

Press Release: MBAA District Rocky Mountain

MBAA Rocky Mountain Meets At New Belgium Brewing Co.

New Belgium Brewing Company Fort Collins, Colorado was the site of District Rocky Mountain's winter meeting. Over 75 members, guests and others affiliated with the brewing industry convened on March 12, 2008 to conduct the district's business, to elect new officers, to learn about and then to tour New Belgium's new state of the art bottling facility. The attendees represented many of Colorado's breweries including Anheuser-Busch, Avery, Boulder Beer, Coors, Coopersmith's, New Belgium, Odell's, Rock Bottom, Signature Beers and companies from Australia, Belgium and China.

District President Doug Odell, Odell Brewing Company, presided over the business portion of the meeting, which included the election of new officers, and appointment of committee chairs. Elected into office were President, Jeff Biegert, New Belgium Brewing Co.; Vice President, Gary Dick, Anheuser-Busch, Inc.; Treasurer, Dan Overmyer, Boulder Beer Co.; and Secretary, Jonathan Kemp, Anheuser-Busch, Inc. Appointed to the various committee chairs were Technical, Finn Knudsen and Toby Eppard, Membership, Dana Johnson, Entertainment, Steve Woodward and Publicity, Steve Presley.

Jim Spencer, New Belgium's Director of Engineering gave the evening's technical presentation. Mr. Spencer presented a detailed and informative talk on New Belgium's new packaging facility and how the project integrated the company's culture of innovation, sustainability and employee involvement into its design. The building was constructed of various recycled and energy efficient materials along with low VOC paints and beetle kill pine paneling. Energy modeling software was used to design in energy efficiency and to ensure it would be a "high performance building." Projected energy use for lighting and HVAC was reduced fifty percent compared to standard building design to 0.6 watts per square foot through "green design" concepts such as day lighting, a direct/indirect HVAC system and on-demand rapid forklift charging stations. The building's roof drains filter runoff water before discharge into the storm water system. Exterior concrete walkways are porous so as water percolates through it is cleaned of surface contaminants. Packaging line design has the machinery positioned outside of the conveyor runs. This provides easy and open access to all other areas with a minimal need for conveyor "duck-unders." The 750 bpm filler is a KHS electronically controlled unit set in a V-curve design. This design concept has all associated equipment running at speeds faster than what the filler can run. This ensures that the filler is constantly running and not affected by minor delays along the line. Overall, the project team's hopes to reflect the Company's values and innovative ideas were met with a packaging hall that was put into commission on time and was under budget by three million dollars.

The members of District Rocky Mountain thank Jeff Biegert and the staff at New Belgium Brewing Company, for hosting the District's winter meeting. The food and hospitality that they offered were excellent. Each attendee received a New Belgium branded pint glass provided by the District to commemorate the meeting.

The District's next meeting is scheduled for May 15, 2008 at the Anheuser-Busch, Inc Fort Collins, Colorado brewery. The meeting coincides with the brewery's twentieth anniversary. The technical presentation is planned to be on non-alcohol beer production.

Steve Presley
Publicity Chairman & Past President
Master Brewers Association of the Americas District Rocky Mountain
March 24, 2008

Attachments:

Members at filler.jpg: Several district members at New Belgium's new KHS filler

Technical Session.jpg: Photo of attendees listening to technical presentation

NBBC Packaging Line.jpg: Overview of New Belgium Brewing Company's new bottle packaging line

Spencer Knudsen.jpg: Jim Spencer, Director of Engineering, New Belgium Brewing Company accepts his copy of the MBAA publication, *A Handbook of Basic Brewing Calculations*, from technical chairman Finn Knudsen, Beverage Consult International.

Registration.jpg: Steve Woodard, Fort Collins Feed, and Dan Overmyer, Boulder Beer Co., at the registration table.