

CRAFT **Beer & Brewing**  
Magazine

# BREWING INDUSTRY GUIDE

SUMMER  
2022**HOPS INSIDER:**  
NEW VARIETIES,  
INNOVATIVE  
PROCESSES, AND  
BETTER WAYS  
TO BREW WITH  
FRESH HOPS**SELLING BEER:**  
THE CHANGING  
NATURE OF  
SALES CALLS**BARLEY:** AVOID  
THE CRUNCH**REVIVING**  
HISTORIC  
LAGERS**Q&A:** ODELL'S  
ERIC "SMITTY"  
SMITH & BRENDAN  
MCGIVNEY

## CASE STUDY

# MAPLEWOOD

Demand is feeding rapid growth for this Chicago brewery, but the team is taking a cautious approach to capital expansion. Now they're making the next move—growing, without losing what fans love about them.

**CASE STUDY: FOX FARM TAKES THE SLOW APPROACH** **NAVIGATING THE NEW LABOR REALITY**



# NEW AND NOTABLE

Fresh and innovative products from the best manufacturers in the business



**BREWIMATION PILOT PRO**  
Brewmation's Pilot Pro brew-house is now available in 1bbl and 2bbl sizes! Packed with all the advanced features of their full-size brewhouses, the Pilot Pro is perfect as a pilot system or for a startup nano brewery. Learn more at [brewmation.com/pilot-pro](http://brewmation.com/pilot-pro)

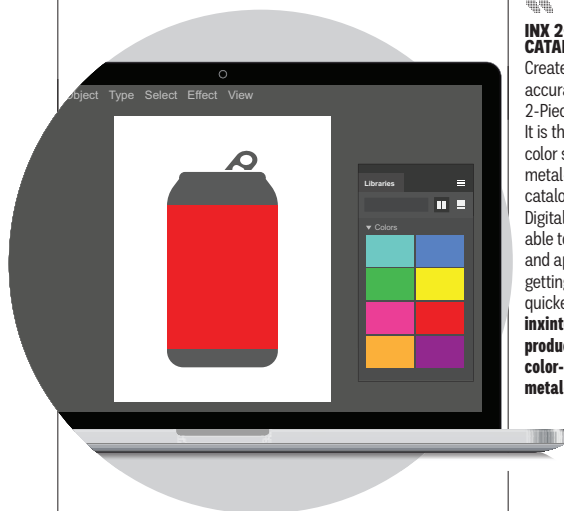


**O-I DRINKTAINER**  
Extend your taproom with Drinktainer and take your to-go program to the next level! Give your customers variety in what they take home with a personalized four- or six-pack. The single-serving size allows trialing at home without the commitment of a growler or crowler, and the wide-mouth opening delivers full flavor and aroma for the ultimate consumption experience. [glass-catalog.com/na-en/innovations/to-go-2-0](http://glass-catalog.com/na-en/innovations/to-go-2-0)



## 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)



## HOPSTEINER TETRA ISO-EXTRACT

Tetra is a flexible solution that greatly enhances beer foam stability. Made from a concentrated solution of potassium salts, Tetra improves foam stability, lacing, and retention when added to beer. Simply dispense Tetra evenly in the transfer stream before filtration for best results. [hopsteiner.com/tetra-iso-extract](http://hopsteiner.com/tetra-iso-extract)





#### COMING SOON! NEW EURO-PILS MALT FROM CANADA MALTING CO.

Canada Malting's new Euro-Pils is a malt made from the finest overseas low-protein barley available. It's malted at their historic maltings in Montréal, Québec, Canada, using traditional Saladin-style germination and kilning beds. This malt exudes traditional European Pilsner malt character. Wonderful biscuity notes accent the subtle grassy undertones that make this malt perfectly suited for all of your finest brews. [bit.ly/ContactCMG](http://bit.ly/ContactCMG)



#### CHR. HANSEN, INC. SMARTBEV™ LAGER TUM 34/70

The SmartBev™ Lager yeast is designed to help brewers optimize their yeast program. The product is delivered in a pouch format that ensures high CFU and high activity and purity. The frozen liquid yeast format keeps the yeast dormant in an active state. Direct pitch into the propagation tank after thawing.

[chr-hansen.com/en/food-cultures-and-enzymes/fermented-beverages/cards/product-cards/smartbev-lager-and-ale](http://chr-hansen.com/en/food-cultures-and-enzymes/fermented-beverages/cards/product-cards/smartbev-lager-and-ale)



#### LUPOMAX® 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® HBC 692 c.v., Amarillo®, Ariana, Azacca®, BRU-1™, Callista, Cascade, Cashmere, Centennial, Chinook, Citra®, Columbus, Ekuanot®, El Dorado®, HBC 586 c.v., Huell Melon, Idaho 7™, Mosaic®, Saaz, and Sabro®. Contact your territory manager to order. [willamettevalleyhops.com](http://willamettevalleyhops.com)



#### PAKTECH CAN CARRIERS

PakTech delivers can carriers in all sizes—Standard, Sleek, Slim, and Crowler. Made from 100 percent recycled containers and 100 percent recyclable, PakTech is the smart and sustainable choice.

