bier, steun aan de horeca-sector door het kwijtschelden van huurgelden en vervangen van bier, de organisatie van verschillende (steun)acties, het vermijden van voedselverspilling enz. ... Hieronder geven we een bloemlezing van een aantal gedocumenteerde initiatieven, maar in werkelijkheid waren het er nog veel meer.

PRODUCTIE VAN HANDGELS EN ONTSMETTINGSMIDDELEN

AB InBev produceerde 50.000 liter gebruiksklaar ontsmettingsmiddel, waarbij het de restalcohol uit alcoholvrije bieren hergebruikt. Een significant deel hiervan, meer dan 18.000 liter, werd in België verdeeld. Deze eerste reeks van 50.000 liter ontsmettingsmiddel, geproduceerd in samenwerking met KWST GmbH en Jodima, werd geleverd aan crisiscoördinatieteams en overheden in heel Europa om het vervolgens te verdelen naar de ziekenhuizen die het het meest nodig hadden, waaronder ook ziekenhuizen in België.

Daarbovenop produceerde de brouwerij in samenwerking met Bio-Essentials, een KMO uit Turnhout, die cosmeticaproducten ontwikkelt en produceert, ook 26.000 flesjes (250 ml) desinfecterende handgels, opnieuw op basis van restalcohol uit alcoholvrij bier. Hoewel de productieplanning bij Bio-Essentials die weken eigenlijk al vol was, zijn ze er onmiddellijk mee aan de slag gegaan. In nog geen week tijd hadden ze het recept, de verpakking en al het papierwerk in orde gebracht dankzij de samenwerking met de brouwerij. Bio-Essentials produceerde toen ook 's avonds en in het weekend om alle producten zo snel mogelijk ter beschikking te krijgen.

De onderneming zette de restalcohol om in een desinfecterende gel en verpakte deze in kleine en grote flessen.



De brouwerij zorgde dan weer voor de gratis verdeling. De samenwerking was in eerste instantie goed voor 26.000 flesjes handgel. Van die 26.000 flesjes schonk de brouwerij er 12.000 aan de Belgische zorgsector. Zo'n 7.000 stuks werden via Jost Group integraal geleverd aan vzw Familiehulp, de grootste dienst voor gezinszorg in Vlaanderen wiens medewerkers elke dag opnieuw met zorgbehoevenden in contact kwamen. Hun persoonlijke bescherming alsook die van de zorgbehoevenden was dan ook bijzonder belangrijk. Ann Demeulemeester van vzw Familiehulp lichtte toe: "Wij waarderen de gift van AB InBev enorm. De handgels zijn een zeer nuttige aanvulling op de zeer strikte handhygiëne die onze medewerkers al toepassen. Zeker in klantsituaties waar water, vloeibare handzeep en keukenrol niet of onvoldoende voorhanden zijn. Deze solidariteit met de gezinszorg doet ons enorm deugd."

Daarnaast schonk AB InBev ook 5.000 flesjes handgel aan de Belgische ziekenhuizen. Het resterende deel van de handgels werd gebruikt voor de eigen medewerkers in de brouwerijen, om ze optimaal te blijven beschermen.

De zorgsector gaf ook aan dat het permanent dragen van een

mondmasker bij het zorgpersoneel een droge mond veroorzaakte en dat daarom afwisseling in het drankenaanbod meer dan welkom was. Daarom heeft de brouwerij de ziekenhuizen en woonzorgcentra in België gecontacteerd met de vraag of zij graag gratis alcoholvrij bier van hen wensten te ontvangen, om hen een duwtje in de rug te geven in deze zware periode. De respons hierop was zeer positief waardoor de brouwerij ruim 9.500 flesjes en blikjes Jupiler 0.0% en 3.350 flesjes en blikjes Leffe 0,0% aan 380 ziekenhuizen en woonzorgcentra in België schonk. Dit was ook een teken om de zorgverstrekkers die onvermoeibaar vechten tegen COVID-19 te bedanken voor hun fantastische werk.

Ook brouwerij **Alken-Maes** is erin geslaagd om antibacteriële handgels te maken door alcohol te onttrekken aan zijn ciders en bieren. Een Nederlandse producent zette de alcohol voor de brouwerij om in handgels. Zo werd aan de inwoners van de gemeente Alken, één van de meest getroffen gemeenten door het Covid-19 virus tijdens de eerste lockdown, 5.500 desinfecterende flesjes handgels verdeeld. (Afbeelding spandoek met foto's van Alkenaren)

Naast de proefbrouwerij van AB InBev in Leuven leverden ook andere kleinere leden van Belgische Brouwers ethanol 97 % of extra handgels of alcoholoplossingen aan zorgverleners en aan bedrijven en instellingen uit essentiële sectoren. Ook apothekers konden bij de hierna vermelde brouwerijen terecht voor alcohol zodat zij er handgel en ontsmettingsmiddel van konden maken voor de zorgsector: oa. Des Légendes, Wilderen, Eutropius, John Martin,



FREE MEALS FOR HEALTH CARE PROVIDERS

During the Christmas period, Leffe handed over 1,100 meals prepared by Michelin-starred chefs Lionel Rigolet (Comme Chez Soi) and Hans Van Wolde (Brut 172) to 4 hospitals in Belgium, the Netherlands and France. The brewer of Leffe abbey beers thus wanted to offer, in the tradition of the Abbey, a well-deserved break for the nursing staff during the Christmas period. The brewer also donated more than 28,000 bottles of Leffe 0.0% alcohol-free beer and adapted Leffe glasses bearing a message of sincere gratitude.

GRATIS MAALTIJDEN AAN DE ZORGVERSTREKKERS

Tijdens de kerstperiode overhandigde Leffe 1.100 maaltijden van sterren-chefs Lionel Rigolet (Comme Chez Soi) en Hans Van Wolde (Brut 172) aan 4 ziekenhuizen in België, Nederland en Frankrijk. De brouwer van de Leffe abdijbieren, wilde zo in de traditie van de abdij het zorgpersoneel een kleine welverdiende pauze bieden tijdens de kerstperiode. De brouwer doneerde daarnaast ruim 28.000 flesjes alcoholvrij bier Leffe 0,0% en aangepaste Leffe glazen waarop een boodschap van oprechte dankbaarheid stond.

SUPPORT FOR THE HOSPITALITY SECTOR AND ASSOCIATIONS

In addition to the care sector, the brewers also supported the hard-hit hospitality sector, for example by the remission of rent, replacing beer, ...

Various solidarity actions were also organized during the first lockdown: Café Courage, Café Solidair, Horeca Comeback.

During the first lockdown, which took effect on 13 March 2020, Belgians were no longer able to visit a café, bar or restaurant. Almost all these establishments were confronted with a period of no revenue, so AB InBev wanted to support its partners in this difficult period by encouraging consumers to support their local pubs and restaurants.

In response, an initiative called Café Courage (*steun jouw bar! / soutien ton bar!*) was launched, whereby consumers could



purchase vouchers which they could then hand in at their favourite pub once the sector was able to safely reopen. The money raised by the action was transferred to the bar, restaurant or café within a week, and the brewery made a beer available for each beer purchased by consumers, until they had given away the equivalent of 3.6 million pints in Belgium and 500 000 in Luxembourg. They thus brought consumers and their favourite pubs closer together, despite the pandemic and its restrictions.

With more than 2 805 registered businesses, 222 271 pints



ordered and more than 625,429 euros in beer and donations, this campaign was considered a great success.

STEUN AAN DE HORECA-SECTOR EN VERENIGINGEN

Naast de zorgsector steunden de brouwers ook de zwaar getroffen horeca-sector, onder andere door huurkijtschelding, het vervangen van vervallen bier, ...

Er werden ook verschillende solidariteitsacties op poten gezet tijdens de eerste lockdown: Café Courage, Café solidar, Horeca Comeback.

Tijdens de 1ste lockdown die op 13 maart 2020 van kracht werd, konden de Belgen niet meer terecht in een café, bar of restaurant. Bijna alle horecazaken werden geconfronteerd met een periode zonder inkomsten en daarom wilde AB InBev zijn partners steunen in deze moeilijke periode door de consumenten aan te moedigen hun lokale cafés en restaurants te steunen.

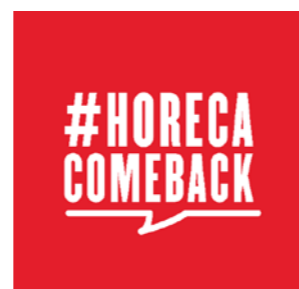
Als reactie daarop werd een initiatief gelanceerd onder de naam Café Courage (steun jouw bar ! / soutien ton bar !), dat

inhiel dat consumenten vouchers konden kopen die ze dan in hun favoriete café konden inleveren zodra de sector in staat was om veilig opnieuw open te gaan.

Het geld dat met de regeling werd ingezameld, werd binnen een week aan het etablissement overgemaakt, en de brouwerij stelde een bier ter beschikking voor elk bier dat door de consumenten werd gekocht, tot zij het equivalent van 3,6 miljoen pinten in België en 500 000 in Luxemburg hadden weggegeven. Zo brachten zij de consumenten en hun favoriete pubs dicht bij elkaar, ondanks de pandemie en de beperkingen ervan. Met meer dan 2 805 ingeschreven horecazaken, 222 271 bestelde pinten en meer dan 625.429 euro aan bier en giften, werd deze campagne als een groot succes beschouwd.

Café Solidar was the platform set up by Alken-Maes to support businesses during the difficult period of lockdown in Belgium when restaurants and pubs had to remain closed. At www.cafe-solidair.be, coupons or vouchers could be purchased, which allowed businesses to earn an income even while their businesses were closed. Consumers could redeem the coupons when the cafés and restaurants reopened their doors. Across the country Café Solidar was a great success: in 10 weeks more than 100,000 pints were ordered!

Café Solidar was dan weer het platform dat door Alken-Maes werd opgericht om bedrijven te ondersteunen tijdens de moeilijke periode van lockdown in België toen restaurants en cafés gesloten moesten blijven. Via www.cafesolidair.be konden coupons of vouchers worden gekocht, waarmee bedrijven ook tijdens de sluiting van hun zaak een inkomen konden verdienen. Consumenten konden de bonnen inwisselen wanneer de cafés en restaurants hun deuren weer openen. In het hele land was Café Solidar een groot succes: in 10 weken tijd werden meer dan 100.000 pinten besteld!



HORECA Comeback was the initiative of Belgian Brewers asbl, a few breweries and several partners from the beverage and food sector to support businesses in the catering sector in Belgium during the coronavirus crisis, as they had to close their doors for several months. This initiative allowed consumers to contribute to the support of one or more establishments in the hospitality sector by purcha-

sing vouchers to use in their favourite restaurants, (snack) bars and cafés once they reopened. This extra support helped the most vulnerable businesses to get through this difficult period and secure their reopening. The campaign was a great success and resulted in the sale of a large number of vouchers for the popular Belgian hospitality sector, worth some EUR 1,033,953. Employers could still purchase company vouchers for their clients, staff or business relations until 31 October 2020.

HORECA Comeback was het initiatief van Belgische Brouwer, enkele brouwerijen en verschillende partners uit de drank- en voedingssector om bedrijven in de horeca in België tijdens de coronaviruscrisis te steunen, aangezien zij hun deuren gedurende enkele maanden moesten sluiten. Dankzij het initiatief konden consumenten bijdragen aan de ondersteuning van één of meer horeca-etablisementen, door vouchers te kopen die zij in hun favoriete restaurants, (snack)bars en cafés konden gebruiken zodra deze weer open gingen. Deze extra steun hielp de meest kwetsbare etablisementen om door deze moeilijke periode heen te komen en de heropening te verzekeren. De campagne was een groot succes en resulteerde in de verkoop van een groot aantal vouchers voor de geliefde Belgische horecasector, ter waarde van zo'n 1.033.953 euro. Werkgevers konden nog tot 31 oktober 2020 bedrijfscheques aankopen voor hun klanten, personeel of zakenrelaties.

In June 2020, Haacht Brewery launched a national campaign to motivate consumers to go to a pub or restaurant. Under the name Tournée Générale, the brewery treated all Belgians to two beers via two consumption vouchers in the Belgian newspapers. Consumers could enjoy a free Primus, Tongerlo, Keizer Karel, Ommegang, Mystic, or one of the five SUPER 8 beers per

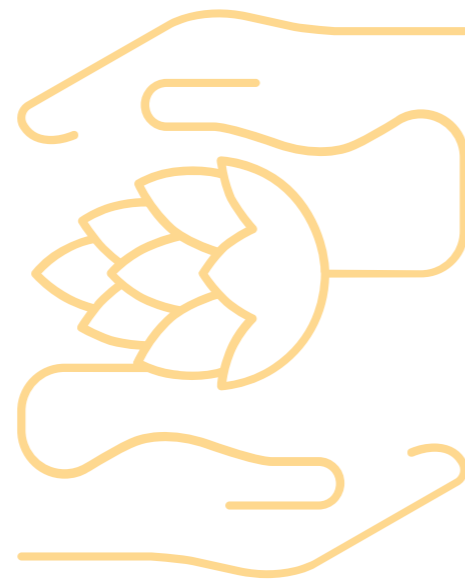
coupon in their favourite Primus pub, brasserie or restaurant. With the previous support measures, Brewery Haacht helped its entrepreneurs to keep their heads above water as much as possible during the compulsory closure. When they were finally able to reopen, the brewery also gave their activities a boost with this national campaign. In this way Brewery Haacht conti-



#IN FOCUS RESPOND

nues to support them as much as possible, as many are still struggling financially. The fact that they can treat the Belgian consumer at the same time is an extra bonus. After all, these were - and often still are - difficult times for everyone, so everyone has more than earned those extra beers!

Brouwerij Haacht lanceerde in juni 2020 een nationale campagne om de consument extra te motiveren om op café of restaurant te gaan. Onder de naam Tournée Générale trakteerde de brouwerij alle Belgen op twee biertjes via twee consumptiecoupons in de Belgische kranten. Consumenten konden per bon in hun favoriete Primus-café, -brasserie of -restaurant genieten van een gratis Primus, Tongerlo, Keizer Karel, Ommegang, Mystic, of een van de vijf SUPER 8-bieren. Met de eerdere steunmaatregelen heeft Brouwerij Haacht haar ondernemers tijdens de verplichte sluiting geholpen om zo veel mogelijk het hoofd boven water te houden. Toen ze eindelijk terug open konden gaan, gaf de brouwerij ook hun activiteiten een flinke boost met deze nationale campagne. Op die manier



blijft Brouwerij Haacht hun maximaal steunen, want velen hebben het financieel nog steeds erg moeilijk. Dat ze tegelijk de Belgische consument kunnen trakteren, is extra mooi meegenomen. Want voor iedereen waren - en zijn het vaak nu nog - moeilijke tijden, dus die extra biertjes heeft iedereen meer dan verdiend.



INTERVIEW WITH LIENS MEEUS, BREWERY HAACHT

By the Belgian Brewers Association

Why did Brewery Haacht organised Tournée Générale in June 2020?

We wanted people to go back outside, enjoy a good beer on a terrace or in a café and also we wanted to support the hospitality sector which suffered a lot with the first lockdown. This is why we published an article in all Belgian newspaper on a specific day, offering 2 vouchers to everyone to use in one of the bars and cafés of the Primus network.

Has the initiative been well-received by consumers and café owners?

Yes, it has been! It was slightly challenging from an organizational perspective for us, but it was worth as consumers enjoyed the chance and the opportunity to go back outside to enjoy a beer and that helped café owners to recover as much as possible.

What about activities to support the hospitality sector during the second lockdown?

We helped cafés from our network with adjusting and postponing rent payment and also collecting beers that had gone off the expiry date.

What do you expect from the planned reopening of terraces (on 08 May 2021)?

We expect a lot of people will want to go out to enjoy a beer after having been locked in for a long time and we hope it will help the hospitality sector to recover.



INTERVIEW AVEC LIEN MEEUS, BRASSERIE HAACHT

By the Belgian Brewers Association

Pourquoi avoir organisé Tournée Générale en juin 2020 ?

Nous voulions que les gens sortent à nouveau, puissent profiter d'une bière en terrasse et nous voulions également aider le secteur des bars et cafés qui ont souffert énormément lors du premier confinement. C'est pour cela que nous avons fait publier le même jour un article dans tous les journaux belges qui offraient deux bons d'achat à utiliser dans les bars et cafés du réseau Primus.

L'initiative a-t-elle été bien reçue par les consommateurs et les cafetiers ?

Oui, ça a été le cas ! Ça a été un peu compliqué au niveau de la logistique pour nous, mais ça en valait la peine car les consommateurs ont eu la chance et l'opportunité de ressortir et de profiter d'une bonne bière et ça a également aidé les cafetiers à reprendre du service.

Quel soutien avez-vous offert au secteur de l'horeca pendant le deuxième confinement ?

Nous avons aidé les cafetiers de notre réseau en baissant les loyers et en reportant le paiement des loyers pour certains, et nous avons aussi récupéré les bières dont la date de consommation avait expiré.

Qu'attendez-vous de la réouverture des terrasses (au 08 mai 2021) ?

Nous pensons que beaucoup de monde souhaitera sortir et profiter d'une bière après des mois d'enfermement et on espère que ça aidera l'horeca à se remettre sur pied.

ANALYTICA - EBC
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Yearly subscription	109€
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Individual methods	29€

Through the sale of personalised beer crates, the Mechelen based brewery Het Anker supported local associations and sports clubs in August 2020. With this action, the brewery wanted to contribute to the functioning of the participating associations during the difficult times due to the pandemic. The associations, sports clubs and non-profit organizations were able to buy the crates of Golden Carolus beers at a nice discount and to sell them on in order to increase their club funds. They hope that this initiative gave the much-needed support to the many associations in Mechelen that are also experiencing difficult times. The support campaign ran until 15 September 2020.

Earlier, they also supported the local businesses in Mechelen when they reopened after the first lockdown, among other things by handing out free cans of Maneblusser.

By suspending the rent for January 2021, brewery Vanhonsbrouck hoped to give the owners a happy end-of-year period. They wanted to help them forget their financial headaches for a while and hope, together with them, for a quick catering comeback this year.

It is not the first time that the brewery of special beers such as Kasteel Rouge, Filou and Brigand has lent a helping hand to hotel and catering businesses. During the first lockdown, the brewery supported a number of establishments that were starting to offer take-away. For each order, the customer then received a free can of Filou.

Also with Filou, the brewery proved to be a loyal sponsor. For the end-of-year period, the brewery launched personalised Filou cans for Knack Volley Roeselare. "Knack Volley fans who buy the six-packs of Filou are integrally supporting their club. This was not an action for profit, they mainly wanted to give a boost to Knack Volley and its fans.



Via de verkoop van gepersonaliseerde bierkistjes ondersteunde de Mechelse brouwerij Het Anker in augustus 2020 de lokale verenigingen en sportclubs. Met deze actie wilde de brouwerij een steentje bijdragen in de werking van de deelnemende verenigingen tijdens de moeilijke coronatijden. De verenigingen, sportclubs en vzw's konden de kistjes met Gouden Carolus-bieren aankopen met een mooie korting en ze op hun beurt doorverkopen om de clubkas te spijzen. Ze hopen dat dit initiatief een ondersteuning kon betekenen voor de vele Mechelse verenigingen die momenteel ook moeilijke tijden beleven. De steunactie liep tot 15 september.

Eerder steunden ze ook al de Mechelse handel en de horeca bij hun heropening na de eerste lockdown, onder meer met gratis blikjes Maneblusser.

Door de huur van januari op te schorten, hoopte Brouwerij Vanhonsbrouck de uitbaters toch nog een fijne eindejaarsperiode te bezorgen. Ze willen hen even de financiële kopzorgen doen vergeten en hopen samen met hen op een snelle horeca-comeback in 2021. Het is niet de eerste keer dat de brouwerij van speciaalbieren zoals Kasteel Rouge, Filou en Brigand horecazaken een hart onder de riem steekt. Tijdens de eerste lockdown ondersteunde de brouwerij tal van horecazaken die begonnen met take-away. Bij elke bestelling kreeg de klant toen een gratis blikje Filou.

Nog met Filou bewees de brouwerij een loyale sponsor te zijn. Voor de eindejaarsperiode lanceerde Kasteel Brouwerij Vanhonsbrouck gepersonaliseerde Filou-blikken voor Knack Volley Roeselare. "Knack Volley-fans die de sixpacks Filou kopen, steunen integraal hun club. Dit was geen actie waar zij winst uithalen, zij willen er vooral Knack Volley én zijn fans een hart onder de riem mee steken.



AN ACTION FOR THE PHYSICAL AND MENTAL HEALTH OF ALL BELGIANS

By the Belgian Brewers Association

The concept for Belgian Brewer Trails grew out of the need to move and enjoy life. Something many of us missed since the beginning of the lockdown. We needed to move, wanted to taste & discover. In our bubble, but with an experience. Enjoying sports, discovering the unprecedented nature of the region, and tasting a well-deserved beer from the local brewer.

