

MEURA NEWS

TRADITIONALLY PIONEERS SINCE 1845

N°23
NOVEMBER 2015

Dear Readers,

As always, I am pleased to present our last MeuraNews to keep you informed about our technologies and new developments.

In this 23rd issue we invite you to find out about MEURA's successes in Ethiopia where we are proud to play a key role in the brewing sector of that fascinating country!

You will also discover our recent success stories in Haiti and in the US Craft Beer Industry.

We also present you an example of our strong activity in the Malt Extract Industry.

Finally, we would be very pleased to meet you at our stand at Brau Bevale 2015 to explain our latest developments. And of course you will be welcomed with the traditional tasty selection of our very best Belgian beers.

I wish you all pleasant reading and look forward to seeing you in Nuremberg.

Sincerely yours,



Christian De Brackeleire
Chief Executive Officer



*Meura's experience in
the malt extract industry*

CONTENT

➔ **Brasserie
Nationale
d'Haïti**
p 2

➔ **Meura in
Ethiopia**
p 3

➔ **Meura's technologies
in the malt extract
industry**
p 4

➔ **North Coast
Brewing
Company**
p 6

➔ **Current
News**
p 8



Brasserie Nationale d'Haïti

Established in Port-au-Prince, Haiti's capital, the BRANA brewery (Brasserie Nationale d'Haïti) is the largest in the country and produces several beers, including the national Prestige, the no. 1 brand in Haiti.

Heineken has been involved with BRANA since its creation in 1973 and currently owns 100% of the shares. BRANA directly employs over 1200 people in Haiti and indirectly supports the livelihoods of many more through its distribution network and sales.



In 2013, with a continuous growing interest in their beers, Brana needed to increase its production capacity. Further, the brewhouse installation was in a poor state and needed investments to keep operating at its best while achieving the new peaks in production.

There was also a third reason that brought Brana to work with the Meura 2001 technology; the so called SMASH programme. In 2012, the BRANA brewery implemented this SMASH programme (Smallholders Alliance for Sorghum in Haiti). The main target is to reduce poverty among farmers. The programme provides training in modern agricultural techniques and connects farmers to markets. BRANA agreed to purchase at least 5000 metric tons of locally produced sorghum instead of imported malt for the production of its popular beverage, Malta H.

The old lauter tun brewhouse could not handle the sorghum brewing.

The combination of a capacity increase, improving efficiency and sorghum brewing made it obvious that the Meura 2001 would be the best technological solution.

Meura's project was much more than a Meura 2001 integration. This turnkey project included:

- A new grain intake, cleaning and storage plant
- A **Classicmill** CLM2 PCV (Pneumatic Conveying) with a capacity of 5 t/h.
- **Mechamasher** of 25 t/h
- **Meura 2001 Hybrid** suited for throws of 5 tons of malt equivalent
- A spent grains hopper and expeller
- GIS Tank of 70hl (Gravity Increase Sparging)
- CIP brewhouse and CIP Meura 2001
- Automation upgrade of the entire brewhouse (Brewmaxx)

Brana is very satisfied with its extended Meura brewhouse and Meura is proud to have such a successful brewery as a customer! We all wish Brana great success!

In June 2015, just a few months after the commissioning of the brewhouse upgrade, because of the continuous growth in sales, Brana got interested in Meura's latest development: the Meurastream "light" and signed a new order.

This Meurastream is called "light" as it is similar to the Meurastream concept but without the EcoStripper (wort stripping) technology. The Meurastream "light" is a brewing concept using in part the energy of wort cooling to preheat the wort while transferring it from the holding vessel to the wort kettle. It allows reducing the thermal energy by 20% (by 50% for a full Meurastream) and excess of hot water by 30%! Furthermore, it increased the brewhouse capacity at the Brana brewery from 9 up to 12 and potentially 14 brews a day!

This concept is being installed in Brana and we will make sure to communicate the results once it is operating.

MEURA IN ETHIOPIA



Dashen Brewery, Meurabrew of 240 hl/h



Ethiopia is the second most populated nation on the African continent with over 90 million inhabitants consuming about 5.5 million hectoliters of beer every year.

With an increase in beer consumption of about 20% per year over the last decade, lots of international brewing groups decided to make strong investments in Ethiopia. The good news is that... most of them are installing Meura equipment!

Over the past 10 years, Meura achieved several important projects in the country, including the supply of 9 Meura 2001 filters.