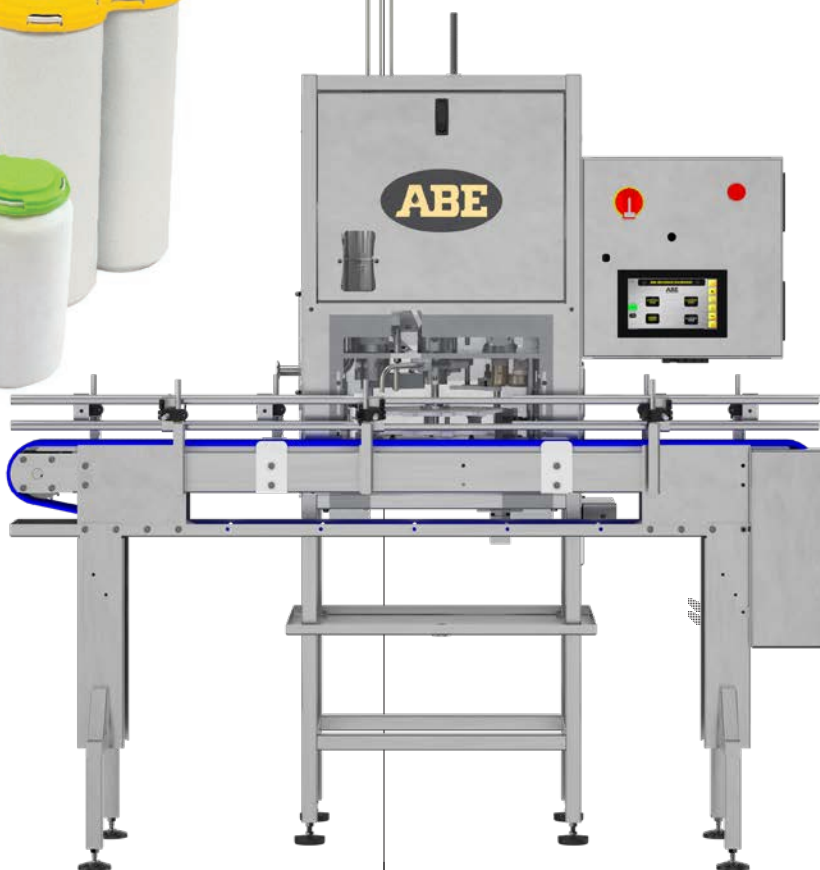
[paktech-opi.com](http://paktech-opi.com)



#### ABE'S NEW COUNTER PRESSURE CANNING LINE

ABE Equipment's CraftCan Iso16 is the perfect counter-pressure filling option for those looking for a compact and easily adjustable canning line. Capable of packaging various can sizes and beverages of varying CO<sub>2</sub> levels, the Iso16 fills, lids, and seams up to 16 CPM. Choose ABE and can with confidence!

[ABEEquipment.com/product/canning-lines](http://ABEEquipment.com/product/canning-lines)







#### **PRAIRIE MALT PLATINUM-STAR LOXLESS MALT**

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

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

#### **BLANCO PRESSURE SENSITIVE LABELS**

Blanco Pressure Sensitive Labels offer more variety and greater capabilities to create tremendous impact and top-of-mind awareness for your brand. They offer embossing, metalized inks, die cutting, clear BOPP, cold foil, hot foil, and printing over foil. Clients love the quality, but they are most impressed by the service.

[BlancoLabels.com/beer](http://BlancoLabels.com/beer)

#### **A&E MULTIPACK LOADING TABLE**

A&E recognized the challenge brewers were having packaging multiflavored/versioned multipacks efficiently. They set up operation stations to manage unpacking the beers by hand, which can then be managed by a single conveyor line for carton repacking.

[ae-conveyor.com/news/](http://ae-conveyor.com/news/)



#### **CRIVELLER'S SKID-MOUNTED BREWING SYSTEMS**

Compact and affordable, Criveller's skid-mounted systems are designed to fit in small spaces. The systems are available in three different sizes: 2bbl, 3bbl, and 5bbl. No need for installation. The unit is ready to go and can be connected in-house without a technician.

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



#### **TWIN MONKEYS THE SALUDA**

Do you need a small automated labeler that can apply labels up to 7 1/2" high at 30 cans/minute? Would you like the option to date code on the label? And you want it to be affordable? This labeler from Twin Monkeys will do it all.

[twinmonkeys.net/auxiliary-equipment](http://twinmonkeys.net/auxiliary-equipment)