A must for beer-nature & sports lovers!

Because coming together became impossible, the concept of BBT provides a safe, individual approach without losing the eventual experience. BBT brews a recipe of sport & enjoyment that connects and invites to live life to the fullest. This with a fully Covid-proof approach where participants do not run a greater physical risk than the sporadic runners in a park.

Many Belgians struggle physically and mentally to stay healthy during the lockdown. Belgian Brewer Trails stimulates people to find back the positive "drive" they might have lost in the past period. Therefore different trails are set up for different levels.

Belgian Brewer Trails brings a story that is widely supported by the people. It is a discovery made possible by and for people who contribute to the rebirth of a lively and resilient population. It is an action for and by local entrepreneurs and associations, with the support of BBT.

The project focuses on the responsible activation of local experience and culture. By taking part, you will discover a beautiful beer, and pass through the "hidden pearls" of nature in and around each brewery.

On 30 January 2021, the Delirium Brewer Trail, the first of five planned runs and bike rides in the surroundings of a brewery, took place in Melle at the Huyghe Brewery.

Het concept voor Belgian Brewer Trails is gegroeid uit de nood om te bewegen en te genieten. Iets wat vele mensen het hele jaar gemist hebben. We moesten bewegen, wilden proeven & ontdekken. In onze bubbel, maar met een ervaring. Heerlijk sporten, de ongekende natuur van de streek ontdekken, en proeven van een welverdiend biertje van de lokale brouwer. Een must voor bier-natuur & sportliefhebbers!

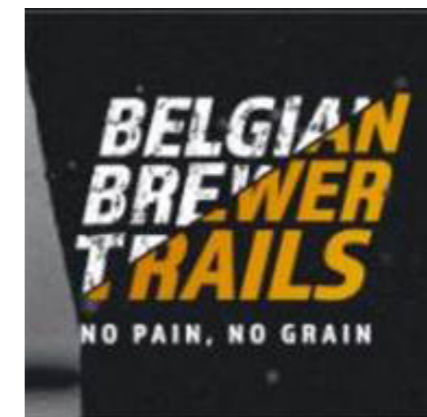
Omdat samenkomen onmogelijk werd, zorgt het concept van BBT voor een veilige, individuele aanpak zonder de evenementiële ervaring te verliezen. BBT brouwt een recept van sport & genieten, dat zorgt voor verbinding en uitnodigt om het leven ten volste te leven. Dit met een volledig Covid-proof aanpak waarbij deelnemers geen groter fysiek risico lopen dan de sporadische lopers in een park.

Vele Belgen hebben fysiek en mentaal moeite om gezond te blijven tijdens de lockdown. Belgian Brewer Trails stimuleert mensen om de positieve "drive" terug te vinden die ze misschien verloren in de voorbije periode. Daarom worden verschillende trajecten uitgestippeld voor verschillende niveaus.

Belgian Brewer Trails brengt een verhaal dat breed maatschappelijk gedragen wordt. Een ontdekking, mogelijk gemaakt door en voor mensen die bijdragen aan de heropstart van een levendige en veerkrachtige bevolking. Het is een actie voor en door lokale ondernemers en verenigingen, die ze met BBT een hart onder de riem steken. Met het project ligt de focus op het verantwoordelijk activeren van lokale beleving en cultuur. Door deel

nemen ontdek je een prachtig bier, en doorkruis je de "verborgen parels" van de natuur op en rond elke brouwerij.

Op 30 januari 2021 werd in Melle aan de Brouwerij Huyghe het startschot gegeven van de Delirium Brewer Trail, de eerste van vijf geplande loop - en fietsomlopen in de buurt van een brouwerij.





BULGARIA

PIVOVARNITZA KAMENITZA OPENED ITS KITCHEN TO PREPARE FOOD FOR THE NEEDY ONES

By Steliyana Kasabova

Covid-19 turned out to be an event that conquered the whole world in a relatively short time and completely changed the way we live, work and communicate with each other. This event changed our daily lives and made us start thinking in a new, different way, outside the box, outside the framework we know. This event made us turn to ourselves, to our relatives, to the people on the front line, to those in need. It helped us understand that only when we are together can we go through everything.

This story is precisely for such kind of a cause, a cause that arose from a small and simple idea, but with a big meaning - #WarmKitchen. During the peak of the Covid-19 pandemic in Bulgaria, when all restaurants were closed and the country was in almost a full lockdown, the team of Pivovarnitza Kamenitza began to think about different ways to use its kitchen during this period to help the community in the hometown of the brand Kamenitza - Plovdiv.

This is how the idea was born between the team of Kamenitza Brewery and in partnership with another Plovdiv chef for a social campaign for preparing hot food for needy families and households in the city of Plovdiv. A team of volunteers from Pivovarnitza, led by Pivovarnitza chef, prepared hot food in the restaurant's kitchen completely free of charge and then delivered it to needy families. The campaign started just before Easter, in mid-April, so that socially disadvantaged families could receive warm food and smiles for the holidays. This is how Pivovarnitza Kamenitza opened its doors to a charity kitchen. Pivovarnitza also organized a donation campaign to raise funds to buy food products, which were cooked and served warm for the most needy during this tough period.

"We are happy that Pivovarnitza was able to be part of this noble initiative and contributed a little to the smiles of so many people who needed it at that moment. We have said that the best meetings start by the stove, and the stove helped us stay connected, though not physically," said Margarita Stoycheva, Manager of Pivovarnitza Kamenitza.

The campaign was made by the people for the people and the safety of those working on the spot was a key priority. Pivovarnitza took all necessary measures for cleanliness, hygiene and safety, coordinated with the relevant authorities and institutions. The necessary personal protective equipment for the teams was also provided. Strict control and traceability as well as constant and regular disinfection of the premises were ensured for the whole campaign.

Pivovarnitza turned out to be a unifying point for the business in Plovdiv, managing to attract to the campaign several production companies and bakeries with the supply of food products to be turned into hot food. Initially, 30 people received food for each week, and 51 households received packaged food. Two weeks later, the number of people receiving hot food doubled to 70. The initiative continued to grow and since the beginning of May, more than 133 people have started receiving hot food. And all this became possible thanks to the efforts of Pivovarnitza team and partners.

With the loosening of the measures in the country and the possibility for the restaurants to work again on May 8, Pivovarnitza Kamenitza opened its doors to its guests, but the #WarmKitchen initiative did not stop there. On May 18, 98 people received packaged food, and on June 3, another 79 people. The Charity kitchen continued to operate after that with the preparation of food for 60 households. The initiative reached many people in need, and in June it continued to support more families, joining forces with the Bulgarian Red Cross - Plovdiv and the Municipality of Plovdiv. The campaign continued during the summer and more than 200 people and families in need received warm food in this period. The initiative was renewed again in the fall and for the period of two months it delivered food to homeless people in the city of Plovdiv.

The social campaign #WarmKitchen of Pivovarnitza Kamenitza won a special award at the annual Responsible Business Awards of b2b Media in Bulgaria for a campaign with Covid-19 cause.

This may not be the first or last such initiative of a company, business or organization. We have seen a lot and will continue to see as long as there is a need for them. But the strength of the cause of #WarmKitchen and of Pivovarnitza Kamenitza's

team lies in different thinking, in action, not just planning, in the quick reaction in these challenging times, in uniting people, in their kindness and empathy, in uniting business, institutions and non-governmental organizations for a better present and helping the most needy in the most critical moments.

Here you can find a video of the initiative:

<https://www.facebook.com/watch/?v=233861674355228>

Here you can find an unpaid reportage of the Bulgarian National TV of the initiative, broadcast during the evening news:

<https://bntnews.bg/news/blagotvoritelna-socialna-kuhnya-v-plovdiv-osiguryava-hrana-za-hora-v-nuzhda-1051267news.html>

ABOUT PIVOVARNITZA KAMENITZA

Pivovarnitza Kamenitza plays a key role in the development not only of Kamenitza AD, but also in general for the beer industry in the country, expanding the category and providing a base, resources, knowledge and experience for various experiments with flavours and types, beer recipes, ingredients. Pivovarnitza Kamenitza is the beer home of Kamenitza in Plovdiv and welcomes all beer lovers with hand-brewed beers combined with appropriate food. For more information visit <http://www.pivovarnitzakamenitza.bg/>.

ABOUT KAMENITZA AD:

Kamenitza AD is one of the leading brewing companies in Bulgaria, part of the international Molson Coors Beverage Company. The company has more than 140 years of experience, history and traditions in brewing. Beer is in the heart of Kamenitza, and employees' passion for brewing is what turns the barley into a brewed amber liquid. Kamenitza AD is proud of its rich portfolio of some of the most beloved beer brands on the Bulgarian market such as Kamenitza, Burgasko, Astika, Staropramen, Stella Artois and many others.

The company operates with a brewery in the town of Haskovo and a microbrewery for hand-made beers in Plovdiv. One of the company's priorities is to do business in a responsible and sustainable way and to engage employees and partners with initiatives that enhance the business's positive imprint on the environment and the society. To be First Choice for employees, customers and consumers is the ambition that drives the company forward. For more information visit www.kamenitza-company.bg.





BULGARIA

STAROPRAMEN WITH A CAMPAIGN TO SUPPORT LOCAL PUBS AND RESTAURANTS

By Steliyana Kasabova

15,000 LITERS OF BEER AS A GIFT HELPED THE REOPENING OF NEIGHBORHOOD CAFES AND RESTAURANTS ACROSS THE COUNTRY.

The business of food and beverage establishments was one of the most heavily affected by the pandemic. For more than two months in 2020, the doors of cafes, bars and restaurants remained closed and the question "When will we re-open?" was the common one among owners, tenants and managers.

With the end of the country lockdown the question among restaurant owners changed: "Will we be able to reopen?". It was a time when these people were in need of a friendly hand and a gesture of a partnership.

Because of that Staropramen in Bulgaria launched a responsibility campaign to support small and medium-sized businesses to be able to re-open, so that their consumers and guests can visit them again. The brand helped with first refills of partners' establishments throughout the whole country, donating 15,000 liters of Staropramen to 300 sites. Through this gesture of empathy the brand strived to ease the neighbourhood restaurants and cafes in their struggle for re-opening.

"It was very important for us to find a suitable way to help our partners meet the challenge of re-opening, showing them that we stand together. Building partnerships with businesses has always been part of our strategy and we are more than happy to prove it right now, when our partners need it. Our customers can rely on us both in good and difficult times as well as we rely on them to offer our products and create loyal consumers. This is the best way to have long-term success."

Shared Staropramen Brand Manager at Kamenitza AD, Bulgaria.

The campaign of Staropramen "Life your way again" encouraged everyone to join the initiative by visiting and having

fun in their favorite neighbourhood pubs and restaurants, because "life tastes even better when we're together."

The campaign was supported with two videos:

- The first one, showing empty restaurants and encouraging consumers to hang on until restaurants are open again: <https://www.facebook.com/291131891019477/videos/573499780247147>
- The second one, showing that life is much better when we are together at our favorite place: <https://www.facebook.com/291131891019477/videos/3173420326026685>



DENMARK

DANISH BREWERS SOIDARITY - RISE TO THE OCCASION

COVID-19 UNDERLINED THE IMPORTANCE AND REMINDED THE DANISH BREWERS THAT THEY ARE STRONGER TOGETHER

By Nicolai Pedersen

SINCE THE OUTBREAK OF THE COVID-19 PANDEMIC, THE WORLD HAS BEEN TURNED UPSIDE DOWN AS WE KNOW IT. FOR DENMARK AND IT'S BREWING SECTOR IT HAS BEEN NO DIFFERENT. BUT INSTEAD OF THROWING IN THE TOWEL, ROYAL UNIBREW PICKED IT UP AND RESPONDED TO THE CHALLENGES. A NEW VIRTUAL BEER COMMUNITY NOW OFFERS HOPE FOR A BRIGHT FUTURE.

Denmark has, despite its relatively small size, always punched above its weight. History has shown us that if we want things done, we have to stand together - it plays a key part of Danish culture and mentality. Add words like innovation, creative and inclusive thinking, you get why we often succeed when given a challenge. COVID-19 has been a challenge, for the country as a whole, as well as the Danish beer sector. But when in need, Royal Unibrew came up with a solution - The Danish way.

DANISH BEER INDUSTRY ON THE RISE

At the turn of the millennium, there were only 12 Danish breweries, but since then optimistic brewers have put heat under the boilers. According to the Danish Brewers Association the number of breweries has risen explosively - the total number of active Danish breweries is now well over 200. As a result, Denmark is one of the European countries with the most breweries per inhabitant.

In 2019 Danish beer lovers saw 2,115 new beers released. A number and an industry on the rise.

THE IMPACT OF COVID-19

But since the outbreak of Covid-19 pandemic, numbers have stalled. Instead of an estimated 2,400 new Danish beers, only 1,792 saw the light of day in 2020¹

¹ Numbers by Beerticker in collaboration with the Danish Brewers Association

As a result of the pandemic bars, restaurants and festivals have been hit hard as shutdowns have come into force. The brewing sector is inextricably associated with the hospitality branch.

Since March 2020, Danes have had to adhere to measures that aim to prevent social situations. Hospitality venues - bars, restaurants and festivals etc. have been shut down or heavily restricted, whilst most gatherings of friends and family, events and festivals, were banned or had to be cancelled.

One third of all beers produced by Danish breweries are sold outside the retail trade - namely in pubs, cafés as well as at sports events and concerts. For many smaller breweries, numbers are even higher (up to 80%)²

Covid-19 surely came with many challenges. Solidarity would once again be key to ensure renewed growth and hope for the Danish beer sector.

ROYAL UNIBREW - CONTRIBUTING

Being Denmark's 2nd largest brewing group and dating all the way back to 1856, Royal Unibrew holds a strong position both in numbers and history. With that comes big responsibility, which falls perfectly in line with the legacy of their founders.

165 years later Royal Unibrew still seeks to be creative in a quest for innovation and different thinking. Always seeking the challenge and insisting on pushing the boundaries of the industry, whether it's training certified beer sommeliers, opening a microbrewery or being the first major brewery in Denmark to introduce organic beer.

But most importantly they want collaboration and to invest in relationships. The good moments are most often created together.

CRAFT MAKERS COLLECTIVE

In that spirit Royal Unibrew took the initiative to set up the platform, Craft Makers Collective, an online site built to give the smaller Danish microbreweries a place where they could sell their craft beer. The smaller breweries were suddenly given the chance to reach large numbers of consumers, and they could carry on and do what they do best - brewing quality craft beer. Doing it together benefits all and brings better brews to the Danish beer lovers.

Craft Makers Collective also became a vital part in the success

² Numbers by Beerticker in collaboration with the Danish Brewers Association

#IN FOCUS RESPOND

of The Virtual Beer Tastings created by Royal Unibrew, as over 10,000 boxes have been bought through the Craft Makers Collective site. As a result of the increased traffic on the site, it also provided substantial additional sales to the small breweries directly related to the events.

"I thought it was a really cool setup, very professional. Praise to Royal Unibrew for inviting smaller breweries. I received a large order in March/April from Royal Unibrew, at a time where everything else was shut down. It was a big helping hand for a small brewery like us. In addition, people all over the country were introduced to our beers, and we felt that it gave us some much needed attention in a difficult time."

Bo Abelgren Ehlers, Owner and Brewmaster at Svendborgsund Bryghus

DENMARK'S BIGGEST VIRTUAL BEER TASTING

With the closure of the hospitality sector across the whole of the country, almost one third of the beer market was eliminated overnight. While the situation can be daunting for brewers at first, the situation also opened up new opportunities. Royal Unibrew decided not to wait out the storm. As part of their ongoing strategy of inclusion, they created a best-in-class experience for consumers, not only for the sake of their own brand, but also for the benefit of the many smaller breweries. They wanted to give the industry the necessary platform to engage with consumers, ensure product sales and create hope in difficult times. In short, Royal Unibrew created Denmark's Biggest Virtual Beer Tasting.

The events were created in collaboration with 44 microbreweries. Through social media, consumers were invited to buy a tasting box containing 12 craft beers from various Danish microbreweries, and also a few of Royal Unibrew's own beers. Hopefully creating a chance to enjoy and explore craft beer with close friends and family - whilst still respecting social distancing and lockdown rules.

"It is absolutely amazing to hear the feedback from Danish microbreweries on the strong and positive impact these initiatives have had on their business during a very difficult COVID-19 pandemic."

Nicolai Pedersen, Project Coordinator - Royal Unibrew



Royal Unibrew even had their local brewpub in Odense, named Anarkist, rebuilt to create a studio. Facebook Live was used to broadcast the interactive event. The events quickly grew in both size and popularity, and famous Danish singers and various TV-personalities gladly guested at the shows. But the real stars were luckily the brew masters themselves. They introduced the beers, and viewers were also invited to ask questions regarding their craft beer.

Furthermore viewers were able to vote for their favourite beer through the commentary section and a mobile site built specifically to engage with consumers.

The virtual tastings became a huge success, and by popular demand the tastings were held an astonishing five times.

In addition to Denmark's Biggest Virtual Beer Tastings, Royal Unibrew created in collaboration with the famous Danish TV-show Natholdet a tasting box for the holiday specials show "Natholdets Julekalender", and sold no less than 15,000 boxes containing 25 beers from Danish microbreweries.

THE NUMBERS

The five shows reached over 1,000,000 people organically - or just over 20% of the entire Danish population above 18 years old, only on Royal Unibrew's platforms.

Up to 45,000 viewers tuned in live on Facebook, and the recordings have since been watched by over 150,000 people.

The tastings also generated over 150 articles and news spots - including TV2 News, the largest news station in the country.

Through the digital initiatives during Covid-19, Royal Unibrew has been able to channel more than 1.3 million euros out to the Danish microbreweries.

"Every year we hold 120-150 beer tastings. Unfortunately, over the last year we have lost revenue, close customer relations and the ability to create brand awareness through our tastings. We never dreamed of online beer tastings before the Pandemic. We are thrilled to be part of Denmark- and The World's Biggest Virtual Beer Tasting."

Eddie Szweda, Owner of Midtfyns Bryghus

THE WORLD'S BIGGEST VIRTUAL BEER TASTING

But even more Danes are now given the chance to experience what the Danish microbreweries have to offer, when Royal

Unibrew with the help of national television station TV2, Tivoli Gardens invites up to 60,000 Danes, setting a world record for the world's largest virtual beer tasting in an official Guinness World Record Trial on Saturday, May 8, 2021.

The World's Biggest Virtual Beer Tasting show will last four hours and offer the best from the five previous tastings, beer battle, entertainment, live music and needless to say the very best Danish craft beers.

TOGETHER - A BETTER TOMORROW

The Covid-19 situation has created uncertainty among breweries on how the market will change after the crisis.

This makes initiatives like the ones created by Royal Unibrew even more important, as it has created a digital format where the entire industry can connect with consumers and introduce them to the wonderful world of craft beer in an innovative and engaging way - branding Danish microbreweries and craft beer in general.

Also due to the great success on a national level, Royal Unibrew is planning to roll out the initiatives in other selected European countries.

"Potentially we see many both consumers and breweries across Europe that we will be able to connect by extending this concept to other countries, and we will be happy to facilitate this."

Martin Ørby, Head Of E-commerce - Royal Unibrew

Royal Unibrew rose to the occasion and proved that a proactive, creative and innovative approach to a nation-wide industry challenge, can both create- and sustain positive brand awareness and maintain sales, whilst including and engaging both customers, industry colleagues and consumers along the way - truly solidifying the industry's cooperation towards a better tomorrow.

The campaign was largely accepted and very welcomed by our partners who appreciated this gesture, a symbol of our business relations and support that we showed to them in this challenging period.



FACED BY THE PANDEMIC, POLISH BREWERIES ARE SUPPORTING THEIR BUSINESS PARTNERS AND LOCAL COMMUNITIES

IN A SHORT STANCE OF TIME, THE CORONAVIRUS PANDEMIC FORCED THE POLISH BREWING INDUSTRY TO INTRODUCE A NUMBER OF OPERATIONAL CHANGES NECESSARY TO CONTINUE ITS BUSINESS, ENSURE WORK SAFETY AND CARRY ON WITH BEER PRODUCTION. RESTRICTIONS INTRODUCED TO PREVENT THE SPREAD OF THE SARS-COV-2 VIRUS HAVE TAKEN A HEAVY TOLL ON THE HOSPITALITY INDUSTRY, A VITAL PARTNER OF THE BREWERIES.

Therefore, restaurants and pubs shut down in the first weeks of the pandemic could count on their substantial support. The prominent role played by breweries in their home cities and regions is the distinctive feature of Poland. As employers, investors and sponsors of multiple cultural and sporting events, brewers have a massive impact on local communities. In the wake of the pandemic, they have embraced the needs of entities from their local business environment. Relief was provided to hospitals and local medical institutions, while breweries were actively engaged in supporting fundraisers large and small.