BGI ST GEORGES BREWERY: In 2006 the first Meura 2001 was installed in Ethiopia. In 2013, facing an ever increasing demand, the brewery called on Meura to revamp the whole brewhouse. The brewery is now fully equipped to face new production challenges!

BGI HAWASSA BREWERY: Meura has been in charge of the installation of the new turnkey brewhouse in 2010, of course including a Meura 2001. End of 2014, BGI Hawassa Brewery entrusted Meura with the order of the brewhouse extension.

KILINTO BREWERY (HEINEKEN): In 2013 Meura sold a hammermill and a Meura 2001 equipped for throws of 7.3 tons of malt equivalent. The brewery now has a production capacity of 1.5 million hl per year. The next phase with a similar supply has been recently ordered.

RAYA BREWERY S.C.: In 2013 Meura also sold a Meura 2001 to Raya (6 tons of malt equivalent) as well as a Classicmill CLM3. The annual brewery capacity is 600,000 hl.

DASHEN BREWERY PLC: Again in 2013, Meura sold them a Meurabrew; Meura's continuous brewhouse (240 hl/h cold wort at 17° Plato). It is the 5th Meurabrew installed world-wide, showing the increasing interest of the industry in this unique technology.

ZEBIDAR BREWERY (UNIBRA): In early 2015, Meura received the order for a hammermill and a Meura 2001 to be installed in Gurba (158 km from Addis Abeba) for Zebidar Brewery. The Meura 2001 will be suited for throws of up to 3.5 tons of malt equivalent. The new brewery should be operational in early 2016 and will have a capacity of about 700,000 hl per year.

With its state-of-the-art technology and by always remaining one step ahead of the competition, Meura has now become a strong player in the Ethiopian beer sector and is proud to play a key role in the ever increasing beer production in this fascinating country!

Meura's technologies in the ma

Besides being famous in the brewing world, Meura is also the market leader in brewhouse technology for the malt extract industry.

The global demand for natural sweeteners and colorants extracted from malt, barley, oats, rye and wheat and from other cereals is continuously increasing. There are many malt extract applications in the food & beverage, pharmaceutical and dairy industries.



Malt extract is a natural product and has a key role to play in today's trend for natural and healthy food.

MEURA'S BREWHOUSE FOR THE MALT EXTRACT PRODUCTION

Meura developed a specific brewhouse for malt extract producers, of course with the Meura 2001 at the centre of the brewhouse. Please contact us if you would like to know all the details of our technology!

One of the main reasons for Meura's success in the malt extraction industry is the opportunity to brew up to a 30°P cold wort density without extract losses. Considerable energy savings are achieved during evaporation due to the very high initial gravity prior to evacuation. In most cases the final product has a density from 70 to 80 Brix.

With its never equalled technology, Meura's malt extract clientele is steadily growing. Over the last 20 years, Meura has sold 35 Meura 2001 filters in the malt extract industry. Since 2012, 8 complete Meura brewhouses were installed for malt extract producers. It shows that Meura is the best technological partner for any malt extract producers!

CONCLUSION

As for the beer sector, Meura is also supplying their state-of-the-art technology for the malt extract production, and by always remaining one step ahead, they are now the leaders in this field. And proud of it!

It extract industry



TESTIMONIAL OF **Amy Targan,** President of Malt Products Corporation

Meura was able to provide us a complete brewhouse package that included the design, equipment, basic engineering and on-site services. They worked well with our local contractors and engineers which allowed us to combine the best of what they had to offer with the best of what we had available locally. The Meura brewhouse is a showpiece for our customers and incorporates the latest, state-of-the art technology.



Recently, Malt Products Corporation, located in the USA, entrusted Meura with the order for a new brewhouse of their new malt extract plant, the Malt Company of Ohio.

Malt Products Corporation is a world leader in the field of malt extract production and has grown from a regional supplier of malts in 1957 to an international company at present.

