

CRAFT **Beer & Brewing** Magazine

# BREWING INDUSTRY GUIDE // SPRING 2022

**HOPS INSIDER:** 2022 SUPPLY AND DEMAND, SENSORY LEXICON, AND THE END OF CASCADE?

**OPTIMIZE YOUR E-COMMERCE & DTC CHANNELS**

**NEW REALITIES OF DRAFT BEER**

**MALT PRICE HIKES:** WHAT YOU NEED TO KNOW

**GO BIG! UNLOCK SALES WITH DOUBLE AND TRIPLE IPAS**

CASE STUDY

# MUJERES

This San Diego club of women beer enthusiasts went from meeting at a brewery to owning and running one. Now, their goals to educate, empower, and employ women in beer are more valued than ever.

CASE STUDY: URBAN ARTIFACT DOUBLES DOWN ON FRUIT **|||** CLEAN KVEIK IN THE BREWHOUSE

# NEW AND NOTABLE

Fresh and innovative products from the best manufacturers in the business



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**OMEGA YEAST COSMIC PUNCH™ ALE (OYL-402)**  
 A Thiolized™ version of our popular hazy strain, British Ale V (OYL-011), Cosmic Punch™ Ale generates thiols through biotransformation, releasing tropical aromas experienced in Southern Hemisphere hops and New Zealand Sauvignon Blanc. This punchy strain unleashes vibrant grapefruit, passion fruit, and guava notes. Expect the same performance and haze you get from British V, but with additional thiol aromas. Experiment with mash hopping or wine grape-derived products to push even more thiols.  
[omegayeast.com/yeast/ales/cosmic-punch-ale](http://omegayeast.com/yeast/ales/cosmic-punch-ale)

**BLICHMANN PRO KEG MASTER SERIES 4**  
 Your brewery needs a kegerator! The Keg Master Series 4 is the perfect addition to your brew cave and comes complete with homebrew ball lock connections out of the box. The refrigerator also doubles as a fermentation chamber.  
[anvilbrewing.com/keg-master-series-4](http://anvilbrewing.com/keg-master-series-4)



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**SKA FABRICATING THE MICROBUS**  
 At speeds of up to 30 cans per minute, The Microbus is a tiny footprint semiautomatic empty can depalletizer created for beverage producers who have always dreamed of consistency and quality that surpasses what is possible with manual packaging methods. Check it out at our CBC Booth #2219!  
[skafabricating.com/introducing-the-microbus](http://skafabricating.com/introducing-the-microbus)



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**“IT’S KEY FOR BREWERS TO KEEP AN EYE ON MALT CERTIFICATES OF ANALYSIS FOR THE 2021 CROP”**



DOWNLOAD  
 OUR 2021 CROP  
 MITIGATION  
 STRATEGIES  
 WHITEPAPER

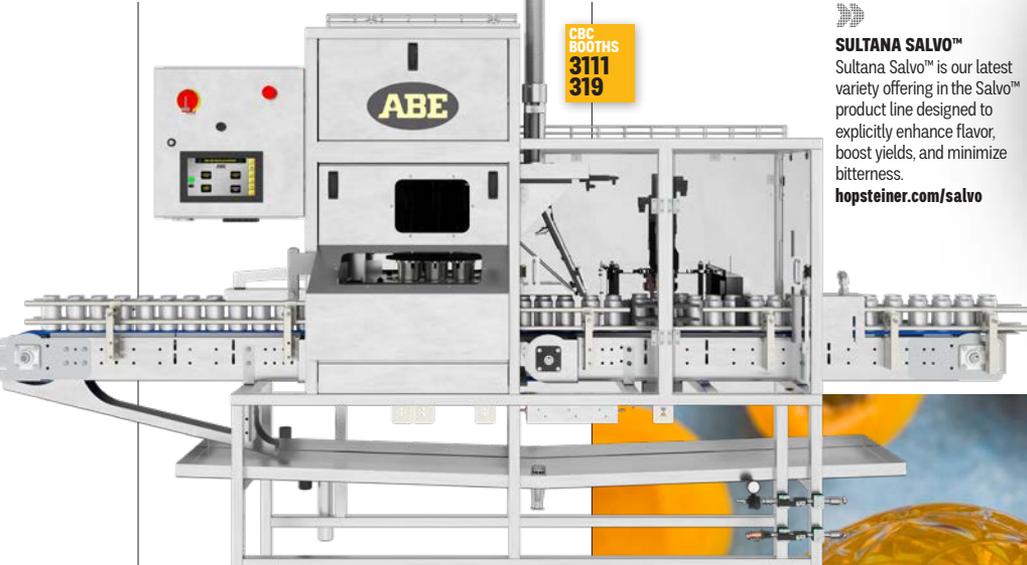
**CANADA MALTING 2021 CROP MITIGATION STRATEGIES**  
 As you are transitioning to the new crop, Country Malt Group wants to ensure you’re aware of the incoming changes to your malt specifications, which is why we’ve put together this 2021 Crop Mitigation Strategies resource for you. This whitepaper includes tools to mitigate these variances to ensure the best quality beer.  
[bit.ly/2021CropMiti](http://bit.ly/2021CropMiti)