RELIEF FOR THE HOSPITALITY INDUSTRY

The closing of the hospitality sector introduced as one of the first restrictions to prevent the rise in the number of COVID-19 infections brought sales to a halt and led to accumulation of stock, including beer supplies. Approx. 60,000-70,000 beer KEGs were stored in shut down bars and restaurants in the spring of 2020. Aware of its short best-before-date, three leading producers associated in the Union of Polish Breweries took a decision to collect unused beer. The initia-

tive was implemented on a wide scale - the value of provided relief totalled PLN 13 million. Another form of support offered to the Polish hospitality sector was the extension of payment terms which had a positive impact on the financial liquidity of partners, or provision of professional maintenance services for draught beer installations while bars and restaurants remained closed.

SUPPORT FOR MEDICAL INSTITUTIONS

All member companies of the Union of Polish Breweries provided support to local health centres and healthcare workers by donating funds or purchasing medical equipment to fight COVID-19. Examples of specific aid provided by all producers include:

- Financial donations made by Kompania Piwowarska (totalling PLN 500 000) to hospitals on the Covid frontline in Poznań, Białystok and Tychy - cities which are home to the company's breweries - as well as PLN 500,000 donated by Kompania Piwowarska's Lech brand to a special intervention fund of the Great Orchestra of Christmas Charity.
- Purchase of medical equipment totalling PLN 500 000 which was donated by Grupa Żywiec to hospitals based in cities and towns where its breweries are located. Medical equipment and personal protective equipment were provided to: the Healthcare Centre in Żywiec, the Municipal Hospital in Elbląg, the Public Healthcare Centre in Leżajsk, the County Medical Centre in Grójec, and Namysłów Health Centre.
- PLN 200,000 each donated by Carlsberg Polska (PLN 600,000 altogether) to three hospitals from cities which are home to its breweries: Sierpiec, Brzesko and Szczecin. Funds were used to purchase breathing aid devices, a cardiac monitor and infusion pumps, as well as specialist equipment for disinfecting hospital beds and rooms.

Alcohol recovered from production of alcohol-free beer in the Archducal Brewery in Żywiec was used to produce disinfectants, marking a unique initiative that supported healthcare institutions. Alcohol previously sold for industrial purposes was donated free-of-charge to producers of disinfectants which were later handed over free-of-charge to the County Hospital in Żywiec and all households in the town. Supporting fundraisers Having joined a number of essential fundraisers, breweries



helped bring relief to the neediest in the times of pandemic. Examples of such initiatives include PLN 78,000 donated to the intervention fund of the Great Orchestra of Christmas Charity Foundation at the request of Kompania Piwowarska employees (the company doubled the amount raised by its employees), or support for sports clubs sponsored by Special beer (Grupa Żywiec) increased by PLN 100,000 altogether in response to an appeal posted on zrzutka.pl fundraising website.

Moved online while the pandemic lasts, music festivals sponsored by organisations were yet another opportunity to support fundraisers. During on-line concerts staged as part of the "Męskie Granie" project, their organisers encouraged the audience to support the fundraiser of siepomaga.pl charitable foundation to ramp up the fight against COVID-19 (relief for healthcare workers). Żywiec brand donated PLN 1,000,000 to the cause, while the support provided by "Męskie Granie" audience helped raise more than PLN 5 000 000 altogether. Meanwhile, sales of an album featuring new interpretations of classic hip-hop songs recorded as part of Lech Music Festiwal Inaczej (a Kompania Piwowarska initiative) supported the Great Orchestra of Christmas Charity Foundation.

Responsibility in the times of COVID-19 has many faces The above summary presents only selected relief initiatives launched in the first year of the coronavirus pandemic by organisations from the brewing sector which pursued many other activities. These included: providing soft drinks supplies to healthcare and law enforcement workers, development of manuals for business partners to help them navigate new business relief regulations, establishment of gastroakcja.pl platform where consumers could buy vouchers redeemable at their favourite restaurants when

they reopen, and many more. All these initiatives confirm that breweries play a pivotal role both within the chain of entities engaged in beer production and sales and have substantial impact on their local environment.

W OBLICZU PANDEMII POLSKIE BROWARY WSPIERAJĄ PARTNERÓW BIZNESOWYCH I LOKALNE SPOŁECZNOŚCI

PANDEMIA KORONAWIRUSA WYMUSIŁA NA POLSKIM PRZEMYSŁE PIWOWARSKIM WPROWADZENIE, W KRÓTKIM CZASIE, SZEREGU ZMIAN OPERACYJNYCH, NIEZBĘDNYCH DO DALSZEGO PROWADZENIA BIZNESU, ZAPEWNIENIA BEZPIECZEŃSTWA PRACY I UTRZYMANIA PRODUKCJI PIWA. OBOSTRZENIA MAJĄCE NA CELU ZAPOBIEGANIE ROZPRZESTRZANIANIU SIĘ WIRUSA SARS-COV-2 W SZCZEGÓLNYM STOPNIU DOTKNĘŁY GASTRONOMIĘ, WAŻNEGO PARTNERA BROWARÓW.

Dlatego zamknięte restauracje i puby, mogły liczyć na wsparcie już w pierwszych tygodniach trwania pandemii. Charakterystyczne dla Polski jest też ogromne znaczenie browarów dla miast i regionów, w których się znajdują. Jako pracodawcy, inwestorzy oraz sponsorzy wielu imprez kulturalnych i sportowych, piwowarzy wywierają ogromny wpływ na lokalne społeczności. Również w pandemii nie pozostali obojętni na potrzeby podmiotów ze swego otoczenia. Pomoc trafiła do szpitali i innych

lokalnych placówek medycznych. Firmy piwowarskie aktywnie włączyły się też we wsparcie organizowanych na różną skalę zrzutek.

NA RATUNEK GASTRONOMII

Zamknięcie placówek gastronomicznych, jako jedna z pierwszych restrykcji wprowadzonych w celu zapobiegania wzrostowi zakażeń COVID-19, spowodowało zatrzymanie



sprzedaży w lokalach oraz nagromadzenie zapasów towarów, w tym piwa. Wiosną 2020 r. w nieczynnych barach i restauracjach znalazło się ok. 60-70 tysięcy KEG-ów z tym napojem. Z uwagi na krótki termin przydatności do spożycia, jakim charakteryzuje się piwo, trzej najwięksi producenci, zrzeszeni w Związku Browary Polskie podjęli decyzję o odbiorze niewykorzystanego trunku. Było to działanie na szeroką skalę – wartość udzielonego wsparcia wyniosła 13 milionów zł. Kolejną formą pomocy polskiej gastronomii było wydłużenie terminów płatności, korzystnie wpływające na płynność finansową partnerów, czy zapewnienie profesjonalnego serwisu instalacji do piwa beczkowego w czasie zamknięcia lokali.

WSPARCIE PLACÓWEK MEDYCZNYCH

Każda z firm zrzeszonych w Związku Browary Polskie zaoferowała wsparcie lokalnych ośrodków służby zdrowia i pracowników medycznych, poprzez przekazanie środków finansowych lub zakup sprzętu medycznego do celów walki z COVID-19. Wśród przykładów konkretnej pomocy udzielonej przez każdego z producentów należy wymienić:

- › Darowizny finansowe Kompanii Piwowarskiej (łącznie 500 000 PLN) dla szpitali zajmujących się walką z koronawirusem w Poznaniu, Białymstoku i Tychach, czyli w miastach, w których znajdują się browary firmy oraz przekazanie przez należącą do Kompanii Piwowarskiej markę Lech 500 000 PLN na specjalny fundusz interwencyjny Wielkiej Orkiestry Świątecznej Pomocy.
- › Zakupienie ze środków Grupy Żywiec sprzętu medycznego do szpitali w miejscowościach, gdzie zlokalizowane są browary, na łączną kwotę 500 000 PLN. Sprzęt medyczny oraz środki ochrony osobistej trafiły do: Zespołu Zakładów Opieki Zdrowotnej w Żywcu, Miejskiego Szpitala w Elblągu, Samodzielnego Publicznego Zakładu Opieki Zdrowotnej w Leżajsku, Powiatowego Centrum Medycznego w Grójcu, Namysłowskiego Centrum Zdrowia.
- › Przekazanie przez Carlsberg Polska po 200 000 PLN (łącznie 600 000 PLN) trzem szpitalom z miast, gdzie funkcjonują browary tej grupy: dla SPZZOZ w Sierpcu, dla SP ZOZ w Brzesku i dla SPWSZ w Szczecinie. Ze środków zostały zakupione urządzenia wspierające oddychanie, kardiomonitor i pompy infuzyjne oraz specjalistyczne urządzenia do dezynfekcji łóżek i pomieszczeń szpitalnych.

Wyjątkową inicjatywą wsparcia placówek medycznych było wykorzystanie alkoholu odzyskiwanego przy produkcji piwa bezalkoholowego w Arcyksiążęcym Browarze w Żywcu do produkcji płynów do dezynfekcji. Alkohol, dotychczas sprzedawany do celów przemysłowych, został bezpłatnie przekazany producentom płynu do dezynfekcji, dzięki czemu Szpital Powiatowy w Żywcu oraz wszystkie gospodarstwa domowe w Żywcu otrzymali go za darmo.

Inicjatywy wsparcia zrzutek

Przyłączając się do wielu ważnych zrzutek, browary przyczyniły się do niesienia pomocy najbardziej potrzebującym w czasie pandemii. Przykładami tego rodzaju zaangażowania było przekazanie 78 000 PLN na rzecz funduszu interwencyjnego Fundacji Wielkiej Orkiestry Świątecznej Pomocy z inicjatywy pracowników Kompanii Piwowarskiej (firma podwoiła kwotę zebraną przez pracowników), czy zwiększenie wsparcia dla sponsorowanych przez piwo Specjal (Grupa Żywiec) klubów sportowych łącznie o 100 000 PLN, w odpowiedzi na apel na portalu zrzutka.pl.

Okazją do wsparcia zbiórek były też festiwale muzyczne sponsorowane przez firmy, na czas pandemii przeniesione do Internetu. Podczas koncertów w formie on-line odbywających się w ramach projektu „Męskie Granie” organizatorzy zachęcali do wsparcia finansowego zbiórki fundacji siepomaga.pl na walkę z COVID-19 (pomoc dla pracowników służby zdrowia). Marka Żywiec przekazała na ten cel 1 000 000 PLN, a łącznie dzięki pomocy widzów „Męskiego Grania” udało się zebrać ponad 5 000 000 zł. Z kolei każdy zakupiony krążek z nowymi interpretacjami znanych utworów hip-hopowych, nagrany w ramach Lech Music Festiwale Inaczej (inicjatywa Kompanii Piwowarskiej), oznaczał gwarantowane wsparcie fundacji WOŚP.

Odpowiedzialność w czasie COVID-19 ma wiele oblicz. Powyższe zestawienie uwzględnia wybrane inicjatywy o charakterze pomocowym, które firmy piwowarskie realizowały w pierwszym roku pandemii koronawirusa, ale działań było o wiele więcej. Znalazły się wśród nich m.in.: przekazanie napojów bezalkoholowych pracownikom służby zdrowia oraz służb porządkowych, opracowanie przewodników dla partnerów biznesowych, mających ułatwić poruszanie się po nowych przepisach dotyczących wsparcia dla przedsiębiorstw, stworzenie platformy gastroakcja.pl, poprzez którą konsumenci mogli kupować vouchery do swoich ulubionych restauracji, do wykorzystania po ponownym otwarciu lokali i in. Wszystko to dodatkowo dowodzi znaczenia browarów zarówno w łańcuchu podmiotów odpowiedzialnych za produkcję i sprzedaż piwa, jak i ich wpływu na otoczenie lokalne.



BREWERS OF ROMANIA: #FOODFORSOUL#SOSHORECA

By Brewers of Romania

#MANCAREDESUFLET (FOODFORSOUL)#SOSHORECA CAMPAIGN SCOPE WAS TO HELP SMALL AND LARGE OUTLETS THROUGH A CALL FOR SOLIDARITY FROM CONSUMERS. THEY CAN HELP SUPPORT THE ACTIVITY OF THEIR FAVOURITE RESTAURANTS IN TIMES OF CRISIS BY USING THE ONLINE HOME DELIVERY OR TAKE-AWAY SERVICES OF HORECA LOCATIONS THAT WERE OPERATIONAL DURING LOCKDOWN, IN FACT, THE ONLY ACTIVITIES ALLOWED DURING THIS PERIOD.

The hospitality sector is among those most affected by the Covid-19 crisis. However, some locations have not stopped working, switching from physical serving to home delivery, so people in the kitchens of these restaurants continue to cook. In these moments, the restaurants need more than ever for their most loyal customers to be with them, ordering their favorite food at home. The Brewers of Romania Association, through #MancareDeSuflet #SOSHORECA campaign, invites solidarity and empathy, reminding us that most restaurants have the same people behind them who continue to put their soul into the food they prepare. The message of support for HoReCa sector by the Brewers of Romania is transmitted through a video manifesto, which can be watched here.

As part of our efforts to support the HoReCa industry, the Brewers of Romania Association addressed a letter to the authorities asking special priority for the hospitality sector when analyzing solutions to mitigate the negative economic effects on companies and their employees. The campaign #MancareDeSuflet #SOSHORECA aims to contribute to the support of restaurants in Romania in a difficult period, but in which a good meal, prepared with soul, still brings a smile, both on the face of the one who orders it but also on the face of the one who prepares it. The partner of the Romanian Brewers Association in this campaign is HORA, the organization of hotels and restaurants in Romania. According to the campaign evaluation, we managed a 6 million reach in 2 months, compared to the overall reach estimate of 3 million for the entire campaign. After the partial reopening of Horeca (only terraces), The

Brewers of Romania continued to support the hospitality sector, through a new stage of the online campaign #SOSHORECA, under the umbrella #Reconnect and #staysafe, in strict compliance with the rules of distance and hygiene. IT'S TIME TO #RECONNECT. To reconnect with family and friends. To reconnect communities. To reconnect with our favourite bars and restaurants. To reconnect the bar taps. To reconnect the value chain, from grain to glass. The message to support Horeca sector by the Romanian Brewers can be found in a video, which can be watched here.



ASOCIAȚIA BERARII ROMÂNIEI: #MANCAREDESUFLET #SOSHORECA

By Asociația Berării României

SCOPUL CAMPANIEI #MANCAREDESUFLET #SOSHORECA A FOST ACELA DE A SPRIJINI BUSINESS-URI MICI ȘI MARI DIN SECTORUL HORECA PRINTR-UN APEL LA SOLIDARITATE CĂTRE CONSUMATORILOR. ACEȘTIA POT AJUTA RESTAURANTELOR LOR PREFERATE SĂ SUPRAVIEȚUIASCĂ PRIN UTILIZAREA SERVICIILOR DE LIVRARE LA DOMICILIU ONLINE SAU DE LIVRARE LA DOMICILIU DIN LOCAȚIILE HORECA CARE AU FOST OPERAȚIONALE ÎN TIMPUL SITUAȚIEI DE URGENȚĂ, DE FAPT, SINGURELE ACTIVITĂȚI PERMISE ÎN ACEASTĂ PERIOADĂ.

Sectorul ospitalității se numără printre cele mai afectate de criza Covid-19. Cu toate acestea, unele locații nu au încetat să funcționeze, trecând de la servirea fizică la livrarea la domiciliu, astfel încât oamenii din bucătăriile acestor restaurante continuă să gătească. În aceste momente, restaurantele au avut nevoie mai mult ca oricând ca cei mai fideli clienți să le fie alături, comandându-și mâncarea preferată acasă. Asociația Brewers of Romania, prin campania #MancareDeSuflet #SOSHORECA, invită la solidaritate și empatie, amintindu-ne că majoritatea restaurantelor au aceiași oameni în spate care continuă să-și pună sufletul în mâncarea pe care o pregătesc. Mesajul de sprijin pentru sectorul HoReCa de către Brewers of Romania este



transmis printr-un manifest video, care poate fi urmărit aici. Ca parte a efortului de susținere a industriei HoReCa, asociația Berarii României a adresat o scrisoare autorităților prin care solicită să aibă în vedere cu prioritate sectorul ospitalității atunci când analizează soluțiile pentru atenuarea efectelor economice negative asupra companiilor și angajaților acestora. Campania #MancareDeSuflet #SOSHoReCa își propune să contribuie la susținerea restaurantelor din România într-o perioadă dificilă, dar în care o masă bună, pregătită cu suflet, aduce încă un zâmbet, atât pe fața celui care o comandă, dar și pe chipul celui care o pregătește. Partenerul Asociației Berarilor din România în această campanie este HORA, organizația patronală a hotelurilor și restaurantelor din România. Conform evaluării, campania a obținut 6 milioane reach în 2

luni, comparativ cu estimarea inițială de 3 milioane pentru întreaga campanie. După redeschiderea parțială a sectorului Horeca (doar terasele), Berarii României au continuat să sprijine sectorul ospitalității, printr-o nouă etapă a campaniei online #SOSHoreca, sub umbrela #Reconnect și #staysafe, cu respectarea strictă a regulilor de distanțare și igienă. # TIME TO RECONNECT. E timpul să ne reconectăm cu familia și prietenii. Să reconectăm comunitățile. Să ne reconectăm cu barurile și restaurantele noastre preferate. Să ne reconectăm cu întreg lanțul valoric, de la cereale la berea din sticlă. Mesajul de sprijinire a sectorului Horeca de către producătorii de bere din România este disponibil într-un videoclip, care poate fi vizionat aici.



BREWERS OF ROMANIA: SUMMER DRAFT 2020

By Brewers of Romania

ORGANISED BY THE BREWERS OF ROMANIA TO SUSTAIN HORECA AND ENCOURAGE DRAFT BEER CONSUMPTION DURING THE WARM SEASON, SUMMER DRAFT 2020 TOOK PLACE DOWN AT THE SEASIDE. IT WAS RUN IN PARTNERSHIP WITH THREE OF THE LARGEST RADIO STATIONS IN ROMANIA – ROCK FM, KISS FM & NATIONAL FM. IT AIMED TO TARGET CUSTOMERS ON 6 DIFFERENT POPULAR BEACHES IN VAMA VECHIE, MAMAIA, NEPTUN, CONSTANTA AND JUPITER.

Participants were given the opportunity to win beer vouchers in return for posts describing their love for draft beer. Radio airtime was given to this initiative including: Kiss FM 72 air spots, Rock FM 43 air spots & National FM live shows with celebrities and famous artists received over 2.5k Facebook likes and a rate card value for the campaign of 150 k eur. The hashtags associated with the campaign were: #summerdraft, #lovebeer and there are pictures and info posted to <https://www.facebook.com/lubescBerea>



BERARII ROMÂNIEI: SUMMER DRAFT 2020

By Asociația Berarii României

ORGANIZAT DE BERARII ROMÂNIEI PENTRU A SUSȚINE HORECA ȘI A ÎNCURAJA CONSUMUL DE BERE ÎN TIMPUL SEZONULUI CALD, SUMMER DRAFT 2020 A AVUT LOC PE LITORAL. A FOST DERULAT ÎN PARTENERIAT CU 3 DINTRE CELE MAI MARI POSTURI DE RADIO DIN ROMÂNIA - ROCK FM, KISS FM ȘI NATIONAL FM ȘI A VIZAT CONSUMATORII DE PE 6 PLAJE POPULARE DIN VAMA VECHIE, MAMAIA, NEPTUN, CONSTANȚA ȘI JUPITER.

Participanții au avut ocazia să câștige vouchere de bere în schimbul postărilor care descriau dragostea lor pentru berea la draft. Inițiativa s-a bucurat de o bună acoperire radio: 72 spoturi pe Kiss FM, 43 spoturi la Rock FM și show-uri live la National FM cu vedete și artiști celebri au primit peste 2,5 k like-uri pe Facebook și o valoare la ratecard pentru campania de 150 k eur. Hashtag-urile asociate campaniei au fost: #summerdraft, #lovebeer. Există imagini și informații postate pe <https://www.facebook.com/lubescBerea>





EUROPEAN UNION

COVID-IMPACT-REPORT

BEER HOSPITALITY TO DRIVE EUROPE'S RECOVERY

The publication on 26 April of a new report on Covid's impact on the beer trade in Europe showed that a full recovery can ensure the return of over 800,000 jobs lost in beer hospitality in 2020 when sales in bars, pubs and restaurants collapsed by over 40% due to restrictions and closures.

Getting back to bars, pubs, cafés and festivals with friends,

As we look ahead to the recovery, we need to get the reopening right. We need clarity and certainty. A thriving hospitality sector is a key to the wider recovery, including as an important symbol of consumer confidence. With targeted support, beer hospitality can lift the economy, bring in much needed government revenues and boost jobs all along the brewing, production and hospitality value chain. Bars and pubs can once again become pillars of the local community - and with it, the economy.

Pierre-Olivier Bergeron,
Secretary General of The Brewers of Europe

family and the local community will be a symbol of recovery from the Covid-19 pandemic, and will also help to reignite the whole European economy and rebuild society.