The brewhouse's main equipment is as follows:

- A **Classicmill CLM2**
- A **mashing-in tank**
- **Aflosjet technology** (direct steam diffusion) for 2 mash tuns
- A **mash cooler**
- A **Meura 2001 Hybrid**
- Integration of a **GIS tank, weak wort tank** and **heavy wort tank**
- **Electricity and automation**

Besides the Meura 2001 the Aflosjet technology is also very interesting for a malt extract producer. The Aflosjet is a mash heating technology by direct steam diffusion and has numerous advantages compared with the conventional double jacket technology and some are even more beneficial for a malt extract producer:

- It guarantees a rapid and constant rise in temperature, independent from CIP cycles (reproducible mash vessel occupation time all week long). The thick mashes increase the risk of burning when using heating jackets, especially while making high gravity worts.
- The mash vessels themselves can be easily sourced locally. Most of the vessels for the project were produced locally in the USA. That allowed savings on the transport costs and time saved on delivery. In some countries import duties can also be reduced.
- The mixing device is only needed to keep the mash particles in suspension but not longer to increase the heat transfer. It enables to lower agitation speed which leads to a reduction of mash oxidation and shear forces. The result is a mash with excellent mash filterability.
- Only a weekly CIP required, so therefore a lower amount of chemicals needed for cleaning.

We thank Malt Products Corporation for their trust and wish them all the best for the future!

NORTH COAST BREWING COMPANY



A pioneer in the US Craft Beer movement, the *North Coast Brewing Company* opened in 1988 as a local brewery pub in Fort Bragg (California, USA).

Under the leadership of its President and Brewmaster *Mark Ruedrich*, the brewery has developed a strong reputation for quality, hav-

ing won more than 70 awards in national and international competitions.

In May 2014, with the aim of modernising and increasing the capacity of his brewhouse, Mark decided to invest in a Meura 2001 and called on Meura, another pioneer in its field!

After some discussions, the brewery quickly opted for the following equipment:

- **Classicmill Junior** for throws of up to 1.5 t/h of malt
- **A grist bin** of 2 tons of malt
- **A grist hydrator**
- **A Meura 2001 Hybrid Junior** (1750 kg throw) with spent grains hopper and support structure
- **A GIS tank** (Gravity Increase Sparging tank) of 15 hl
- **Electricity and automation**

North Coast Brewing Co chose to include two options which are especially interesting for a craft brewer with a wide diversity in types of beers:

1) The Meura 2001 Junior is equipped with an intercalary plate. This specific chamber provides the full flexibility of the Meura 2001. It can be set to any position in the filter and adapts the size of the filter. With a fixed number of chambers the flexibility in throws of a Meura 2001 is 30% (in malt equivalent) and thanks to the intercalary plate there is theoretically a full flexibility.

2) A GIS tank (Gravity Increase Sparging tank) is supplied. It makes it possible in an easy and affordable way to make high gravity wort without extract losses (typically about 17-17.5°P). The GIS tank is recovering the weak wort during the final compression step. This weak wort is used only during the first sparging step of the next brew. Once the weak wort is used, normal sparging water runs through the GIS tank and it becomes a sparging water tank.

Today, **North Coast Brewing Company** has a capacity of about 100,000 hl per year and is one of our highly satisfied American Craft brewer customers!



Current news

EBC PORTO 24-28 MAY



Last May Meura attended the EBC in Porto. In addition to the sales team and our CEO **Christian De Brackeleire**, **Frédérique Harmegnies** and **Laurent Marlé** from Meura Technologies & Services also took part in this event. A large number of very promising contacts were made during those three days!

VLB THAILAND 14-16 JUNE



Claude Bauduin, Area Sales Manager, exhibited at the VLB organised in Thailand where he introduced some of Meura's latest developments and technologies!



VLB SAO PAULO 21-23 SEPTEMBER



Raul Martinez (Area Sales Manager) and **Enrique Azzali** (Sales Representative) exhibited at VLB Sao Paulo from 21 to 23 September. This event provided a positive setting for meetings and chats with our existing customers and to establish ties with new contacts.

CHAIR DE CLERCK



Now called Belgian Brewing Conference, Chair de Clerck took place last September. A team of Meura specialists was present and discussed Meura's new technologies and developments with a very interested audience!

MBAA 2015



Last September **Jeroen Vandebussche**, Chief Commercial Officer, participated to a panel discussion about mash filtration for craft brewers in Jacksonville, USA. The audience got very interested and some interesting contacts have been made after that.

UPCOMING

Brau Beviale,
10-12 November



IBD Sydney,
14-18 March 2016



Trends in Brewing,
3-7 April 2016



Editorial Department

EDITOR-IN-CHIEF: Jeroen VANDENBUSSCHE, Chief Commercial Officer

MANAGING EDITOR: Bénédicte EVERAERT, Marketing Communication Manager

DESIGN, LAYOUT & PRINTING: Ex nihilo, Belgium - exnihilo.be



MEURA

TRADITIONALLY PIONEERS SINCE 1845