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➤ **SULTANA SALVO™**  
Sultana Salvo™ is our latest variety offering in the Salvo™ product line designed to explicitly enhance flavor, boost yields, and minimize bitterness.  
[hopsteiner.com/salvo](http://hopsteiner.com/salvo)

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➤ **ABE'S NEW COUNTER PRESSURE CANNING LINE SERIES**  
ABE Equipment has expanded its counter pressure canning lineup. Introducing the CraftCan Iso40, a 40 CPM single-operator canner that is compact and adjustable for various can sizes. The Iso Series offers isobaric filling for varying CO<sub>2</sub> levels, up to 4.0 Vol, at 16 and 40 CPM. Nitro option available. See the CraftCan Iso40 in action at [ABEEquipment.com/product/canning-lines](http://ABEEquipment.com/product/canning-lines)

➤ **OLD ORCHARD'S PEACH CRAFT CONCENTRATE**  
Gear up for spring and summer brews with Old Orchard's Peach Craft Concentrate. Refreshing choice for a saison, gose, IPA, shandy, or in-house cider. See what's brewing at [oldorchard.com/brewer](http://oldorchard.com/brewer)



➤ **G&D CHILLERS REMOTE MONITORING COMMUNICATIONS**  
G&D Chillers offsite remote monitoring system integrates with your chiller to monitor and remotely display chiller parameters for glycol supply and return temperatures, pressure, and flow. It also sends SMS text alerts for any abnormal conditions. Save money with optimum fermentation time, reduced wiring, plumbing, and maintenance costs. Experience improved consistency.  
[gdchillers.com](http://gdchillers.com)

➤ **RUBY STREET BREWING RUBY PRO 15**  
Homebrewers who want to go pro now have an option to "cut their teeth" on equipment that truly replicates the larger equipment that is used by brewing-industry professionals. The Ruby Pro 15 brewing system is designed and built like a large commercial brewer at a 10-gallon batch size.  
[rubystreetbrewing.com/ruby-pro-15-gas](http://rubystreetbrewing.com/ruby-pro-15-gas)

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WEB INTERFACE





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**PRAIRIE MALT PLATINUMSTAR  
 LOXLESS MALT**

PlatinumStar LOXless Malt will upend everything you thought you knew about base malt. One of a kind, innovative malt is made with PlatinumStar barley, a LOXless varietal. By being LOXless, PlatinumStar LOXless Malt is proven to improve beer-flavor stability, foam retention, and extend shelf life due to reduced oxidation.

[praiiemalt.com/products/prairie-malt-platinumstar-loxless-malt](http://praiiemalt.com/products/prairie-malt-platinumstar-loxless-malt)



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**PROBREW FLASHPAS-10**

Dragon fruit, prickly pear, soursop, elderberry? Fruited kettle sours are growing in popularity! FlashPAS-10 is the all-new HTST Flash Pasteurizer from ProBrew geared to perfectly manage the wanted—and unwanted—bacteria. FlashPAS-10 runs 10 gallons per minute with optional triple hold times and integrated ProCarb inline carbonation technology.