With continued targeted support, governments can also expect to receive around €11 billion in extra tax revenues if beer hospitality can just return to pre-pandemic levels of activity. The beer value chain bouncing back to pre-Covid levels would also bring €13 billion in value added back into the European economy.

On the other hand, with indoor hospitality still closed in most countries, strict rules on table numbers and opening times

and some countries still locked down, this kickstart remains tantalisingly just out of reach. The long wait is having a devastating effect on social lives, livelihoods, culture, the economy and government finances.



With a safe, secure and sustainable future absolutely vital, hospitality venues, event organisers, breweries and the whole supply chain need help to bridge the gap, not just towards first and partial re-openings, but towards full recovery. The Brewers of Europe and our partners have therefore consistently called for support from govern-

ments, such as prolonged temporary unemployment benefits, flexible liquidity grants, reduced VAT rates in hospitality and targeted excise relief for hard-hit sectors. These same governments stand to benefit significantly from a revitalised social economy if they get behind beer hospitality.

Europe Economics' Beer Covid Impact Report shows how much the beer hospitality trade has suffered and the impact on the jobs, value and tax revenues generated by beer. In 2020, beer sold on-trade dropped 42% compared to 2019, from 126 million hectolitres to 73 million hectolitres.

With a small increase in retail beer sales only picking up part of the slack, there was a net fall of 34 million hectolitres, or 9%, in the total volume of beer sold in Europe in 2020, wiping over €3 billion off the value of beer production in a single year. Jobs generated in the beer value chain fell by an estimated one third in 2020, from 2.6 million people to 1.8 million, with the vast majority of these losses being in beer hospitality, but jobs also being lost in supply and distribution.

Many hospitality establishments will unfortunately never reopen, even after the lockdown ends. However, many in the sector have weathered the crisis, made the necessary investments to ensure Covid-safe environments, and will be ready to again serve beer to our consumers when they return to the bar.

To view the full report and all materials relevant to The Brewers of Europe campaign to reconnect the beer and hospitality sectors, please head to <http://reconnect.beer>.



EUROPEAN UNION

TOGETHER FOR HOSPITALITY

By Marie Audren, Secretary General of HOTREC



THE CORONAVIRUS PANDEMIC RESHAPED OUR LIFESTYLES AND PUT EUROPEAN HOSPITALITY UNDER UNPRECEDENTED PRESSURE. THE SURVIVAL AND RECOVERY OF OUR SECTOR - AND THAT OF THE BROADER TOURISM COMMUNITY - IS AT STAKE, AND WE FEAR THAT FAILING TO SUPPORT THE INDUSTRY IN THE SHORT TERM WILL HAVE LONG-LASTING REPERCUSSIONS.

At HOTREC, we are working relentlessly to support our membership and engage with EU policymakers to ensure a fast and commensurate set of policy responses to the crisis. HOTREC members are also liaising with their governments to receive the right level of support to the thousands of SMEs and the jobs that they support.

Our goal now is restoring consumer confidence and making sure that hospitality establishments will reopen in all safety. Hospitality must remain competitive, embrace the green transition, promote healthier attitudes to food and drink, and prepare for the digital transformation.

To achieve all this, we have been working to define a clear roadmap and timeframe for easing the sector restrictions, gradually reopening societies, and Europe to travel. Continued progress on the roll-out of the vaccination programme is also playing a critical role.

What is relevant to keep in mind is that we are not fighting alone: since the beginning of the crisis, we joined forces with industry partners calling for measures to help the industry and all other businesses interconnected with it. The crisis of the sector, in fact, caused a dramatic knock-off effect on



#TogetherFor
Hospitality

the hospitality value chain, which supports millions of jobs, companies and SMEs and is indispensable to the functioning of our industry.

Looking ahead, with adequate support, we firmly believe that hospitality can not only recover but also be a key driver of economic growth and boost jobs creation in Europe. We are glad to work with The Brewers of Europe on this collective effort!

The European hospitality sector is looking forward to welcoming back guests, offering unforgettable experiences again, and reigniting our continued commitment to the communities we serve.



EUROPEAN UNION

RELAUNCHING AND RETHINKING TOURISM WITH A MORE SUSTAINABLE AND SOCIALLY RESPONSIBLE VISION

By Kristjan Bragason, General Secretary EFFAT (European Federation of Food Agriculture and Tourism Trade Unions)

Travel restrictions and the lockdown of entire countries have resulted in the paralysis of the tourism industry. Thousands of companies are struggling to survive, and more than 6 million workers have either lost their jobs or are in job retention schemes.

The sector faces uncertainties as recovery is likely to be long and difficult, and many skilled workers are leaving the sector.

The hospitality sector is key for Europe from both an economic and a social point of view and it has a high capacity to contribute to economic growth and create jobs. Its relaunch must be considered as a strategic priority also in the framework of the EU Recovery Plan.

Still the recovery cannot be based on the same paradigms as





before. For the future, we must strive for a sustainable and socially responsible tourism model, based on excellence, innovation, and quality of service. It is therefore of utmost importance to develop a tourism sector that values its workers, offers decent and stable employment, protects health and safety, and investments in training and qualifications. The European hospitality sector needs a coordinated relaunch at EU level, an ambitious re-/up-skilling strategy and dedicated financial support well beyond 2021. Member States must extend short time work schemes to protect jobs. State aid should only be given to the many companies that respect labour standards, play by the rules, and pay their fair share to society. EFFAT believes that tourism should become a shared competence of the EU to ensure a resilient and sustainable European tourism model capable of dealing with future challenges. Finally, to relaunch tourism with a truly sustainable model, it is fundamental that the social partners, together with other relevant stakeholders, are fully involved in the planning, implementation and monitoring of initiatives taken to facilitate the sector's recovery.



EUROPEAN UNION

GREEN RECOVERY THE WAY FORWARD? VALORISING SECONDARY PRODUCTS

BREWING A VIRTUOUS CIRCLE FROM GRAIN TO GLASS AND BACK AGAIN

The brewing sector is a key partner in pushing forward the Green Recovery growth agenda, towards a smarter, more inclusive and more sustainable Europe. Brewers are actively supporting the European Union's drive towards sustainable consumption and production, thereby meeting the concerns of consumers and policymakers alike. Whilst sustainability and circularity are two of the buzzwords of the political narrative towards ever greener economies and societies, they have long been a reality of the way brewers go about their business. From the harvesting of beer crops to the selling of its products, the brewing sector aims to lead by example in sustainable production and environmental protection.



For thousands of years, Europe's brewers have relied on the highest quality ingredients of natural origin to brew beer. Brewers therefore are keen to protect these important resources, further improving their environmental performance by minimising waste creation, so that they can continue to produce high quality beers in the future. Europe's brewers are dedicated to a pro-active approach towards sustainability and have applied life-cycle thinking already for many years as a voluntary business tool to ensure the continuous environmental improvement of products and processes. Beer is of course the primary product of the brewing process. However, in crafting the rich variety of beer styles to satisfy consumer choice, a range of secondary materials is generated from brewing raw materials. They are much valued as inputs to other industrial processes or as materials for specific end uses. The beer brewing sector is by practice bio-circular: the major secondary materials which stem from nature return to the bio-logical system.

Brewers' grains, followed by brewers' yeast, by far represent the largest volume of secondary products of the brewing sector. They are both much valued as inputs to other industrial processes or as materials for specific end uses, e.g. pharmaceuticals, health foods, renewable energy sources, industrial applications, or soil enhancers. Used in animal feed, this high protein feedstock is a perfect substitute to soybean meal, the most important protein source for feed, without any adverse effect on growth, nutrient utilisation or feed conversion.

This onward supply of secondary materials is not only important to the overall economics of the brewing process but also fundamental to the brewing sector's commitment to a sustainable future. The valorisation of the extracted organic materials avoids them becoming waste that needs to be disposed of in landfill and the concomitant generation of greenhouse gas emissions. These secondary materials are therefore not to be considered as waste, but rather as benefits to local markets. These secondary materials form part of the circular beer economy - a "virtuous circle from farm to glass and back again".

Ensuring a sustainable future also means doing what citizens have done for years: 'reducing, reusing, recycling'. Brewers will continue research and development efforts with the aim to enhance their environmental performance, including through the development of economically and environmentally sustainable ways of making use of brewers' secondary products. Through best practice sharing, innovation and hard work, the great steps taken hitherto can be built upon further.



BELGIUM

BELGIAN EXAMPLES - CIRCULAR ECONOMY DURING THE LOCKDOWN

By the Belgian Brewers Association

UNIQUE COLLABORATION BETWEEN ABINBEV AND LLBG

The corona pandemic that broke out in early 2020 was a difficult period for LLBG and many other companies. But it also opened up opportunities. For example, when brewery ABInBev arrived with many barrels of Leffe beer that were unsold due to the closure of the hospitality sector. The LLBG master baker knew what to do with it and created two unique breads with beer as an ingredient. A great way to combat waste... and at the same time start a campaign for the 'Voedselbanken' (A charity that provides food free of charge to those who are financially unable to support themselves, and to prevent food from being wasted)!

LLBG and AB InBev joined forces with supermarket chain Delhaize, which sold the loaves in May 2020. For each loaf sold, the three brands donated a family loaf (800 g) to the Belgian 'Voedselbanken', which could use donations more than ever during the corona crisis. In this way, they wanted to show solidarity and help people who were struggling during the crisis. A daily loaf of bread really does make a difference.



AB InBev, Delhaize and La Lorraine Bakery deliver the first loaves to the 'Voedselbanken'

Thanks to their initiative, Brouwerij Leopold 7 and bakery Champain also avoided food waste together; thus giving a good example of circular entrepreneurship.

In a first phase, the bakery donated its unsold bread to the brewery, to be used in their beers. In concrete terms, Leopold 7 will replace part of the grains in their beer with bread. The brewery, in turn, will give the filtered grains that remain after brewing to the bakery to make bread. And they will replace the water that the bakery normally uses to make bread with the Leopold 7 beer. This is not only good for the taste, but the yeast in the beer will also make the bread rise. The original cooperation valorises side streams and thus avoids food loss. In doing so, the brewery shows that it remains true to the 4Ps of sustainability: People, Planet, Participation & Perpetuity.



BELGIAN EXAMPLES – CIRCULAIRE ECONOMIE TIJDENS DE LOCKDOWN

By the Belgian Brewers Association

UNIEKE SAMENWERKING TUSSEN ABINBEV EN LLBG

De corona-pandemie die begin 2020 uitbrak, was voor LLBG en heel wat andere bedrijven een moeilijke periode. Maar het opende ook opportuniteiten. Zoals toen brouwerij AB Inbev kwam aankloppen met heel wat vaten Leffe-bier die door de sluiting van de horeca niet verkocht raken. De meesterbakker van LLBG wist er wel raad mee en creëerde twee unieke broden met bier als ingrediënt. Een mooie manier om verspilling tegen te gaan... en tegelijkertijd een campagne op te starten voor de Voedselbanken!

LLBG en AB InBev bundelden de krachten met supermarkten Delhaize, die de broden verkocht in mei. Voor elk verkocht brood doneerden de drie merken een familiebrood (800 g) aan de Belgische Voedselbanken, die tijdens de coronacrisis donaties meer dan ooit konden gebruiken. Op die manier wilden ze solidair zijn en mensen helpen die het moeilijk hadden tijdens de crisis. Een dagelijks brood maakt dan echt een wezenlijk verschil.

Dankzij hun initiatief, vermeden Brouwerij Leopold 7 en bakkerij Champain ook samen voedselverlies; en gaven zo een mooi voorbeeld van circulair ondernemen.

In een eerste fase heeft de bakkerij haar onverkochte brood aan de brouwerij geschonken, om het te verwerken in hun bieren. Concreet zal Leopold 7 een deel van de granen in hun bier vervangen door brood. De brouwerij zal op haar beurt de gefilterde granen die na het brouwen overblijven aan de bakkerij bezorgen om er brood van te maken. En het water dat de bakkerij normaal gebruikt om brood te maken zullen ze vervangen door het Leopold 7 bier. Dat is niet alleen goed voor de smaak, maar het gist in het bier zal het brood ook laten rijzen. De originele samenwerking valoriseert nevenstromen en vermindert zo voedselverlies. Daarmee toont de brouwerij dat ze trouw blijft aan de 4P's van duurzaamheid:

People, Planet, Participation & Perpetuity.



INTERVIEW WITH NICOLAS DECLERCQ, FROM BRASSERIE LEOPOLD 7, ABOUT CIRCULARITY THROUGH THEIR COOPERATION WITH THE LOCAL BAKERY CHAMPAIN

Hello Nicolas. Was the joint initiative with bakery Champain a response to the food surplus that followed the Covid-19 restrictions or was it rather a project you had matured for a longer time?

Nicolas: Since its creation, the 4 Ps (People, Planet, Participation & Perpetuity) are structuring the development of Brasserie Leopold 7. We have had good contacts with the local bakeries for long and knew they often had stocks of unsold breads whose quantity varied from day to day. Our starting idea was to brew a special batch with it, but we finally opted for an even more virtuous model which was to reduce food waste at its maximum by integrating reused bread into the permanent recipe of our flagship beer brand, the Léopold 7 Pale Ale Signature.

Which constraints did you face?

There are of course constraints connected to the bread quality we use for brewing. The state of conservation is an important element to ensure it can be reused and bakery Champain adjusted their process. When baking the bread for next day, they transform the unsold bread in crusts (and do not generate any energy surplus, thus) that we can then integrate in our production process. The second constraint pertains to the quality of the product, and thus to the brewing process. We are able to integrate between 7 and 10% of bread into our recipe (thus adjusting to the varying quantity of unsold bread, and reducing food waste as much as possible) without altering the taste of the beer, an achievement we're quite proud of!



By reusing unsold stocks, you are reducing food waste. Does the same apply to your partner and your brewery's secondary products?

Bakery Champain collects a part of our spent grains to include them in some of their breads. They are however limited by their production volume and our spent grains volume. Most of them go to farmers to feed their cattle. We are looking at deepening our ties with other local bakeries, which corresponds to our core values.

ENTRETIEN AVEC NICOLAS DECLERCQ, DE LA BRASSERIE LEOPOLD 7, SUR LA CIRCULARITÉ À TRAVERS DE LEUR COOPÉRATION AVEC LA BOULANGERIE LOCALE CHAMPAIN

Bonjour Nicolas. L'initiative conjointe avec la boulangerie Champain est-elle née en réponse aux surplus engendrés par les restrictions Covid ou s'agissait-il d'un projet que vous aviez déjà envisagé ?

Nicolas : Depuis le départ, la Brasserie Leopold 7 a axé son développement autour des 4 P : People, Planet, Participation & Perenity. Nous avons depuis longtemps des bons contacts avec les boulangeries locales et savions qu'elles avaient régulièrement des stocks d'inventus plus ou moins importants.

Notre idée de départ était de faire un brassin spécial mais au final, nous avons opté pour un modèle encore plus vertueux, permettant de réduire les pertes alimentaires au maximum en intégrant la réutilisation du pain dans la recette permanente de notre marque principale, la Léopold 7 Pale Ale Signature.

A quelles contraintes avez-vous dû faire face?

Il y a bien évidemment des contraintes quant à la qualité du pain utilisé pour le brassage. La conservation du pain invendu est un élément important pour que nous puissions le réutiliser et la boulangerie Champain s'est adapté. Lors de la cuisson du pain du lendemain, elle transforme les invendus en croûton (sans générer de surplus d'énergie, donc) que nous pouvons intégrer dans notre processus de production. La deuxième contrainte est celle de la qualité du produit, et donc du processus de brassage.

Nous savons intégrer de 7 à 10% de pain dans notre recette (permettant de s'adapter aux variations de stocks d'invendus, et donc de réduire au maximum le gaspillage alimentaire) sans que cela ne se ressente sur le goût de notre bière, une prouesse dont nous sommes assez fiers.

En réutilisant les invendus, vous réduisez le gaspillage alimentaire. En va-t-il de même avec votre partenaire et les produits secondaires issus de votre brasserie ?

La boulangerie Champain récupère une partie de nos drêches pour les intégrer à certains de leurs pains. Mais ils sont limités par leur volume de production et le volume de nos drêches. La plupart d'entre elles partent chez les agriculteurs pour nourrir leurs animaux. Nous comptons approfondir nos liens avec d'autres boulangeries locales, ce qui correspond à nos valeurs.



EUROPEAN UNION

NEW TECHNOLOGIES FOR VALORISING BREWERS' SECONDARY MATERIALS FOR HIGH VALUE APPROACHES: FOOD AND AQUAFEED

By David San Martín^{1*}, Bruno Iñarra¹, Monica Gutierrez²; Ricard Fenollosa², Alicia Estevez³, Jose Miguel Martínez⁴, Anna-Maria De Smet⁵

The European brewing sector holds a strategic economic position with an annual beer production in the European Union-28 of about 400 million Hl. In addition to beer, other valuable products (called secondary materials or co-products) are produced in the brewing process: above 7 million tons of brewers' grains and brewers' yeast (Beer statistics, 2018). These secondary materials have a great potential for use as feed ingredient, provided their collection and management take place in hygienic conditions. Hence, the continuous increasing demand of aquaculture derived products (25 % for 2020) (FAO, 2013) is making the aquafeed valorisation route one of the most promising alternatives for the mass recovery of brewers' secondary products.

Aquafeeds are formulated to contain all the essential nutrients that farmed fish need to grow healthy and to maintain the benefits of their consumption in humans. Currently, they are highly dependent on fishmeal and fish oils by consuming 73 % and 71 % respectively of the total global fish meal and fish oil production (IFFO, 2013). However, currently the trend in the use of these marine products is to use them more strategically (in critical stages of the fish growth cycle), more efficiently (the same number of wild fish produces more farmed fish, through fishmeal and fish oil in feed), and finally, in aquaculture feed formulations are increasingly being replaced by ingredients based on proteins and oils of vegetable origin. A study by Samuel-Fitwi et al. (2013) showed that replacing fish meal with alternative ingredients, such as soybeans or rapeseed, implies a lower environmental impact: a standard trout feed based on fishmeal has an impact of 1,797 kg of CO₂ equivalent per ton,

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Figure 1. Brewers' grain

while feed based on soybean and rapeseed have an impact of 1,019.65 and 1,037.13 kg of CO₂, respectively.

The Life BREWERY project (LIFE16ENV/ES/000160) aims to demonstrate the viability of an innovative technological solution for valorising brewers' secondary materials for high value approaches: food and aquafeed. It is funded by the LIFE European Environment Programme, which is the European Union's financial instrument supporting environmental, nature conservation and climate action projects throughout the European Union.

This initiative is led by AZTI (www.azti.es), responsible for overseeing the demonstration trial and sensorial analysis of the final products; Riera Nadeu, in charge of the brewery co-products' stabilisation; IRTA, specialised in fish growing trials; LKS Krean which is eco-designing the processing plant and The Brewers of Europe, sharing the outcome of the research studies with brewers throughout the European Union and enabling the new valorisation of secondary brewery materials in other European regions.

The first milestone was to develop a technological solution to produce high value ingredients for food and aquafeed application from brewers' yeast and brewers' grains. An enzymatic hydrolysis pre-treatment before dehydration was proposed to increase the digestibility of these new ingredients. Then, a



Figure 2. Mediterranean aquaculture

lifebrewery

from brewery to fish feed



Figure 3. Life Brewery project

first mechanical dehydration was applied to reduce the humidity below 55 %, involving a low energy demand. The final step was a flash drying which reduces moisture content below 10 %. As a result, four prototypes of ingredients were obtained by combining hydrolysis and drying processes (San Martin et al, 2020):

1. Brewers' yeast
2. Hydrolysed brewers' yeast
3. Brewers' grain
4. Hydrolysed brewers' grain

The next step was to assess the digestibility and feed efficiency of these prototype ingredients in three species of aquaculture: Sea bream (*Sparus aurata*), as a model of a Mediterranean aquaculture species; Senegales sole (*Solea senegalensis*), as a model of Atlantic specie; and Rainbow trout (*Oncorhynchus mykiss*), as a model of a freshwater specie. Aquafeeds including the four experimental prototypes have been produced and tested in RAS aquaculture systems. All diets have been formulated isoproteic, isolipidic and isoenergetic to be comparable among them.



Figure 4. Experimental aquafeed including brewers' co-products

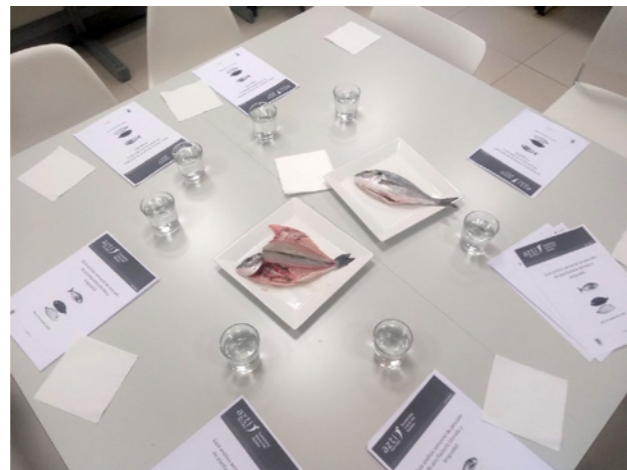


Figure 5. Sensorial analysis of experimental fish fillets

The digestibility trials have shown that the experimental diets have a high protein digestibility (Nazaro et al, 2021). The growth efficiency trials have shown that the inclusion of up to 30 % brewers' yeast and up to 15 % brewers' grains in the feed diets yielded similar results in terms of growth, food conversion and fillet final composition as feed containing fish meal as the main protein source (Estevez et al, 2021).

