



MBAA District Rocky Mountain Press Release

June 2012

District Rocky Mountain held its second Technical Summit at Colorado State University in Fort Collins on June 22nd, sponsored by the Department of Food Science and Human Nutrition at CSU and the Beverage Business Institute. The day's program included seven technical talks, breakfast and lunch for all participants, numerous breaks throughout the day to peruse 12 technical posters and converse with our 16 Sponsors/vendors, and ended with a BBQ social at Odell Brewing Company. Ten different breweries contributed beer to be served throughout the day.

Dean Jeff McCubben kicked off the technical day by welcoming the attendees to Colorado State University. He announced in his address that the fermentation science program is hoping by this time next year to have a microbrewery complete with laboratories at the Lory Student Center, attached to the Ramskeller bar.

Following the dean's address, the presentations began with Norm Klapper, who spoke about "Urethane Cements or Epoxy Coatings as Flooring in a Brewery." His well organized presentation compared and contrasted the various floor coatings available for brewery use and their applications. Next up was Bob Ogren, on "Advancements in Automation." His presentation focused on automation in filler sanitation, and the advantages in time savings and efficacy of cleaning areas that are hard for operators to reach.

Following a poster session break, Professor Jack Avens spoke about "Insights into developing and teaching an academic undergraduate brewing science and technology course at Colorado State University." He talked about the process of creating a brewing curriculum, as well as the demographics of the students who enroll in the class and the various ways that local breweries get involved in the educational process. Following Professor Avens was a talk on "Global Beer Tasting Opportunities." Marie Pohler of FlavorActiv was scheduled to give the lecture, however she was unable to attend and Yannick Ford of Barth Innovations was able to step in on her behalf. The presentation covered some specifics about increasing consumer sophistication and what brewery sensory departments can do to stay ahead of customers.

After a great lunch and poster session Troels Prahls presentation, "Bag it up – Flexible Vessels in Brewing" covered the many uses for flexible plastic vessels in brewing. It covered everything from yeast propagation to packaging. Many people in the audience posed questions about the recyclability and compostability of these products. Following Troels' talk, Assistant Professor Jairam Vanamala presented "Lyophilized Beer: A banquet of bioactive compounds for human health." The many compounds in beer that have salubrious properties were discussed. After one more poster session break, Professor Jim Francis from the College of Business gave the final presentation on "Brewers as



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Entrepreneurs.” He discussed the many personality traits necessary to be an entrepreneur, and their relevance in the beer industry.

After the presentations were complete, the technical presenters were brought up and thanked for speaking with an engraved mug from the Rocky Mountain District. Then the poster presenters were brought up and thanked for speaking with a book about Fort Collins, the host city. Finally, Technical Chairman Finn Knudsen was presented with an engraved mug by the district as a thank you for all the hard work that went into organizing the Summit. The day concluded with a social hour at the Odell Brewing Company where a BBQ dinner was provided.

The next meeting of District Rocky Mountain will at the Rockyard Brewery in Castle Rock on August 8th. Details and registration can be found at www.knudsenbeverageconsulting.com.

Tamar Banner

Publicity Chair

Master Brewers Association of the Americas - District Rocky Mountain

July 7, 2012





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Attached photos:

Photo 1: The district executive board: Dana Johnson, Gary Dick, Tamar Banner, Matt Thrall, Steve Woodward, Finn Knudsen, Jonathan Kemp, and Jim Canary at CSU, in final preparations for the Technical Summit.



Photo 2: The view outside on the balcony during the break.





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Photo 3: Lots of interest at the vendor booths.



Photo 4: Poster presenters with their books.



Photo 5: Presenters receiving their mugs.





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Photos 6/7: After party at Odell Brewing Company.