Email [ContactUs@ProBrew.com](mailto:ContactUs@ProBrew.com)



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**BREWIMATION ADVANCED CELLAR CONTROLS**

Brewmation's family of Advanced Cellar solutions gives you complete control over your fermentors, brite tanks, heat exchanger, and even your cold room. Control and monitor your cellar system through our Advanced Brew House panel or remotely! Visit booth #1845 at CBC in Minneapolis for a demo. [brewmation.com/cellar-controls](http://brewmation.com/cellar-controls)

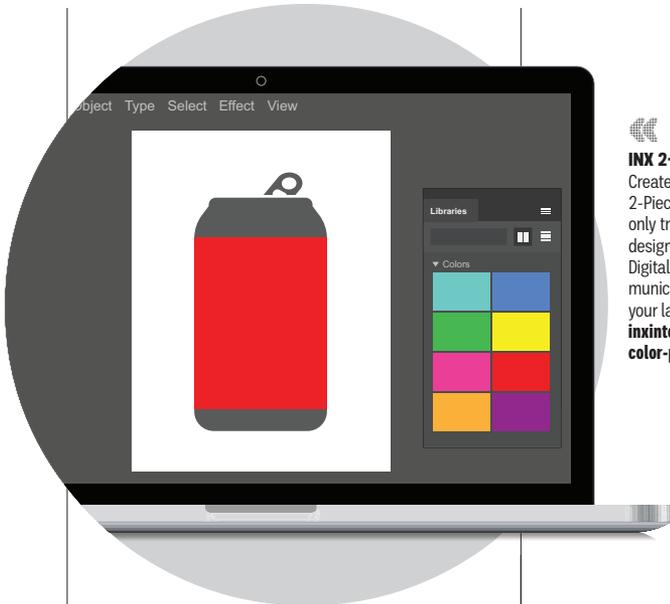


**HOP REVOLUTION  
 PROCESSING POWER**

A state-of-the-art hop processing facility that delivers reliably in a time-sensitive environment is crucial to producing a premium product. Hop Revolution brought together a team of likeminded New Zealand and international experts to apply original thinking at every stage of design and construction of their new 3,500sqm facility. This world-first processing revolution kicks into gear at their Wairua Hop Garden for harvest 2022. [bit.ly/3sLKT01](http://bit.ly/3sLKT01)

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**INX 2-PIECE METAL COLOR CATALOG**

Create beautiful labels accurately with the INX 2-Piece Metal Color Catalog. It is the industry's only true color standard for 2-piece metal-can design. Using the catalog and the free Adobe™ Digital Color Library, you'll be able to select, communicate, and approve color efficiently, getting your labels to market quicker.  
[inxinternational.com/products/inx-color-perfection-program/metal-color-catalog](http://inxinternational.com/products/inx-color-perfection-program/metal-color-catalog)



**CBC BOOTH 3119**



**CBC BOOTH 1527**



**IMPROVE RESULTS AND EFFICIENCY**

With Criveller's own, new, stainless-steel mashers, brewers can experience more control with mashing temperature while improving efficiency through minimizing mashing time and improving the grain and water ratio. The brewer can expect to minimize the formation of milled-grain clumps for an overall better product.

[criveller.com/products/brewing](http://criveller.com/products/brewing)



**ABS KEG VIKING KEG WASHER**

In the market for a keg washer? The Keg Viking offers great features such as a heated caustic holding tank with temperature controls, touch screen control panel, 8-minute cycle times, dual-head keg washer, adjustable keg holders, status light system for monitoring across the brewery, unattended operation until the cycle is complete, and more.  
[abs-commercial.com/keg-viking-copy](http://abs-commercial.com/keg-viking-copy)



**BOXPOP®**

Behold, the future of outdoor beer and food. Mobile yet more spacious than a food truck. No brick-and-mortar overhead and eye-catchingly cool. Custom shipping containers also deliver the perfect, open-air solution for beer lovers in the era of social distancing.  
[boxpop.com/brewpub-containers](http://boxpop.com/brewpub-containers)



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**HUBER USA INC. CT 250 HT-OD**  
 Huber's Cool Smart (CS) glycol chiller line is an air-cooled refrigeration unit designed for indoor or outdoor use with a temperature range of -20°C to 85°C. It includes "set it and forget it" remote controls and is sure to exceed customer expectations. These affordable German-engineered units also come with a 4-year warranty!  
[huber-usa.com/us/cs-chiller.aspx](http://huber-usa.com/us/cs-chiller.aspx)

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**TWIN MONKEYS EXPANDABLE NANO-CANNER**

Introducing the Eagle. Finally, an automated canner that grows from nano to micro. Start with a tiny system doing 10 cans/minute and later order the customer-installable add-on to create a 30 cans/minute workhorse. Lots of advanced automation options available. Handles slim, sleek, and standard cans.  
[twinmonkeys.net/the-eagle](http://twinmonkeys.net/the-eagle)



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**LUPO MAX<sup>®</sup>**



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**LUPOMAX<sup>®</sup> NOW AVAILABLE IN EVEN MORE POPULAR VARIETIES**