The following stage consisted in eco-designing a plant for producing the four ingredients from co-products produced by a medium size brewery to offer a complete solution to the brewing sector. The following aspects based on the Eco-design methodology (ISO 14006) have been considered for the development of a novel valorisation business model:

- Location analysis → Thermal envelope development reducing Heat loss / excessive gains according to location (Radiation charts; Sun path charts)
- Bioclimatic design → optimization of Solar gains and Protection to reduce Energy demands (Sun path diagrams & Climograms)
- Environmental certification criteria (BREEAM, LEED and WELL) → Transport, Health & wellbeing, Ecology aligned with them.
- Material / structural selection based on LCA → Cradle to grave, EPDs.
- Responsible sourcing → ISO 14001
- European Union legislation → Energy Performance Building Directives (EPBD, NZEB), National Energy Efficiency Action & Energy and Climate Plans (NEEAP & NECP)
- Energy performance simulations → Renewable energy analysis to compensate consumptions.

Summing up, brewery secondary materials stand out as a potential alternative to replace fishmeal or alternative vege-

table ingredients in aquaculture feed thanks to their nutritional value and the promising results obtained in fish digestibility tests. Hence, their inclusion in aquafeed will contribute to increasing the sustainability of the aquaculture sector by providing new sources of sustainable and economically advantageous proteins that could replace part of the fishmeal. Their availability will also help to reduce the environmental impact related to aquatic feeding based on fishmeal and vegetal ingredients cultivated for that purpose. The positive results from the trial now will be replicated in other European regions. Interested parties are invited to contact us.

More information in the following website:

<https://lifebrewery.azti.es/en/>; twitter: @life_brewery
or e-mail: dsanmartin@azti.es.

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THE PRODUCT ENVIRONMENTAL FOOTPRINT

by RDC Environment

By presenting the European Green Deal in 2020, the European Union has also presented itself as a world leader in the fight against global warming. Two ambitious objectives are within the reach of almost 450 million Europeans:

- To reduce greenhouse gas emissions by 55% by 2030;
- To become the first carbon neutral continent by 2050.

Numerous initiatives have been deployed and are still expected to succeed. All of them have in common the need to provide reliable, comparable and verifiable information. To meet this requirement, Europeans can rely on the work that has led to the Product Environmental Footprint (PEF) method.

THE PRECURSORS

In 2009, ADEME, the French Agency for Ecological Transition, launched the foundations of an initial experiment to support their “Affichage environnemental” (environmental labelling). Two objectives for the French players:

- To provide information enabling consumers to integrate the environmental performance of a product into their purchasing criteria

- To encourage volunteering companies to work on reducing the environmental impact of their products (eco-design)

In 2011 and 2012, a technical framework was developed and pilot projects were launched in 5 sectors. Very early on, the need to draft a common “technical base” was identified to ensure transparency and robustness.

Other initiatives had multiplied earlier in Europe and in the rest of the world, such as the “Carbon Trust” label in the UK (2007) or the “Carbon Counted” label in Japan (2008).

THE PEF AND OEF FOR A EUROPEAN STANDARDISATION

In 2013, the European Commission launched the “Environmental Footprint of Products and Organisations” programme. The two twins, PEF and OEF (Organisation Environmental Footprint), are intended to provide a common technical framework for applying harmonised calculation rules to assess the environmental impacts of products and organisations in Europe.

Two main methodologies exist to assess environmental impacts: the Life Cycle Assessment (LCA) and the Carbon Footprint (CF). ISO standards exist for both methodologies. These standards provide a framework within which LCA and carbon neutral experts can apply one or the other method depending on the objectives to be met for their studies. The PEFs and OEFs specify these methods to ensure that for the same analysis, the same working rules are followed by all experts.

It was quickly identified that the rules in the PEFs and OEFs would not be sufficient for the calculation and reporting of

environmental results for specific products. More specific documents for each sector were needed.

PEFCRS AND OEFCRS: THE CHILDREN OF THE PEF AND OEF TWINS

Between 2014 and 2020, the European Commission’s experts gathered around them a large number of organisations that were actively involved in the creation of PEFCRS and OEFCRS. The PEF / OEF category rules provide the level of detail required to model the products covered by the 24 sectors that have committed to this first phase. The PEFCRS and OEFCRS are like recipe books for applying the rules defined by the sector representatives to properly assess the impact of their products and organisations. Following those rules, two different experts will prepare the exact same dish all around the world.

The elaboration of the rules per sector and the drafting of the PEFCRS / OEFCRS documents proved to be a marathon for the companies involved. RDC Environment was involved at every stage to accompany some of these brave organisations. Among them, The Brewers of Europe jumped into the fray by involving many of its members.

THE PEF CR BEER

For four years, partners from the brewing sector worked together to develop this unique European standard and make the calculation of the environmental footprint of beer clear and consistent. The Brewers of Europe succeeded in the challenge with the publication of the PEF CR Beer in 2016. It took a few more years for the European Commission to put in place the processes for verifying and refining the results of the reference products. It has been a long wait, but by mid-2020, the Joint Research Centre (JRC) was able to finalise the publication of the LCA data needed to properly implement the rules elaborated in the Beer PEF CR.

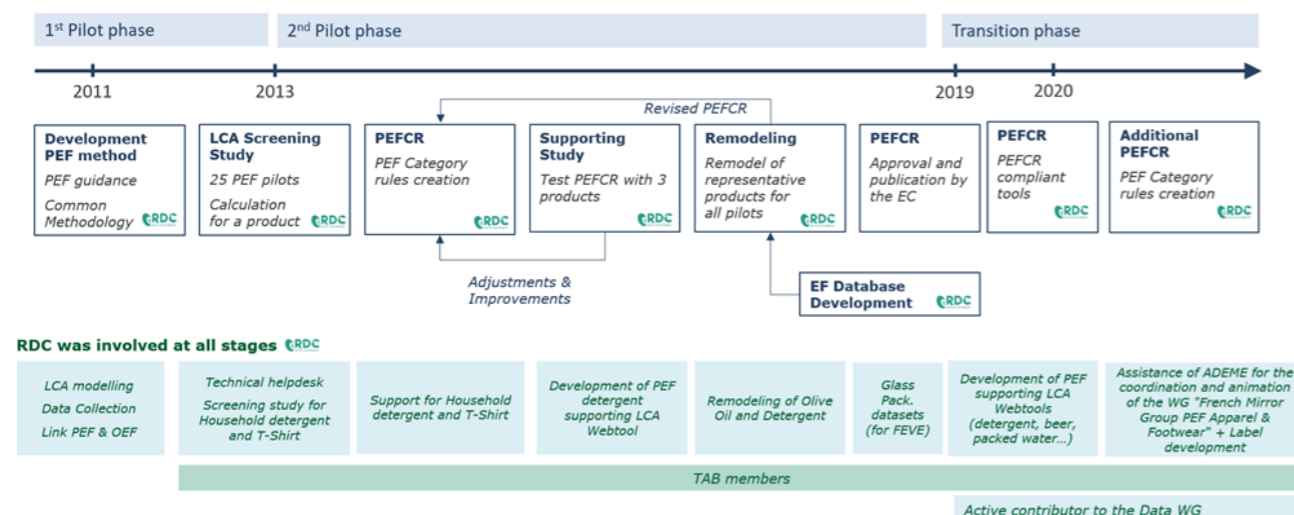
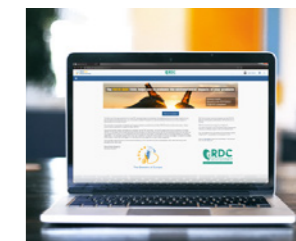
Now that the rules were clearly defined and the data for their application made available, all that was missing was a tool to implement them in a simple and entertaining way. This last step was set up by RDC Environment and finalised with the release of the PEF CR Beer Instant LCA tool in early 2021.

THE PEF CR BEER INSTANT LCA TOOL

The primary objective of the tool is to enable brewers to position their products in the agri-food value chain. Indeed, in order to reduce the environmental impact of a production, it is first necessary to understand where one stands.

Such a tool is also intended to provide eco-design guidelines to reduce the impact of brewing products on their environment. Answering questions such as: *What if we could reduce electricity consumption during the washing phase by 10%? What would be the impact on the total environmental impact of my product? What if I changed the formulation of my beer to include a grain that requires less water to grow?*

More generally, the tool allows its users to select the best actions to define a complete and coherent strategy for a better integration within our environment.



About the authors: RDC Environment is a consultancy firm that has been supporting decisions toward a sustainable world for over 25 years. Specialising in LCA studies, sustainability analysis and transition to circular economy solutions, RDC Environment has since 1998 become a leader in the development of environmental assessment tools. In 2021, the PEF CR Beer Instant LCA tool, developed by RDC Environment for The Brewers of Europe, was made public. It is now available to members of all national associations of The Brewers of Europe. Companies interested in accessing the tool and receiving their personalised log-in, should make a request to their national association. Thus, RDC Environment can assist in the development of a roadmap towards a carbon strategy, in assessing the environmental footprint of an organisation/product/service, in supporting the eco-design of a product. Maxime Dupriez has been working at RDC Environment as LCA expert and LCA tool manager since 2012. Frédéric Michel is the co-director of RDC Environment. Pierre-Olivier Bergeron, Secretary General of The Brewers of Europe

For more information: contact@rdcenvironment.be



EUROPEAN UNION

ORGANIC PRODUCTION

BACK ORGANIC

Europe's brewers aim to have a positive impact on society, people and the planet. For many years, The Brewers of Europe has encouraged sustainable practices in the brewing processes, in the supply chains, and in how beer is consumed and enjoyed. The brewing sector's aims go hand-in-hand with the aims of the new European Green Deal and of the Circular Economy Package.

Organic farming has a significant role to play in this fight against climate change and is an important leverage in the transition towards a more sustainable food system and a better protection of biodiversity in the European Union. The Brewers of Europe recognises that organic farming is particularly well suited to meeting certain criteria that are increasingly present in the framing of agricultural policy and in the minds of European consumers, as it places the onus inter alia on environmental protection, food quality and conservation of resources. Yet, for organic farming to reach its full potential, there are still insufficient resources and it needs more support to continue its expansion.



Consumer demand for organic beer is growing steadily, but the percentage of organic farmland with the agricultural produce – malting barley, wheat, maize, hops – necessary to produce beer in the European Union is only inching up. The choice to go organic is therefore complicated and risky, and barriers prevent many farmers from switching. European brewers therefore welcome the publication of the European Union Organic Action Plan which seeks to stimulate demand for organic products, and increase organic production in the European Union. The support must however go beyond setting an organic acreage target and thus enable the broader goals of organic farming to be achieved.

Funding for organic research pales in comparison to conventional support, which means organic farmers have fewer tools available to them, such as improved crop varieties and strategies for battling weeds or disease. Investing in organic research and innovation is central to increasing production of organic crops. Increased funding, from both private and public sectors, for organic research that seek to ensure access to regionally adapted seeds that are bred for organic systems and that provide organic farmers with additional risk management tools are key to the success of organic farming.

Large data gaps make it difficult however to see all challenges and identify opportunities clearly and to chart a correct course forward. A comprehensive market analysis in terms of availability and demand for all crops, including niche crops in terms of volume and valorisation, must be the starting point. In addition, a wide variety of information initiatives in all areas of the organic eco-system are needed to ensure effective communication of existing knowledge and to propagate new insights on how the performance of organic farming can be improved with respect to the policy goals.

European brewers look forward to organic beer becoming the standard. Until this can be realised, it is important that brewers can continue to meet consumer expectations in terms of availability and quality of organic beers, to have access to all ingredients vital for organic beer production and to enjoy a level playing field in a well-functioning Single Market.

In the interests of both the growth of the organic produce market and the promotion of sustainable agricultural development, a mix of policy measures is required to guide the further development of organic farming in the European Union. From their side, European brewers will enhance partnerships with the farming sector, conventional and organic alike, and the research community, in order to maximize organic farming's positive impact.



FRANCE

INTERVIEWS WITH THE BREWER, MALTSTER AND HOP GROWER

PRODUCTION BIO: L'EXPÉRIENCE DU BRASSEUR

Par Mathieu Schneider

LA BRASSERIE DE LA SENNE A PASSÉ SA PRODUCTION EN BIO DÉBUT 2020. UN CHOIX AMBITIEUX, MÛREMENT RÉFLÉCHI ET PRÉPARÉ DEPUIS PLUS DE 6 ANS. UN LONG PROCESSUS ENGAGÉ QUE NOUS A RACONTÉ YVAN DE BAETS, MAÎTRE BRASSEUR, CO-DIRIGEANT ET FONDATEUR DE LA BRASSERIE BRUXELLOISE.

UN CHOIX DE LONG-TERME

Le passage de la Brasserie de la Senne au bio s'est avéré être une surprise pour beaucoup de clients, qui pensaient que la gamme était déjà bio comme nous l'a expliqué Yvan «*certainement à cause des valeurs d'artisanat et de proximité portées par la marque*». L'ambition de passer au bio était présente depuis de nombreuses années – avant que le bio ne devienne à la mode – et le travail avec les fournisseurs a commencé réellement il y a 6 ans, notamment avec le malteur avec lequel la Brasserie de la Senne travaille afin de sécuriser un approvisionnement



bio auprès des agriculteurs et afin d'améliorer la qualité du maltage bio et de le maîtriser sur le long-terme. L'objectif est de maximiser l'impact que peut avoir la brasserie sur l'environnement et la planète, en utilisant tous les leviers d'action possible. C'est pour cela que la nouvelle brasserie (ouverte depuis juin 2020 sur le site de Tour et Taxi) a été conçue de manière

durable – en plus de la production bio – avec panneaux photovoltaïques installés sur le toit, un système de récupération et

UN CHANGEMENT QUI REQUIERT DU TRAVAIL, DU SOIN ET DE LA PASSION

réutilisation de chaleur et une citerne de récupération d'eau à usage non-alimentaire.

En plus d'un choix de long-terme, cette évolution a demandé un vrai travail de fond – commencé il y a plusieurs années avec les fournisseurs – et requiert une attention et un soin encore plus particulier de la part du brasseur. «*Tout s'est accéléré il y a un an, où nous avons affiné les recettes et process pour s'habituer à la nouvelle qualité du malt afin de ne pas altérer le goût auquel nos clients sont habitués*», nous explique Yvan. En effet, les malts bio sont un peu moins riches en protéines, et notamment en azote aminé, ce qui nécessitait donc d'ajuster le process pour maintenir la qualité du produit fini et d'accroître la surveillance du produit afin de contrôler tous les paramètres. Une tâche à laquelle l'équipe de la Brasserie de la Senne s'est attelée avec passion et qui a payé avec le lancement début 2020 de la gamme en bio.



LES DÉFIS DE LA CERTIFICATION ET DE LA PRODUCTION

Toute la gamme permanente est disponible en bio, certification et logo à l'appuis. Les bières éphémères seront également à base de malts bio (le pourcentage d'ingrédient biologique sera indiqué), mais elles ne seront pas certifiées à cause de la lourdeur de la procédure administrative. Yvan, lors de notre entretien, nous a expliqué que le bio pouvait s'avérer compliqué pour la production de certains ingrédients. En effet, il est difficile de trouver certains malts spéciaux en bio car l'offre est très limitée, voire inexistante. En ce qui concerne le houblon, la production bio présente de nombreux défis quant à la disponibilité de certaines variétés, la quantité (variable d'une récolte à une autre) et au prix. La Brasserie de la Senne travaille en direct avec des houblonniers d'Allemagne et de Slovaquie. En plus de la culture bio, Yvan a également évoqué la pratique de l'agriculture raisonnée, qui s'inscrit dans la même philosophie et qui s'applique très bien au houblon et qui permet un approvisionnement constant, de bonne qualité et respectueux des objectifs de protection de l'environnement.

ORGANIC PRODUCTION: THE BREWER'S EXPERIENCE

By Mathieu Schneider

BRASSERIE DE LA SENNE SHIFTED ITS PRODUCTION TO ORGANIC AT THE ONSET OF 2020. A WELL-THOUGHT, LONG-PREPARED, AMBITIOUS CHOICE THAT MATURED OVER THE PAST 6 YEARS. YVAN, HEAD BREWER, CO-OWNER AND FOUNDER AT THE BRUSSELS BREWERY, EXPLAINED TO US THIS LONG PROCESS.



A LONG-TERM CHOICE

The shift to organic has been a surprise for many customers who thought the beers were already organic, "probably because of the values of craftsmanship and proximity associated with our brand", stated Yvan. The ambition to go full organic was already in the brewery's mind for years – before it became trendy – and the real work started about 6 years ago with the suppliers, namely with the maltster who had to secure an organic supply from farmers and then improve the malting process to deliver on the long-term replicable quality organic malts. The brewery wants to maximise the impact it can have on the environment and on the planet by using all possible levers. This is why the new brewery (opened since June 2020 in Tour and Taxi) has been built fully integrating the concept of sustainability – in addition to the organic production – by installing photovoltaic panels on the roof, using a heat recovery and reuse system as well as a water collection cistern for cleaning purposes.

WORK, CARE AND PASSION IS WHAT THIS SHIFT REQUIRES

Making this long-term choice required a substantive work – started several years ago with the suppliers – as well as increased attention and care from the brewing team. "Everything accelerated a year ago, where we fine-tuned the recipes and the process to adjust to the new malt quality to ensure the aromas and flavours our customers are used to did not change", explained Yvan. As a matter of fact, organic malts contain slightly lower proteins, including free amino nitrogen, which led the team to adjust the brewing process to maintain the quality of the finished beer and also to increase the product monitoring to control all parameters. The task did not scare off the team, which used its skills and passion to deal with it and successfully launch the organic production early 2020.

CERTIFICATION AND PRODUCTION CHALLENGES

The entire portfolio of permanent brands is now available as organic, with the certification and logo to back the claim. The pop-up brands will all be brewed using organic malt (the percentage of organic ingredients will be indicated on the label) but will not be certified because of the administrative complexity. Yvan confirmed organically producing some ingredients may sometimes prove cumbersome. It is indeed difficult finding specialty malts as the supply is, at least limited, if not non-existent. Organic hop production is also complicated and leads to challenges in availability of certain varieties, the quantity (which varies from a harvest to another one) and pricing. Brasserie de la Senne works directly with hop growers in Germany and Slovenia. In addition to organic farming, Yvan also referred to the concept of sustainable farming which serves the same philosophy, fits hop growing and allows for a constant, good quality, environmentally-friendly hop supply.



PRODUCTION BIO – L'EXPÉRIENCE DU MALTEUR

Par Mathieu Schneider

L'ANNÉE DERNIÈRE, MALTEUROP A CERTIFIÉ BIO SA MALTERIE DE AIRE-SUR-LA-LYS, DANS LE PAS-DE-CALAIS (62), DANS LE NORD DE LA FRANCE. CE NOUVEAU DÉVELOPPEMENT VISE À ÉPOUSER LE DYNAMISME DE LA DEMANDE BIO DANS LE SECTEUR BRASSICOLE FRANÇAIS ET EUROPÉEN, NOUS EXPLIQUE VIANNEY GIOT (DIRECTEUR DU DÉVELOPPEMENT CRAFT CHEZ MALTEUROP).

UNE DEMANDE FORTE ET DYNAMIQUE

La décision de certifier une malterie en bio a été prise pour répondre au dynamisme de la demande en malt bio émanant des brasseurs. Cette tendance est «en fort développement en Europe, et particulièrement en France» nous confie Vianney. Bien que restant encore un marché de niche, celui-ci est en pleine expansion et est poussé à la fois par les brasseries artisanales mais également par les brasseries de plus grande taille.

UN TRAVAIL DE STRUCTURATION

La production de malt bio est un processus qui a nécessité la structuration d'une «supply chain» spécifique de valeur au sein de la traditionnelle filière «orge brassicole», en commençant par les agriculteurs pour solidifier la confiance (la production d'orge brassicole bio n'offre pas d'échappatoire vers l'orge fourragère pour les agriculteurs), puis les coopératives, le malteur et en bout de chaîne les brasseurs. L'approvisionnement en orge bio auprès des agriculteurs représente un défi important.

