

TECHNICAL CONFERENCE

DECEMBER 4-5, 2023

Session Speakers and Descriptions

Keynote: How to Overcome 5 Main Branding Roadblocks with Confidence, Matt Tanaka/*Stout Collective* 5 major branding roadblocks he sees clients run into time and time again, addressing the importance of pushing through these holdups, and inspiring participants to reapproach their branding challenges with confidence. These scenarios impact breweries of all sizes and ages, whether they're just getting started or looking for new relevance in the market.

- **NABLAB: Non-alcohol /Low-alcohol Beers Through Fermentation**-Kevin Lane/*Fermentis by LeSaffre* This presentation will show the applied research of fermentation profile as well as sensory notes on five maltose negative yeast as well as give some guidance for producing NA beers. The presentation will conclude with some information on pasteurization of NA beer to eliminate a secondary fermentation from occurring.
- **Alcohol Beverage Permits, Laws, and Enforcement**, Tyler Quam/*Wisconsin Department of Revenue Alcohol Beverage Permits, Laws, and Enforcement*. The presentation will be an overview of relevant alcohol beverage laws, enforcement efforts and trends, and permitting requirements and trends.
- **Yeast Management: Best Practices: Dry Hop Beers**, Gregor Brower/*Omega Yeast Labs*-Working on improving your yeast re-pitching program, but running up against issues with dry hop timing or hop creep? We can help! We'll cover effective strategies for repitching yeast. Not only is yeast repitching a challenge in dry hopped beers, but so is dry hop creep. We will share two simple quality control assays to measure hop diastase activity and help predict the impact of hop creep on the final finishing gravity. We'll also cover strategies to avoid extended tank time and potential quality issues with hop creep, including our new ALDC-expressing yeast strains. Brewers will leave this seminar with tips to maximize their yeast repitching program and reduce hang ups and off flavors in the cellar when making dry hopped beers.
- **Where Did the Cash go? How to Sell More Beer Without Draining Your Bank Account**, Derek Smith/*Small Batch Standard* *It isn't 2015 anymore. As the craft industry has plateaued, running a profitable brewery has become more and more challenging each year. Join Small Batch Standard's Lead Brewery Consultant, Derek Smith, as he digs deep to understand why this is and, more importantly, the strategic changes owners need to make in order to sell the right beer, to the right consumers, at the right margins, to generate cash and finally get ahead.*
- **Brewery Passivation**, Austin Frey/*Ace Chemical* How to prep used stainless for passivation, remove scaling, etc. Austin will discuss best practices and procedures to keep your stainless in prime condition.
- **Designing Efficient Beers: Maximizing Quality, Profit, and Sustainability through Recipe Design**, Niko Tonks/*Yakima Chief Hops* In a time of elevated raw materials costs, supply chain uncertainty, and an increasing emphasis on gaining margin points, efficient recipe design is more important than ever. In this presentation we'll use one recipe to explore how brewers can improve both stability and profitability in new and existing beers. We'll also go in-depth on an agronomic case study to demonstrate how raw material selection can yield dividends across the entire supply chain and provide an easy sustainability win for brewers and growers alike.
- **Crystal Malt Users Manual**, Bob Hansen/*Briess Malt and Ingredients* Formulating world class beers often requires an understanding of the nuances of flavors, aromas, colors and how to get those from your ingredients. Ever wonder why there are so many crystal malts? The spectrum of crystals offer a range of acidity, unfermentable extract and a host of flavors and flavor intensities to work with. We'll quantify these effects and demonstrate how this information can be used to make better beer.
- **Designing/purchasing Tap Handles - Best Practices**, Eric Gruener/*Hanksraft/AJS Taphandles*