These concentrated lupulin pellets boost yield, reduce waste, and maintain true-to-type hop flavor. Now available in Talus<sup>®</sup> HBC 692 c.v., Amarillo<sup>®</sup>, Ariana, Azacca<sup>®</sup>, BRU-1<sup>™</sup>, Callista, Cascade, Cashmere, Centennial, Chinook, Citra<sup>®</sup>, Columbus, Ekuano<sup>®</sup>, El Dorado<sup>®</sup>, HBC 586 c.v., Huell Melon, Idaho 7<sup>™</sup>, Mosaic<sup>®</sup>, Saaz, and Sabro<sup>®</sup>. Contact your territory manager to order.  
[willamettevalleyhops.com](http://willamettevalleyhops.com)

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**ZAHM & NAGEL 9000-R PILOT PLANT**

The Zahm & Nagel Series 9000-R Pilot Plant is state-of-the-art equipment that will carbonate, filter, and bottle in small batches for almost any type of beverage, making it ideal for small-batch beverage testing, marketing, and feasibility analysis. With an all-stainless-steel rugged construction, it is designed and built for ease-of-use and cleaning. With ±1% accuracy and several filter and fitting options, the Zahm & Nagel Pilot Plant provides a versatile, easy, effective, and economical method for carbonating, filtering, and bottling beer, soft drinks, sparkling wines and waters, champagnes, and juices. Zahm & Nagel has, for more than 80 years, been a world leader in the engineering, manufacture, and service of quality control, testing, and carbonation equipment for the beverage industry.  
[zahmnagel.com](http://zahmnagel.com)



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**WEYERMANN<sup>®</sup> ISARIA 1924<sup>®</sup>**

Made from the oldest German malting-barley variety, Isaria shows malty-sweet flavor and a soft, biscuit-like aroma. This heirloom malt makes amazing traditional Bavarian-style lagers, not to mention modern craft lagers and malt-forward ales.  
[bsgcraftbrewing.com/weyermann-isaria-1924](http://bsgcraftbrewing.com/weyermann-isaria-1924)

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**A&E CONVEYOR SYSTEMS  
 VACUUM TRANSFER**

This equipment is a great solution for craft brewers with higher-speed filling lines who need to remove damaged or fallen empty cans prior to the single filler which ultimately can interrupt the filling process.

[ae-conveyor.com/](http://ae-conveyor.com/)  
[ae-products/conveyors/  
 custom-specialty](http://ae-products/conveyors/custom-specialty)

**BRIESS BLONDE  
 ROASTOAT™ MALT**

Blonde RoastOat™ Malt is a recent addition to the Briess portfolio. Lightly roasted after germination for 6 SRM and a mildly sweet flavor, this oat malt truly enhances mouthfeel and toasty oat flavor to add complexity to almost any style of beer.

[brewingwithbriess.com/  
 products](http://brewingwithbriess.com/products)



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**XTRATUF MEN'S 6-INCH LEGACY  
 ANKLE DECK BOOT**

This 100% waterproof boot features commercial grade performance with functional pull tabs and a twin elastic gore for easy on and off. It is the perfect all-purpose boot to keep you protected, dry, and comfortable no matter what you encounter on the job. Also available in Steel Toe.

[xtratuf.com/xt-m-legacy-deck-b/  
 lDB900.html](http://xtratuf.com/xt-m-legacy-deck-b/lDB900.html)



**CRYO  
 POP™**

**ORIGINAL BLEND**

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**CRYO POP™ ORIGINAL BLEND**

With one of the only labs capable of analyzing previously undetectable aromatic components, YCH created a Cryo Hops® blend packed with beer-soluble hop compounds. Formerly known as trial blend TRI2304CR, Cryo Pop™ Original Blend translates raw hop aroma into finished beers, delivering massive tropical, stone-fruit, and citrus aromas.

[Cryopopblend.com](http://Cryopopblend.com)



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**AMERICAN CANNING AT-1 ADAPTER CART**

Our newest American Canning machines accessory brings efficiency and expanded capabilities to your canning line, combining the compact AT-1 filler/seamer and the RT-212. The lightweight, portable machine stand will connect your filler to a larger rotary infeed table, complete with an inline rinse cage, outfeed accumulation, and date-code printer mount. With this modular approach you're able to expand your operations, not your operators.

[americancanning.com/collections/  
 american-canning-machines](http://americancanning.com/collections/american-canning-machines)