DES AJUSTEMENTS TECHNIQUES ET DES CONTRAINTES

L'approvisionnement en orge de brasserie se fait auprès d'agriculteurs certifiés bio français, dans le grand quart Nord-Est du pays, afin d'assurer un approvisionnement local pour la malterie locale (région Hauts-de-France). Le processus de certification

de la malterie a débuté en 2019 et s'est terminé en janvier 2020, avec les livraisons des premiers lots qui ont suivi immédiatement. La récolte de la saison 2019, tout comme celle de 2020, a donné de bons résultats. Actuellement, Malteurop produit des malts bio de type Pilsen et Pale Ale, sur la base d'une espèce (2 Rangs Printemps) et plusieurs variétés. La production de malts spéciaux bio s'avère plus délicate : «il y a un peu d'offres car les contraintes techniques de production sont très importantes», d'après Vianney, qui appréhende néanmoins positivement le développement de la filière malt bio en France et en Europe.



Malteurop est le deuxième producteur mondial de malt. Basée à Reims (Marne, France) et faisant partie de la coopérative VIVESCIA qui regroupe 11000 agriculteurs, Malteurop emploie plus de 1100 personnes dans 25 malteries à travers 14 pays et produit 2,4 millions de tonnes de malt annuellement. Créée en 1961, Malteurop possède son propre programme de sélection variétale (basé en Nouvelle-Zélande) et produit différents types de malts (Pilsen et Pale Ale ainsi qu'une large gamme de malts spéciaux).

ORGANIC PRODUCTION – THE MALTSTER EXPERIENCE

By Mathieu Schneider

MALTEUROP OPENED UP ITS FIRST ORGANIC CERTIFIED MALTING PLANT OF AIRE-SUR-LA-LYS, IN PAS-DE-CALAIS (62) IN NORTHERN FRANCE LAST YEAR. THIS NEW DEVELOPMENT AIMS AT KEEPING PACE WITH THE DYNAMIC OF ORGANIC MALT DEMAND DRIVEN BY THE FRENCH AND EUROPEAN BREWERS, EXPLAINS VIANNEY GIOT (GROUP CRAFT BUSINESS DEVELOPMENT DIRECTOR AT MALTEUROP).

A STRONG AND DYNAMIC DEMAND

The decision to certify a malting plant as organic was taken to answer the growing demand for organic malt coming from brewers. This trend is *“increasingly developing in Europe, and particularly in France”*, according to Vianney. Although it is still a niche market, it is expanding, and growth is supported by both the craft breweries and brewers of a bigger size.

A STRUCTURATION WORK

Developing organic malt is a process which involved *“structuring a new specific supply chain”* within the existing traditional brewing barley sector, starting with farmers to ensure solid relationships (moving into organic barley closes the door to feed barley), then the cooperatives, the maltster and the brewer at the end of the chain. Ensuring an adequate supply of organic barley in the first place from farmers is an important challenge.

TECHNICAL ADJUSTMENTS AND CONSTRAINTS

Supply of organic malting barley is made from French organic certified farmers located in the broader North-Eastern part of the country to ensure a local supply for the local malting plant (in region Hauts-de-France). The process of certifying the malting plant as organic started in 2019 and was concluded in January 2020, with the first batches being delivered almost immediately after. The 2019 harvest, as well as that of 2020, has provided good results. Malteurop currently produces organic Pilsen and Pale Ale malts from one species (2 Rows Spring)

and several varieties. Organically malting specialty malts turns out to be a bit more delicate: *“there is a bit of offer, but the technical production constraints are very important”*, according to Vianney, who nevertheless foresees a positive development for the production of organic malt in France and Europe.

Malteurop is the second world largest malt producer. Based in Reims (Marne, France) and part of VIVESCIA, a cooperative that brings together 11,000 farmers, Malteurop employs 1,100 people in 25 malting plants across 14 countries and produces up to 2,4 million tons of malt a year. Founded in 1961, Malteurop owns its own varietal selection programme (based in New Zealand) and produces different types of malts (Pilsen and Pale Ale as well as a broad range of specialty malts).



PRODUCTION BIO : L'EXPÉRIENCE DU HOUBLONNIER

Par Mathieu Schneider

ENGAGÉ DANS LA PRODUCTION DE HOUBLON BIO DEPUIS 2012, COMPTOIR AGRICOLE VOIT LA DEMANDE EXPLOSÉE DEPUIS 2016, POUSSÉE PAR UN MARCHÉ FRANÇAIS EN FORTE CROISSANCE. FRANCIS HEITZ (RESPONSABLE EXPORT, COMPTOIR AGRICOLE) NOUS A OFFERT UN PANORAMA DE LA PRODUCTION HOUBLONNIÈRE FRANÇAISE ET DES DÉFIS LIÉS À LA PRODUCTION BIO.

UN MARCHÉ EN PLEIN BOOM

Francis mentionne d'emblée la spécificité française de la demande en houblon bio, plus forte en France que dans les autres pays européens (où elle est pourtant bien présente) ainsi que la variété des profils de brasseurs la portant : anciens comme nouveaux, grands comme petits. Présent dans la production bio depuis 2012, la demande a été boostée à partir de 2016 et ne s'est jamais démentie depuis. Problème : l'offre ne suit pas forcément, malgré les efforts des producteurs. En cause : les nombreux défis liés au passage en bio et aux risques économiques pris par les houblonniers.

DÉFI NUMÉRO 1 – LA CERTIFICATION

Pour convertir une agriculture traditionnelle en bio, il faut 3 ans révolus. Un houblonnier passant sa production en bio et commençant sa certification en mars 2021 ne pourra que certifier sa 4ème récolte comme bio, c'est-à-dire pour septembre 2024, pour un premier brassage en 2025. Pendant ses 4 saisons, le producteur prend donc d'énormes risques : celui de faire face à la baisse de rendement des récoltes (sans pouvoir profiter de la certification bio) et celui que les variétés produites ne trouvent plus preneurs en version bio une fois la conversion achevée. Bien que des mesures d'accompagnement existent (500€/hectare en France), celles-ci pourraient être davantage appuyées afin d'offrir un filet de sécurité aux houblonniers s'engageant sur cette voie.

DES AJUSTEMENTS TECHNIQUES ET DES CONTRAINTES

L'approvisionnement en orge de brasserie se fait auprès d'agriculteurs certifiés bio français, dans le grand quart Nord-Est du pays, afin d'assurer un approvisionnement local pour la malterie locale (région Hauts-de-France). Le processus de certification

DÉFI NUMÉRO 2 – LA PRODUCTION

La culture de houblon présente des contraintes particulières. Le houblon est une plante aérienne, exposée aux événements climatiques, aux ravageurs, aux maladies. Avec la multiplication d'événements climatiques extrêmes (gel tardif, fortes chaleurs, sécheresse), sa production traditionnelle est de plus en plus difficile. Le passage au bio et la diminution des traitements entraîne à la fois une baisse de rendement de 20 à 30% (qui conduit à une augmentation des prix) et une augmentation



des moyens – essentiellement humains – de surveillance de la plante afin de réagir – avec les traitements autorisés – aux attaques qu'elle peut subir.

UNE FLEXIBILISATION DE L'APPROCHE

«Les intrants dans la culture de houblon conventionnel sont très encadrés et très limités et l'abandon de ces pratiques phytosanitaires se mesure dès la première récolte dans le houblon avec une absence de traces dans les cônes récoltés. Cela correspond aux attentes du consommateur», nous explique Francis qui plaide

pour une approche plus conciliante quant à la certification bio, qui permettrait ainsi de satisfaire à la fois les consommateurs, les brasseurs et les producteurs. Francis explique néanmoins que les plants de houblons convertis au bio ont besoin de plusieurs années pour atteindre un régime de croisière quant à la quantité produite, période qui correspond à la régénération de la vie microbienne du sol et l'adaptation de la plante à ce nouvel environnement souterrain.

Un futur ambitieux

Malgré les contraintes, Francis estime que la production de houblon bio a de l'avenir. D'ici à 2024, près d'un cinquième de la superficie alsacienne dédiée à la culture du houblon devait être certifiée bio (100 hectares sur un total de 500). Au total, en France, environ 150 hectares devraient être bio car la plupart des nouveaux producteurs se lancent directement dans la production bio. Il existe néanmoins peu de marge de manœuvre pour dépasser le seuil des 20% de culture bio. Aller au-delà, vue la difficulté intrinsèque de la culture de houblon bio, pourrait mettre en péril l'approvisionnement en houblon et impacterait négativement les prix.

Comptoir Agricole est une coopérative agricole qui a intégré une division « houblon » en 2010 avec 40 producteurs répartis en Alsace. Comptoir Agricole se charge de vendre le houblon alsacien en France et à l'étranger (historiquement 30 et 70% de la production, maintenant 50/50 grâce aux nouvelles brasseries françaises). Produisant un mix de variétés traditionnelles européennes (Hallertau, Fuggle, Golding,) et américaines (Nugget et Columbus), les producteurs alsaciens se recentrent davantage sur les productions locales historiques (Strisselspalt) ou développés via le programme de recherche variétale sur les dix dernières années (Aramis, Triskel, Barbe-Rouge, Elixir et Mistral, ainsi qu'une sixième en cours de développement). Actuellement 10ème pays producteur de houblon, la France compte deux régions historiques : l'Alsace et le Nord avec actuellement 475 et 35 hectares respectivement. Il y a également entre 50 et 70 hectares de production répartis dans le reste du pays, notamment en Normandie, Bretagne, Provence, Rhône-Alpes et dans le Sud-Ouest. L'Alsace est la plus petite région productrice au monde possédant un centre de recherche variétale.

ORGANIC PRODUCTION: THE HOP GROWER'S EXPERIENCE

By Mathieu Schneider

PRODUCING ORGANIC HOPS SINCE 2012, COMPTOIR AGRICOLE WITNESSED A BOOST IN DEMAND SINCE 2016 LED BY A GROWING FRENCH BEER SCENE. FRANCIS HEITZ (EXPORT MANAGER, COMPTOIR AGRICOLE) SHARED AN OVERVIEW OF THE FRENCH ORGANIC HOP PRODUCTION AND THE ASSOCIATED CHALLENGES.

A BOOMING MARKET

Francis straightaway mentioned the French specificity where the demand for organic hops is higher than in other European countries (where demand is there, though) as well as the variety of profiles pushing the demand: long-existing breweries as well as the new kids on the block, large brewers as well as small brewers. Involved in organic production since 2012, the demand for organic hops exploded in 2016 and has continued since. However, supply does not follow despite efforts made by producers. This is linked to the numerous challenges associated with conversion to organic production as well as the economic risks hop growers are taking on the way to conversion.



THE FIRST CHALLENGE – THE CERTIFICATION

Three full years are necessary to turn conventional farming into organic farming. Concretely, a hop grower starting the conversion in March 2021 will only be able to certify his fourth harvest, in September 2024, meaning first brew with the freshly organic-certified hop early 2025. Over these 4 years, the hop grower is taking considerable risks: first, facing a reduced yield (without benefiting from the organic certification) and then, a reduction of demand for the hop varieties he produces once the conversion is effective. Although support measures exist (500€ per hectare in France), they could be somehow stronger to offer hop growers a stronger safety net.

SECOND CHALLENGE – THE PRODUCTION

Hop growing faces specific challenges. Hop grows in the air and is particularly exposed to environmental events, plant bugs, diseases. With the recent multiplication of extreme weather events (late frost, tough heat waves, intense drought), conventional production is increasingly more difficult. Turning production into organic and the associated decreased use of treatments leads on the one hand to a 20 to 30% decrease in yield (and thus a price increase) and requires on the other hand increased resources – including manpower – to carefully monitor the plant and adjust with authorized treatments to face attacks.

MAKING THE APPROACH MORE FLEXIBLE

“Authorized inputs into conventional production are very limited and you can already witness in the first harvest, via an absence of any residues in the cones, that the use of the phytosanitary products has been stopped. This is what consumers are asking for”, explains Francis who is pleading for a more accommodating approach regarding organic certification which would benefit consumers, brewers and hop growers at the same time. Francis nevertheless explains organic-turned hop plants need a few years to go into full speed quantitative production, a period which corresponds to the time it takes for the soil microbial life to regenerate and for the plant to adjust to this new subterranean environment.

AN AMBITIOUS FUTURE

Despite the numerous constraints, Francis foresees a future for the French organic hop production. By 2024, a fifth of the hop growing Alsatian surface area will be organic (100 hectares out of the 500). In total, for France, around 150 hectares would be organic as most of the new hop growers are directly engaging in organic production. The 20% threshold may however be a ceiling as there will not be much margin for manoeuvre. Going beyond this level may, due to the intrinsic difficulties associated with organic hop growing, jeopardise hop supply and negatively impact pricing.



Comptoir Agricole is a cooperative which integrated a hop department back in 2010 bringing together 40 producers from across Alsace. Comptoir Agricole manages sales of Alsatian hops in France and abroad (historically, 30 and 70% respectively, but now 50/50 because of the new French brewers). Producing a mix of traditional European (Hallertau, Fuggle, Golding) and American (Nugget, Columbus) varieties, Alsatian producers are now focusing on traditional local varieties (Strisselspalt) or varieties developed via their local varietal research programme over the last 10 years (Aramis, Triskel, Barbe-Rouge, Elixir and Mistral, with a sixth one in development). Currently ranked as the 10th largest producing country, France has two historical hop growing regions: Alsace and Nord with respectively 475 and 35 hectares. Between 50 and 70 additional hectares are spread across the country, mostly in Normandy, Bretagne, Provence, Rhône-Alpes and the South-West. Alsace is the world smallest producing region with its own varietal research centre.

150 ANNIVERSARY OF THE DBB

INTERVIEW WITH DR JÖRG LEHMANN, PRESIDENT OF THE GERMAN BREWERS ASSOCIATION

FIRST OF ALL, HAPPY BIRTHDAY! THE GERMAN BREWERS ASSOCIATION CELEBRATES ITS 150TH ANNIVERSARY. CAN YOU TELL US MORE ABOUT WHY AND HOW THE ASSOCIATION WAS FOUNDED AND WHAT HAVE BEEN THE ACHIEVEMENTS IN THE LAST 150 YEARS?

Dr. Jörg Lehmann: The German Brewers' Association was founded in Dresden in 1871. At that time, over 1,500 brewers from Germany and Europe, Russia and the USA came together to lay the foundation for a strong representation of interests. The founding fathers of the association had the goal of expanding networking within the industry and establishing networks beyond Europe's borders. Against this background, it was also a matter of course that the DBB was one of the founding members of The Brewers of Europe in 1958 and has been actively involved at European level ever since. Much has been achieved in the last few decades under the common European umbrella that would never have been possible alone. At the European level, the exchange of experiences on future topics such as sustainability is certainly a central task. This is also an important issue from the point of view of the German association. We German brewers are proud of our purity law and our reusable system, which is unique in the world. It is important to us to combine tradition and progress and to keep our finger on the pulse. We are currently implementing calorie labelling for beer on a broad front in close cooperation with The Brewers of Europe. With our prevention campaigns such as DONT DRINK AND DRIVE, we make it clear that the breweries not only produce excellent beer, but are also aware of their social responsibility.

YOU ARE CELEBRATING THE 150TH ANNIVERSARY IN A TOUGH YEAR, PROBABLY THE TOUGHEST SINCE THE WORLD WARS. CAN YOU TELL US HOW HARD THE GERMAN BREWING SECTOR HAS BEEN IMPACTED?

Lehmann: The corona pandemic means an immense test of endurance for German breweries. The closed overnight - all events, festivals and events have been prohibited since March 2020. Because of the months-long lockdown, many of the breweries have lost their economic base and the draft beer market has collapsed completely. According to a survey by our association, the slump in turnover for companies averaged 23 percent last year alone, and in individual cases even up to 70 percent. From week to week, more and more of the over 1,500 German breweries are endangered in their livelihoods - and thus part of our German beer culture too.



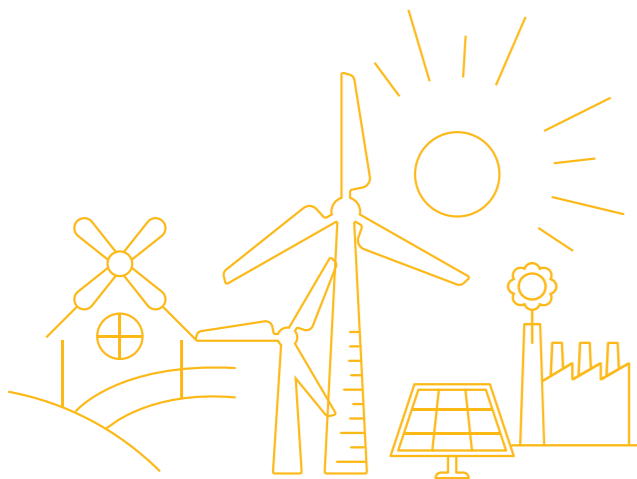
MANY BREWERS, DESPITE THE BIG IMPACT, HAVE TAKEN ACTIONS TO SUPPORT THE HORECA, THE HEALTHCARE WORKERS AND THE FIGHT AGAINST COVID (BY DONATING ALCOHOL FOR THE PRODUCTION OF HAND SANITIZERS). CAN YOU TELL US WHAT THE GERMAN BREWERS ASSOCIATION HAS DONE TO SUPPORT ITS MEMBERS?

Lehmann: Breweries have of course committed themselves to the health system within the scope of their possibilities and produced disinfectants. In addition, there is a special focus on helping our partners in the hospitality sector through the difficult months. Breweries have developed aid programs, deferred leases and rents or even waived some of them. As the leading association of the brewing industry, we have been dealing non-stop with crisis management since March 2020 and support our members with advice and action wherever we can - be it with hygiene concepts in the company, with the implementation of vaccination campaigns or the restart of the gastronomy, which we all eagerly await.



CONSUMERS HAVE SEEN THE SOLIDARITY EFFORTS OF THE SECTOR AND ARE EAGER TO RECONNECT AROUND A BEER IN CAFÉS AND RESTAURANTS ANYTIME SOON. WHAT DO YOU EXPECT FROM THE REOPENING? WHAT SUPPORT WILL BE NECESSARY IN THE NEXT MONTHS TO ENSURE THE SHORT- AND MEDIUM-TERM SURVIVAL OF MANY BREWERIES?

Lehmann: Our message is clear: We are ready to reopen the gastronomy as soon as the infection situation allows. Excellent hygiene concepts have been worked out in recent months - for the greatest possible protection of guests in restaurants, pubs, cafes and bars. Politicians must recognize this and also keep their promises and support breweries and the hospitality industry with state aid. Since there is currently no clear perspective for an end to the pandemic and a restart of the gastronomy, many companies will not be able to survive without government support.



SPEAKING LONG-TERM NOW, WHERE WILL THE GERMAN BREWERS ASSOCIATION BE IN 150 YEARS FROM NOW? OR MORE REALISTICALLY, WHAT ARE THE CHALLENGES AND TRENDS YOU SEE AHEAD OF THE GERMAN BREWING INDUSTRY? AND HOW CAN IT SUCCESSFULLY RIDE INTO THE FUTURE?

Lehmann: Successfully dealing with the consequences of the corona pandemic is an absolute priority for us. In the post-corona period, the topics of ecology and resource conservation will move back up on the agenda. We are well prepared here and have been working successfully with the breweries on innovative sustainability strategies for a long time. Germany is the country of private and family breweries - many businesses are

owner-managed and have existed for centuries, in the sixth or seventh generation. For these breweries in particular, sustainability is part of their DNA.

ZUERST: ALLES GUTE ZUM 150. GEBURTSTAG! DER DEUTSCHE BRAUER-BUND FEIERT DIESES JAHR SEIN 150-JÄHRIGES GRÜNDUNGSJUBILÄUM. WIE UND WARUM WURDE DER VERBAND GEGRÜNDET - UND WAS WAREN SEINE GRÖSSTEN ERFOLGE IN DEN VERGANGENEN 150 JAHREN?

Dr. Jörg Lehmann: Der Deutsche Brauer-Bund wurde 1871 in Dresden gegründet. Damals kamen über 1.500 Brauer aus Deutschland und Europa, Russland und den USA zusammen, um den Grundstein zu legen für eine wstarke Interessensvertretung. Die Gründerväter des Verbandes hatten das Ziel, die Vernetzung innerhalb der Branche ausbauen und Netzwerke über Europas Grenzen hinaus zu etablieren. Vor diesem



Hintergrund war es auch eine Selbstverständlichkeit, dass der DBB 1958 zu den Gründungsmitgliedern der Brewers of Europe gehörte und sich seither aktiv auf europäischer Ebene einbringt. Vieles konnte in den letzten Jahrzehnten unter dem gemeinsamen europäischen Dach erreicht werden, was im Alleingang niemals möglich gewesen wäre. Auf europäischer Ebene ist sicher der Erfahrungsaustausch bei Zukunftsthemen wie etwa Nachhaltigkeit eine zentrale Aufgabe. Das ist auch aus Sicht des deutschen Verbandes ein wichtiges Thema. Wir deutschen Brauer sind stolz auf unser Reinheitsgebot für Bier und unser weltweit einmaliges Mehrwegsystem. Es ist uns ein Anliegen, Tradition und Fortschritt miteinander zu verbinden und den Puls an der Zeit zu haben. So setzen wir gerade in enger Abstimmung mit den Brewers of Europe auf breiter Front eine Kalorienkennzeichnung für Bier um. Auch mit unseren Präventionskampagnen wie DONT DRINK AND DRIVE machen wir deutlich, dass die Brauereien nicht nur exzellentes Bier herstellen, sondern sich auch ihrer gesellschaftlichen Verantwortung bewusst sind.

SIE FEIERN DAS 150-JÄHRIGE BESTEHEN IN EINEM DER HÄRTESTEN JAHRE IN DER JÜNGEREN GESCHICHTE DER DEUTSCHEN BRAUINDUSTRIE, WAHRSCHEINLICH DAS HÄRTESTE SEIT DEN BEIDEN WELTKRIEGEN. WIE SCHWER IST DER DEUTSCHE BIERSEKTOR VON DER CORONA-KRISE GETROFFEN?

Lehmann: Die Corona-Pandemie bedeutet für die deutschen Brauereien eine immense Belastungsprobe. Über Nacht wurde die Gastronomie geschlossen - seit März 2020 sind alle Veranstaltungen, Feste und Events untersagt. Durch den monatelangen Lockdown haben viele der Brauereien ihre wirtschaftliche Basis verloren, der Markt für Fassbier ist komplett zusammengebrochen. Der Umsatzeinbruch der Betriebe lag nach einer Umfrage unseres Verbandes allein im letzten Jahr durchschnittlich bei 23 Prozent, in Einzelfällen sogar bei bis zu 70 Prozent.

Von Woche zu Woche sind mehr und mehr der über 1.500 deutschen Brauereien in ihrer Existenz gefährdet - und damit auch ein Teil unserer deutschen Bierkultur.

VIELE BRAUEREIEN HABEN, TROTZ DER WIRTSCHAFTLICH SCHWIERIGEN SITUATION, DAS GASTGEWERBE UNTERSTÜTZT, EBENSODEN ÖFFENTLICHEN SEKTOR UND DAS GESUNDHEITSSYSTEM. WELCHE ROLLE SPIELTE DER DEUTSCHE BRAUER-BUND DABEI?

Lehmann: Selbstverständlich haben sich Brauereien im Rahmen ihrer Möglichkeiten für das Gesundheitssystem engagiert und Desinfektionsmittel produziert. Daneben liegt ein besonderer Fokus darauf, unseren Partnern im Gastgewerbe über die schweren Monate zu helfen. Brauereien haben Hilfsprogramme entwickelt, Pachten und Mieten gestundet oder teilweise sogar erlassen. Als Spitzenverband der Brauwirtschaft sind wir seit März 2020 nonstop mit Krisenmanagement beschäftigt und unterstützen unsere Mitglieder mit Rat und Tat wo immer wir können - sei es bei Hygienekonzepten im Betrieb, bei der Umsetzung von Impfkampagnen oder dem Restart der Gastronomie, den wir alle sehnlichst erwarten.

VIELE MENSCHEN KÖNNEN ES KAUM ERWARTEN, BIS CAFÉS UND GASTSTÄTTEN, KNEIPEN, BIERGÄRTEN UND BARS WIEDER ÖFFNEN. WAS ERWARTEN SIE VON DER WIEDERERÖFFNUNG? UND WELCHE UNTERSTÜTZUNGSMASSNAHMEN SIND NOTWENDIG, UM DAS ÜBERLEBEN DER BRAUEREIEN KURZ- UND MITTELFRISTIG ZU SICHERN?

Lehmann: Unsere Botschaft ist klar: Wir sind bereit für eine Wiedereröffnung der Gastronomie, sobald es die Infektionsslage erlaubt. Es wurden in den vergangenen Monaten exzel-



lente Hygienekonzepte ausgearbeitet - für den größtmöglichen Schutz der Gäste in Gaststätten, Kneipen, Cafés und Bars. Die Politik muss dies anerkennen und überdies ihre Versprechen einhalten und Brauereien wie Gastgewerbe mit staatlichen Hilfen unterstützen. Da es bisher keine klare Perspektive gibt für ein Ende der Pandemie und einen Re-Start der Gastronomie, werden viele Unternehmen ohne staatliche Unterstützung nicht überleben können.



AUF LANGE SICHT - WO SEHEN SIE DEN DEUTSCHEN BRAUER-BUND IN 150 JAHREN? WELCHE HERAUSFORDERUNGEN UND TRENDS ZEICHNEN SICH BEREITS AB, DIE PRÄGENDE SEIN WERDEN FÜR DIE BRAUWIRTSCHAFT?

Lehmann: Die erfolgreiche Bewältigung der Folgen der Corona-Pandemie hat für uns absolute Priorität. In der Post-Corona-Zeit werden die Themen Ökologie und Ressourcenschonung wieder nach oben auf die Agenda rücken. Wir sind hier gut vorbereitet, arbeiten seit langem erfolgreich mit den Brauereien an innovativen Nachhaltigkeitsstrategien. Deutschland ist das Land der Privatbrauereien und Familienbrauereien - viele Betriebe sind inhabergeführt und bestehen seit Jahrhunderten, in der sechsten oder siebten Generation. Gerade für diese Brauereien ist Nachhaltigkeit Teil ihrer DNA.



THE IMPACT OF BREXIT ON THE BEER ECONOMY: A UK PERSPECTIVE

BY JONATHAN NEAME,
CHIEF EXECUTIVE SHEPHERD NEAME LTD

ONE OF THE FIRST PRINCIPLES OF COMMERCE IS TO MAKE A PRODUCT THAT YOUR NEIGHBOUR WANTS TO BUY. IF THEY ARE HAPPY WITH IT, THEY WILL BUY AGAIN AND RECOMMEND IT TO THEIR NEIGHBOUR, - AND SO ON. BUT, AS THE BUSINESS BUILDS, THE FURTHER YOU DISTRIBUTE AWAY FROM YOUR HOME, THE MORE EXPENSIVE THAT PRODUCT BECOMES. THIS THEN ALLOWS SOMEONE ELSE FROM THE OTHER END OF THAT STREET TO SERVICE THE MARKET FOR LESS.

Thus, one of the key objectives for any producer or service provider is to minimise all fixed costs, - such as distribution or administration, - that do not add value to that product.

This, in essence, is why the Single Market is such a good idea. Frictionless trade, common standards, single labelling requirements, no tariffs, no customs, and a transport and distribution infrastructure, that allow a haulier to carry beer on the outbound trip, and return with furniture inbound, all seem like the commercial dream.

Full loads and light touch administration equals lower costs. Lower costs and a free market for goods and services means that even the smallest producer can access the largest market in the world. Thus consumer choice is expanded, competition increases, and productivity gains achieved.

What's not to like? To the businessman's eye, not a lot. Which is why most voted to remain, as indeed did I.

However, Brexit was about so much more than the technical and administrative simplicity of the Single Market: it was about politics, about national and personal identity, and above all, about change. It was a national "cri de coeur", a yearning for something different, - from the same old, same old - albeit no one could quite agree on what particular "change" they wanted to see. And so, in the face of the emotional battle cry "Take Back Control", the technical - and pedantic - arguments in favour of frictionless trade and free movement of goods, were outgunned.

So, now that we have taken back "control" in the UK, what does it feel like? The honest answer is, not quite as bad as many of us had feared. Yet!

True, the eve of our exit was apocalyptic, with thousands of lorry drivers penned in a disused airport near Dover waiting several days for their COVID test, with no food and water or proper sanitary conditions. My wife, daughter and I, even went down on Christmas Eve to throw food parcels, mince pies and other Christmas goodies, over the fence to give these poor souls some assistance. But in fairness, that situation only existed for a few days and then cleared.

Our Brewery is situated in Faversham, some 25 miles from the Channel Ports, and we operate 250 pubs in Kent. We identified three main risks to our business with Brexit:

- > 'PERMANENT' GRIDLOCK ON THE ROADS IN KENT, THEREBY UNDERMINING ACCESS TO OUR PUBS AND IMPACTING THE QUALITY OF LIFE FOR LOCAL RESIDENTS
- > LOSS OF OUR EXPORT BUSINESS FOR BEER AND IMPORT BUSINESS FOR WINE
- > COLLAPSE IN CONSUMER CONFIDENCE AND THE WIDER UK ECONOMY

If we take these fears one by one, they have all turned out somewhat differently or less of a threat - so far - than we anticipated - although in many areas it is perhaps still too early to assess properly the long term impact of this fundamental change to our economy, particularly since certain aspects of the new border controls will not be fully implemented until July. Firstly, there is no gridlock on the roads. Indeed, they are much emptier than before. Of course, there is COVID, but underlying

traffic is down too due to Brexit: some haulage from Eire is now going direct by sea rather than using the UK road network; there are also blockages in the major ports, where deep sea freight is materially impacted by the imbalance in global trade, which may then be diverting trade along different supply routes.

Secondly, there is a significant drop in UK import/export activity. Indeed trade between the UK and EU has been declining for the last 10 years, whilst UK trade with the rest of the world has grown modestly. Understanding the real underlying position is a source of some debate. There are many variables: COVID and UK lockdown since December has clearly depressed trade; there was pre Brexit stockpiling in many product types; good weather and strong trading comparatives in January 2020. Whatever the real underlying position, there is a significant decline in UK exports to the EU as of end February 2021. Whether year-to-date or month-on-month, the trend is negative by double digits. Indeed, in January, according to the Office for National Statistics, total UK exports to the EU fell by 40.7% and imports fell by 28.8%.

UK Beer exports to the EU in January 2021 are down 62% vs January 2020, whereas UK beer exports to non-EU countries are down by only 5%. Since COVID is global, this suggests adjustment to the new rules post Brexit is having a material impact. Shepherd Neame's export volume is down a similar amount, albeit improving week on week.

Whilst it is welcome that there are no tariffs, it is already clear that there is major disruption from non-tariff barriers.

- > **EACH MARKET REQUIRES DIFFERENT BOTTLE AND KEG LABELLING, AND SEPARATE HEAT TREATED PALLETS. THIS IN TURN MAKES FOR MORE BOTTLING CHANGE-OVERS, AND SO LINE INEFFICIENCY. WE REQUIRE NEW EXPORT LICENCES, SOFTWARE INTEGRATION AND NEW ADMINISTRATION.**
- > **BECAUSE THE DEAL WAS SO CLOSE TO THE DEADLINE, HAULIERS ARE SIMPLY NOT YET UP TO SPEED WITH THE NEW ADMINISTRATION PROCESSES. FOR EXAMPLE, ONE OF OUR SHIPMENTS TO RUSSIA, WITH MULTIPLE SKUS, WAS DELAYED AT DOVER FOR 5 DAYS AS NO ONE COULD WORK OUT THE CORRECT DUTY PROCEDURE. PERHAPS THIS IS A ONE-TIME PROBLEM THAT WILL EASE.**
- > **OTHERS SEEM MORE FUNDAMENTAL. FOR EXAMPLE, OUR EXPORTS TO SPAIN REQUIRE EVERY SINGLE BOTTLE TO BE RE-LABELLED WITH THE IMPORTER NAME: CLEARLY UNSUSTAINABLE.**
- > **ROAD HAULAGE COSTS ARE INCREASING, AS ALL PREVIOUS SUPPLY CHAINS UNDER THE SINGLE MARKET HAVE BEEN DISRUPTED; MANY HAULIERS ARE SHIPPING "FRESH AIR" FOR ONE LEG OF THEIR JOURNEY.**
- > **IN THE WINE INDUSTRY, THERE IS GREAT CONCERN THAT EU SHIPMENTS WILL REQUIRE A VI FORM. THIS REQUIRES LABORATORY PRODUCT TESTING, SUCH AS HAPPENS ON DEEP SEA IMPORTS. BUT FOR AN IMPORTER SHIPPING PALLET LOADS FROM DIFFERENT WINERIES IN A SINGLE REGION, THIS IS A NIGHTMARE.**



Clearly some of the above will iron out in time: hauliers will become used to new processes and develop IT systems to reduce administration; cost pressures should ease as supply chains get re-established post-COVID. However, for some businesses, such as shellfish, or some markets, such as Northern Ireland, the whole construct seems fundamentally flawed. Exporting is now for the brave and determined, rather than the natural extension of everyday activity.

All this may lead one to think that all the worst fears about Brexit will materialise, and that the UK is on fast track to becoming an economic basket case. January may have been an extreme example, combining the worst effects of post-Brexit trade rules and COVID restrictions, but the London School of Economics forecast that overall UK-EU trade will fall by one third over the next decade.

Personally, I have no doubt that the EU-UK cross border trade will fall. This may lead to hardship for some, but will create

opportunity for others, as UK businesses fill the void. And, at a macro level, I cannot see how Brexit can avoid resulting ultimately in a loss of UK productivity, and possibly a return to inflation. We may also see a reduction in the consumer choice we experience today.

How strange therefore, that the mood in the country seems so buoyant, with bounce back growth of + 7% forecast this year and a full recovery to pre COVID levels by H2 2022. Economic forecasts had predicted that the UK may lose 1% to 3% GDP as a result of Brexit. This of course, may be true, but who will ever know, since in April 2020, we lost 20% of our GDP alone and 9% in that year overall: the largest GDP drop since 1709. Thus, any Brexit impact set against the impact of COVID looks like a rounding error.

Specifically, in the beer market, whilst UK export activity may fall, I am confident that London will remain one of the great hospitality markets in the world, with a fantastic range of concepts and offers. But accessing this market via the traditional direct import route has just become harder, as the costs of shipping and returning containers will increase and so make it uncompetitive. Therefore, brand owners may have to revert to previous methods, such as contract brew or brew under licence to access the market. This in turn could create opportunities for companies like Shepherd Neame, as we are in the optimum geography and have the capability to access these lucrative markets. Indeed, we are already enjoying some interesting conversations with producers as their distribution and import cost base has just changed materially.

In normal times, Brexit would never leave the front pages. The debates would continue to rage in the UK as to whether this has been the greatest act of economic self-harm in history, or the greatest opportunity for national re-set. But it is not Brexit that is the great disrupter. It is, of course, COVID: an unforeseen event that has made everyone re-evaluate what really matters; the ultimate "leveller". In many ways COVID has answered that national "cri de coeur" that stimulated Brexit forces.

By any yardstick at this stage the UK has handled the pandemic badly, with one of the highest per capita death rates in the world and one of the greatest economic declines, but it has redeemed all by an absolutely phenomenal and awe-inspiring vaccination programme: a programme that has been so successful that it has restored national pride in our country, unified us in one common endeavour and delivered an enormous surge in confidence and optimism.

Brexit worries have - temporarily at least - been put aside by this extraordinary achievement. This has now been backed by a very smart financial stimulus from our outstanding Chancellor of the Exchequer - such that we all now believe that confidence will rocket and that consumers will start to spend the huge savings pile of £250bn built up in the last year. This binge will surely dwarf the negative economic impacts of the Brexit transition.

Furthermore, the UK has been underperforming for several years. Business and consumer confidence has been restrained since the Brexit vote in 2016 and investment held back by ugly politics of the last year or so. Thus, there is a real prospect of an investment boom, on top of a consumer boom, as businesses embrace new tech and work towards a carbon free future. Already there is a surge in inward investment and the City of London seems busier than ever.

Of the risks that as a business we identified arising from Brexit, the only one that looks like materialising is a "permanent" drop in export volume, but this may be mitigated in part by new opportunities opening up elsewhere.



Whilst no doubt the seeds of the next political - break up of the United Kingdom? - or economic crisis are now being sown, it genuinely feels today that the UK is at the dawn of one of its greatest re-boots and rebuilds in our history. This may be post-pandemic euphoria; how long it lasts, time will tell. But, ultimately, economies are driven as much by psychology, confidence and mindset, as they are by market access and frictionless trade. Remarkably, - against all the odds, and against the gravity of Brexit - it feels as if the vaccine programme has given the UK back its mojo, its self-belief and its will to win!



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BREWERS FORUM 2021

100% FREE, 100% ONLINE

BY MATHIEU SCHNEIDER

THE BREWERS FORUM IS COMING BACK FOR ITS THIRD EDITION FROM THE 1ST TO THE 4TH OF JUNE 2021! THE EDITION GOES FULLY ONLINE AND FULLY FREE OF CHARGE TO ADJUST TO THE TRAVEL RESTRICTIONS AND THE ECONOMIC DIFFICULTIES MANY BREWERS ARE FACING. DISCOVER THE PROGRAMME AND JOIN US FOR THE EVENT!

Following the cancelation of the 2020 edition scheduled in Brussels, the Brewers Forum team embarked on the preparation of an online edition providing brewers and attendees from the beer value chain all the knowledge, experience and exchanges they looked for when joining the event in 2018 and 2019. Despite the new digital format, the Brewers Forum will not derogate from its DNA. Over four days, brewers will get to learn from other brewers as well as brewing experts about a wide range of topics, ranging from the state of the industry and its perspective ahead on both sides of the Atlantic to more technical discussions around brewing lager, non-alcoholic and barrel-aged beers and discussions around some beer-styles, marketing and innovations. Every brewer, from a small, medium-sized or large company, will get some interesting learnings.

DISCUSSING THE STATE OF THE INDUSTRY AND LOOKING AHEAD

Covid-19 and its impact on the brewing landscape worldwide is the elephant in the room these days. For more than a year now, the pandemics and the restrictions have impacted both the hospitality sector (closed in some countries for more than nine

months) and the brewing industry, irrespective of the size of the breweries or the pubs, bars and restaurants. Pierre-Olivier Bergeron, Secretary-General of The Brewers of Europe and Bob Pease, CEO of the Brewers Association, will present a detailed overview of how the brewing sector looks like on both side of the Atlantic. Atsushi Katsuki-san, CEO of Asahi Global, will also present how his companies is navigating the crisis and what are the plans ahead. The closure of the hospitality sector has pushed brewers to find new routes to customers: two sessions will be dedicated to accessing the retail and using digitalization to access customers. On the 3rd of June, the afternoon sessions will deal with the future, looking at the reputation of the brewing sector and how the crisis has impacted consumers' expectations. Outlook will also be given on what are the future growth perspective for the beer industry in the next immediate years. The day will conclude with a panel discussion, opened by Dolf van den Brink, Heineken CEO, and attended by four local or regional brewers from Spain, Germany, the United Kingdom and Poland, on their takes for the upcoming decades looking back on the numerous evolutions the sector went through over the last 10 years.

A FOCUS ON SUSTAINABILITY

This year's edition will also witness an entire day dedicated to sustainability (4th of June) and placed under the auspices of the EU Green Week (<https://www.eugreenweek.eu/>) and its motto "ZERO POLLUTION for healthier people and planet. Following the success of the Brewers Sustainability Forum (<https://brewing4.eu/sustainability-forum-2020/>) on 20 & 21 October 2020, the call for reiterating this useful exchange of best-practices and high end discussion has been implemented. Whilst general background on the policy landscape and concrete inspirational examples (with Sierra Nevada in the US and Brouwerij Gulpener in the Netherlands) will be given on the 1st of June, practical insights on efforts done by the industry to reduce air, soil and water pollution and to valorize secondary materials will be presented in detail on the 4th of June.

INNOVATION AND PRACTICAL ADVICE ON BREWING

Over the four days, brewers will also be able to get some inspirations from other brewers and experts. Innovation will deal with Hard Seltzer, a booming category in the US which is star-



ting to appear in Europe. A session will also be dedicated to rooting your marketing locally to strengthen your brand and make it more visible whilst another session will showcase how traditional beer styles such as Berliner Weisse or Kveik are hitting Europe. More technical sessions on the 2nd of June will deal with brewing lager beers, brewing non-alcoholic beers (with inputs from two local Spanish micro-brewers who are successfully surfing the non-alcoholic beer wave). Finally, the science and magic of barrel-ageing will be dealt with in details, from two angles: simply maturing beer in wooden-barrels and maturing beer in repurposed barrels (previously used for wine or spirit production).

AN ONLINE MEETING WITH INTERACTIONS, LIVE DISCUSSIONS AND A MYRIAD OF POSSIBILITIES

Is this just another online conference where you join at a specific time, sit back and listen? No. The platform the Brewers Forum uses provide for much more than that. Of course, you can connect and follow the sessions at the scheduled time and by doing that, you can interact via a chat box with other attendees, comment the presentations and ask questions to the presenters. But if you've missed a session or wish to re-watch one, then you can come back to the platform and watch the replays! The platform will remain accessible a few days after the event, before all recordings are moved to BrewUp (www.brewup.eu). What about the networking? Meeting new people? Well, it's there as well! Since attendees have to register, you will be able to see their profile (at least, the information they agreed to share) and you can even schedule a bilateral meeting with them via the private meeting rooms which are supported by the platform. All this available for free!

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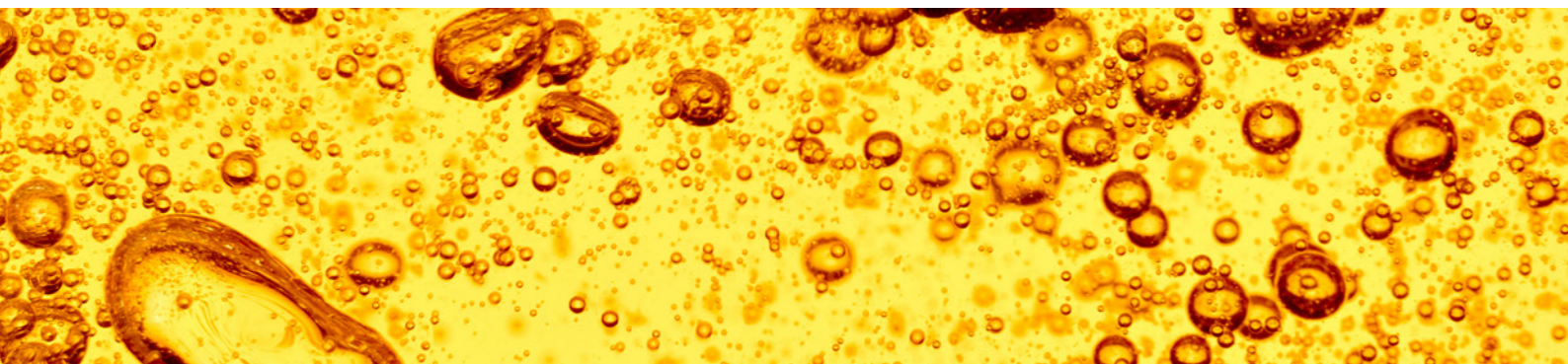
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The Beer Brewing Guide EBC quality Handbook for small breweries

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Authored by Chris and Nancy McGregor.

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BEER BREWING GUIDE: EBC QUALITY HANDBOOK FOR SMALL BREWERIES

INTERVIEW WITH THE AUTHORS, CHRISTOPHER AND NANCY MCGREGER

INTERVIEW BY JOHN BRAUER
AND MATHIEU SCHNEIDER



CHRIS AND NANCY, CAN YOU TELL OUR READERS WHAT THIS BOOK BRINGS TO SMALL BREWERS COMPARED TO EXISTING PUBLICATIONS?

Chris: If you glance at the table of contents, you will see that the book covers the entire brewing process from beginning to the end, including storage and dispensing, with tips at every step of the way, especially for brewers without a classic brewing education. Likewise, for those starting out as home brewers, as we did many years ago, who would like to enter the brewing industry, it offers valuable insights into professional brewing on a smaller scale. The book provides tips on how to maintain quality and consistency, that is, how to brew good, drinkable beer over and over again.

Nancy: There are useful tips in this book for every brewer, from those just starting out to established regional brewers, who would like to improve quality across the board. The book is even accessible to beginners wishing to become professional brewers.

Chris: Each section in every chapter is a summary of what a brewer needs to know. Quality control is often a matter of best practices and, in a smaller brewery, does not have to involve massive testing and an expansive laboratory. In the section on beer and basic food safety, for example, we explain that if a brewer carefully follows best practices, and brews good beer, the beer itself will possess inherent protective properties, which will greatly contribute to its quality and flavour stability.

Nancy: The book is not simply about the process, it also describes how to evaluate the quality of raw materials, since quality control encompasses all aspects of brewing, including equipment and ingredients.

INDEED, YOU MENTIONED THE BOOK COVERS THE BREWING PROCESS, BUT IT SEEMS TO GO ABOVE AND BEYOND THE SIMPLE ASPECTS OF BREWING?

Chris: Indeed, the book is not limited to the process itself. We also provide practical advice for monitoring and ensuring quality in the raw materials arriving at the brewery, as Nancy mentioned, as well as in the beer even after it has left the brewery.

Nancy: Many brewers, including those working in smaller facilities, are now paying close attention to how their beers are treated after they leave the brewery, by ensuring the beer is properly stored until it is served to their customers. This includes monitoring the cleanliness of dispensing systems in pubs, bars and restaurants, in order to provide the best service under

“A BOOK EVERY BREWER, FROM THE NASCENT BEGINNER TO THE EXPERIENCED BREWMASTER, CAN LEARN FROM.”

optimal conditions and to respect the quality of the beer. Sometimes, rather than relying on others to do so, breweries have even begun offering dispensing line cleaning services themselves to loyal establishments to make sure their beer is served under the best conditions. This book is intended to help brewers improve quality throughout the entire value chain, from the raw materials to the point the beer reaches the customer's glass.

CAN READERS ALSO EXPECT TO FIND SOME RECIPES IN THE BOOK?

Chris: No. Ingredients are, of course, discussed. However, this book has been developed to help brewers increase the quality and consistency of their art. It provides a good framework for innovative brewers to apply their creativity in such a way that they can master and replicate the process and reliably produce a quality product. We purposefully omitted any discussion of recipes. We leave this to the creativity of the individual brewers themselves.

Nancy: Our book was designed to help brewers improve and to advance their understanding of the process rather than focusing on recipes and the nuances of beer styles.

Chris: From our knowledge of the brewing literature, recipes are discussed in the vast majority of books aimed at homebrewers and those working in smaller breweries. However, we feel there is not enough attention on the brewing process itself and how

“THIS BOOK CAN HOPEFULLY CONNECT THE WORLDS OF ‘INGREDIENTS BREWERS’ AND ‘PROCESS BREWERS’ FOR THE BENEFIT OF THE ENTIRE BREWING COMMUNITY.”

this is critical to creating drinkable, reproducible, stable beers. This is the reason we wrote this book. To elaborate a little on this point: there seems to be two schools of thought among brewers. There are the process brewers who, as the description suggests, understand how the process influences their

and for aging beer in spirits and wine barrels. They have each influenced the other. With this book, we have endeavoured to bring the two worlds together by helping ingredients brewers to master the process, in order to better replicate, with the best quality, their delicious creations. And we hope the book can also expose process brewers to techniques which have been re-discovered or newly developed by ingredients brewers, such as barrel-ageing, dry-hopping and fermentation with novel or mixed microorganisms.

Nancy: On the topic of recipes, ingredients brewers may be unaware of how mastering the process is key. A brewer may know an exact recipe of a particular beer, but if he is unfamiliar with the details of the specific process, he will not be able to reproduce the beer. With this book, we hope to help brewers develop an understanding of some of the details and key steps that are important in grasping the process. This will not only assist them in designing their beers but in regularly replicating them as well.

WHAT OTHER BOOK DO YOU THINK SHOULD COME NEXT TO COMPLEMENT THE BEER BREWING GUIDE?

Chris: A book on the background of the various beer styles and brewing techniques that have developed across the world. I teach a class on this subject at the Weihenstephan University of Applied Sciences. It is devoted to exploring modern beer within

a historical context. Work on the book is already underway. Topics include history, production, sensory aspects and food safety as they coalesce in beer, a beverage drunk for thousands of years for good reason.

FOOD SAFETY SEEMS TO ARISE QUITE OFTEN IN YOUR ANSWERS, AND IT IS A CRITICAL POINT OF YOUR BOOK TOO, WITH A FOCUS ON CLEANLINESS AND HYGIENE. HOW DEEPLY DOES YOUR CURRENT BOOK ADDRESS THIS ASPECT OF BREWING?

Nancy: The book provides basic quality control advice on matters of food safety, cleanliness and hygiene that brewers should keep in mind and apply consistently. By implementing best practices and being a circumspect and careful brewer, food safety and quality control almost take care of themselves. We have also gone a bit further by giving instructions on how to set up some chemical, physical and microbiological laboratory techniques which involve minimal equipment but are very important to monitor for improving quality and flavour stability throughout the process. In case brewers want to delve further into this subject matter, they can reference the Analytica-EBC methods. Regarding sensory, a section of the book is dedicated to this topic and to drinkability, while the final appendix in the book provides a list of flavours and off-flavours, their probable causes as well as some troubleshooting solutions.

“UNDERSTANDING THE FUNDAMENTALS OF THE BREWING PROCESS AT EVERY STEP IS KEY TO PRODUCING HIGH QUALITY, STABLE AND REPRODUCIBLE BEER. THAT’S WHAT THIS BOOK IS ABOUT.”

beer. Generally, these brewers have a classic brewing education or knowledge of the natural sciences and engineering. On the other hand, there are the ingredients brewers who generally begin as home brewers and who love to play and experiment with ingredients. For example, the brewing industry is indebted to them for their exploration of the world of hop oils

About the Beer Brewing Guide: EBC Quality Handbook for Small Breweries

In today's world, the development of process management protocols has become part and parcel of an overriding quality ethic in brewing... Product consistency, traceability and, ultimately, consumer satisfaction are almost unthinkable these days without best practices in breweries rooted in solid quality management.

Undoubtedly, this new handy brewing guide authored by Christopher and Nancy McGreger and supported by The Brewers of Europe/ European Brewery Convention will prove to be an essential day-to-day guide on every brewer's desk or bookshelf.

About Christopher and Nancy McGreger

Christopher and Nancy began as enthusiastic homebrewers and went on to work in several breweries in the burgeoning US craft brewing industry. In 1997, they moved to Germany where they were able to gain valuable experience in the Bavarian brewing industry. They attended the Technische Universität München/Weihenstephan, receiving degrees as Diplom Braumeister and subsequently in Brewing Science and Beverage Technology (MSc).

The Beer Brewing Guide: EBC Quality Handbook for Small Breweries grew out of the knowledge they have accumulated in their studies and through their work as freelance consultants, authors, teachers and technical translators for the brewing and beverage industry. As avid book worms with unquenchable wanderlust, they are often in pursuit of exceptional, traditional and unusual beer and brewing techniques. Their articles regularly appear in the English edition of Brauwelt. Christopher teaches International Beer Styles and Brewing Methods and Technical English for Brewers and Maltsters in Germany and The Natural and Cultural History of Brewing in the US.

Website: mcgreger-translations.com



SUSTAINABILITY

BULGARIAN BREWERS RESPOND TO CHALLENGES WITH INNOVATIVE CAMPAIGNS

BY THE BULGARIAN BREWERS ASSOCIATION



Today, consumers are increasingly looking for reliable and transparent information about food, its ingredients, characteristics, useful qualities, and effects on the healthy, balanced lifestyle. To meet these expectations, the Union of Brewers in Bulgaria (UBB) has annual information campaigns dedicated to beer excellence and the modern beer culture. In 2018, the association launched the National Beer Academy (NBA). With the support of local media, the project narrates the journey of beer in a transparent and accessible manner – from the raw materials, through the actual production cycle, all the way to the end product and its high integrity.

For the past year, the COVID-19 pandemic has transformed the world. According to recent data, the lifestyle of more than 50% of people worldwide has changed. This trend has caused a shift in priorities and habits, resulting in new ways of communication and sharing. Staying informed, positive emotions, creative activities, and active involvement in family life, are some of the ways to adapt to this new reality. In this context evolves the latest “academic year” of the UBB’s Beer Academy.

In line with the new pandemic reality, the campaign has successfully transitioned to online “teaching”, while focusing on the challenges of creating positive experiences and giving

people reasons to smile by presenting interesting research and unusual insights. Thus, through the contribution of scientists and their publications’ references in the Academy’s “books”, a growing number of people now know (and can also experience live on UBB’s website and Facebook page) how music affects the taste of beer, how herbs and flowers increase the antioxidants in beer, the best music and beer pairings, how different hops affect the nutrients in beer and why the hordenine in a glass of beer a day can make us happier. Other interesting facts include what shows the research on the microbiome of Bulgarian beers, the connection between the ancient Greek word “magia”, beer and socialization, what are the nutrients in beer and many more answers to the question: “did you know...”.

As a creative communication platform, the Academy brings together scientific research, interactive events, expert lead educational forums, beer traditions and rituals, and visits to breweries. The Academy reaches an active young audience by engaging influencers, scientists, brewmasters, nutritionists, actors, journalists, athletes, bloggers, musicians and chefs. Using various communication formats, they present facts about the qualities of beer, as well as curious insights from beer research. These formats achieve high visibility, generate interest

and establish trust in beer and the industry. UBB’s innovative communication approach aims to find the optimal mix of value, pleasure, fun and science, to create awareness among consumers, while engaging them emotionally to experience the magic and the transformations of the beer world. The Academy has won exceptional recognition from the PR and media community. In the last two years the UBB campaign has been presented at national PR and CSR contests. There the Beer Academy won several awards among which - Educational Innovation, Communication Campaign in the Public Sector and Annual Award for Overall Contribution to the Ethical Communications to Consumers.

The numerous national and international research insights, in the scope of the National Beer Academy, show that attitudes are gradually changing due to scientific findings, consumer expectations and corporate behavior. Commenting on these processes, UBB’s CEO Ivana Radomirova said: “Today the green initiatives are increasingly important to the

new generations, therefore, the main topics of this year’s Academy are addressing education on green practices and eco responsibility. We have a clear vision how to give beer fans the opportunity to improve their beer knowledge, but also to join the industry’s green initiatives under the slogan “Brewing for the future”.

Furthermore, regardless of the coronavirus crisis, Brewing Green, the new commitment of the Brewers of Europe for circular economy and sustainability, will be the main priority of the National Beer Academy.”

The 2021 agenda of the Union of Brewers in Bulgaria goes beyond that. The year is also dedicated to some emblematic anniversaries of the industry – 140 years Bulgarian brewing, 65 years Bulgarian

brewing science, and 30 years UBB. Inspiring and challenging communication occasions in pandemic times, but also a creative opportunity for innovative solutions and new horizons in the journey of beer.



БЪЛГАРСКИТЕ ПИВОВАРИ ОТГОВАРЯТ НА ПРЕДИЗВИКАТЕЛСТВОТА С ИНОВАТИВНИ КАМПАНИИ

Днес потребителите все повече търсят достоверна и ясна информация за храните, техните съставки, характеристики, полезни качества и въздействия върху балансирания начин на живот. За да отговори на тези очаквания, Съюзът на пивоварите в България (СПБ) ежегодно организира информационни кампании за качествата на бирената категория и модерната бирена култура. От 2018 г. сдружението инициира Национална бирена академия (НБА). Проектът по прозрачен и достъпен начин, с посредничеството на медиите, запознава потребителите с интегритета на пивото и неговия път – от суровините, през реалната производствена среда до крайния продукт.

През последната година светът е различен поради ефекта от пандемията на COVID-19. Според актуални данни, процентът на промяна в ежедневието на хората в световен мащаб е над 50%. Тази тенденция преобръща редица установени навици и води до нови начини за комуникация и споделяне между хората. Ето защо информираността, приятните емоции, творческите занимания, активното участие в живота на семейството са част от адаптациите за справяне с промяната. Именно в този контекст продължава и поредната „учебна година“ на Бирената академия на СПБ.

Затова новата Covid реалност, кампанията се трансформира във виртуален вариант и се фокусира върху предизвикателството да създава положителни емоции и изживявания, както и поводи за усмивки с интересни изследвания и неочаквани резултати. Така чрез приноса на учените и техните публикации, отразени в „учебниците“ на Академи-



ята все повече хора вече знаят (а и могат да чуят и видят на живо от сайта и фейсбука на СПБ) как и защо музиката променя вкуса на бирата, кой тип пиво с кой стил музика си подхожда, как се увеличават антиоксидантите в бирата с билки и цветя, защо различните видове хмел влияят върху полезните вещества в пивото, какво показва най-авангардното към момента изследване за микробиома на български бири, или защо хорденинът в чаша бира на ден може да ни направи по-щастливи. Не по-маловажна е връзката между древногръцката дума *magia*, пивото и социализацията, какви са хранителните вещества в бирата и още много отговори на въпроса „знаете ли, че.....“. Като креативна комуникационна платформа Академията обединява научни изследвания, интерактивни събития, образователни форуми с експерти и диетолози, посещения на пивоварни, популяризиране на бирените традиции и ритуали. Академията достига по-активната и млада аудитория, чрез ангажирането на инфлуенсъри с различни профили: учени, майстор-пивовари/ brew masters, диетолози, актьори, журналисти, спортисти, блогъри, музиканти, шеф готвачи и др., Те представят атрактивни факти за качествата на пивото и резултати от интересни изследвания, поднесени в различни комуникационни формати, които постигат висока публична видимост, доверие и интерес към пивото и индустрията. Иноватив-

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ният подход на СПБ, чрез Академията да се намери оптималната пресечна точка между полезното, приятното, забавното и научното постига висока информираност на потребителите. В същото време този подход ги ангажира емоционално да усетят магията и трансформациите в света на пивото. Неслучайно за творческия си подход, Академията постигна изключително признание и от професионалната ПР и журналистическа общност. През последните две години кампанията на СПБ спечели три високи отличия в категориите „Образователна иновация“, „Комуникационна кампания в публичния сектор“ и Годишната награда за цялостен принос в етичните комуникации към потребителите в националните конкурси за ПР, иновативни комуникации и КСО.

Безспорно десетките национални и международни проучвания, които са във фокуса на Националната бирена академия, показват, че нагласите постепенно се променят поради научните факти, очакванията на потребителите и поведението на компаниите. Коментирайки тези процеси изпълнителният директор на СПБ Ивана Радомирова сподели: „За новите поколения все по-важни стават зелените инициативи. Ето защо основните теми на Академията

тази година са насочени към обучения за зелени практики и екологична отговорност. Вече имаме и ясна визия как почитателите на кехлибарената напитка да имат възможност не само да подобряват бирените си познания, но и да се включат в зелените инициативи под мотото *Brewing for the Future*. Осъществяване, че независимо от кризата с корона вируса, новият общ ангажимент на Пивоварите на Европа за кръгова икономика и устойчивост *Brewing green*, ще бъде водещ приоритет в Националната бирена академия“. Амбициите на Съюза на пивоварите за 2021 г. обаче не стигат само до тук. Тази година е посветена и на емблематичните юбилеи на бранша – 140 г. българска пивоварна индустрия, 65 г. пивоварна наука и 30 години от създаването на СПБ. Силно вдъхновяващи, но и предизвикателни в условията на пандемия поводи за събития и комуникации. В същото време, това е креативна възможност за иновативни решения и нови хоризонти в пътешествието на пивото.

BRUSSELS BREWING

EUROPEAN UNION GRANTS MEMBER STATES THE POSSIBILITY OF ALLOWING ADDITIONAL EXCISE REDUCTION FOR BEERS UP TO 3.5% ABV

BY THE BREWERS OF EUROPE

Member States are now given the flexibility to raise the alcohol by volume threshold at which excise duties on lower strength beers can be reduced. However, the revised Directive – by introducing new rules on the measurement of Plato degrees – will over-tax flavoured beers.

On 30 July 2020 the Council of the European adopted amendments to Directive 92/83/EEC on the harmonisation of the structures of excise duties on alcohol and alcoholic beverages. One of these amendments grants Member States the flexibility to apply – if they wish so – reduced excise duties (up to 50% of the normal rate) on a broader range of lower-alcohol beers, increasing the threshold at which taxes can be cut, from previously 2.8% abv to 3.5% abv. Concretely, in EU countries where such a reduced rate exists, a brewery would have paid a lower excise rate for producing a beer up to 2.8% abv than for producing a beer of more than 2.8% abv. Now, this cut-off threshold can be raised by individual Member States to 3.5% abv, potentially providing a further incentive for brewers to support the production of low alcohol products and continue innovation to meet growing consumer demand for a diverse range of lower alcohol beers.

However, the revised Directive also introduced new rules on the measurement of Plato degrees that imply the unjustified over-taxation of flavoured beers in half the EU Member States. Discriminatory and totally contradictory to the harmonisation objectives of the EU Excise Directive, the decision to also tax beer's ingredients added after fermentation is made all the more extraordinary by the fact that it goes directly against the 2018 ruling of the European Court of Justice on how Plato should be applied to avoid discrimination. The Brewers of Europe has contested the argument used by the European Commission and Council for such decision: “practical difficulties linked to the identification and measurement of the dry extract of the original wort of the finished product”. An analytical approach, tested on commercial beers, was shared with the European Commission. This must be taken into consideration when the European Commission reports on the implementation of the new Directive by 31 December 2024.

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IN BRIEF:

- Excise duty rates are set at national level by Member States, within a framework that is established at European level by Council Directive EU 2020/1151 on the harmonisation of the structures of excise duties on alcohol and alcoholic beverages.
- Member States also have the freedom to apply a reduced rate (up to 50% the normal rate) on excise duty for beers whose alcohol content falls below a limit set at EU-level. This threshold, previously set at 2.8% abv, has been raised to 3.5% abv.
- Council Directive EU 2020/1151 also governs how Plato degrees should be measured. Plato degrees are used in around half of EU Member States as the basis for the calculation of the excise duty rates applied to beer. Contrary to an EU Court of Justice Ruling, the Directive lays down that Plato degrees are to be calculated on the basis of ingredients added before and after fermentation. This results in an unjustified over-taxation of flavoured beers in half the EU Member States.
- EU Directives on taxation matters are proposed by the Commission and adopted by the Council of the European Union (representing Member States) at unanimity. The European Parliament is only consulted on the proposal from the European Commission.

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