

Adventures in raw materials

Fruity, citric, floral or spicy – beer with special flavour capacity attracts consumers. Beer appeals to all five senses: a real adventure every brewer can evoke – at least in theory. A lot of know-how seems to be lost and forgotten, whether assumedly cut back by the “Reinheitsgebot”, which in the minds of some has become an “Einheitsgebot” (meaning a “decree of sameness”), as feared by our author *Eric Toft*, or constrained by a beer production that is indeed being optimised, but rather in respect of economics than in respect of flavour.

This know-how has to be revived, and those who dare to get on that adventure will be rewarded by the consumers.



UNKNOWN TREASURE – as in “hops”, which is so much more than just alpha-acid. On page 17 *Prof. Dr. Ludwig Narziss*, world-renowned expert on brewing technology describes various aspects like additionally added resin and hop-polyphenol and their influence on beer.

To those still thirsty we recommend reading the article by E. Toft on p. 14, in which he introduces his recipe against chronic beer-boredom: specially brewed beers which will be presented at the Craft Brewers Conference in Chicago in April by the Hop Growers’ Association, Hallertau. Even better than reading: Just drop by and try for yourself! And what’s best: The BRAUWELT International stand is next to theirs...

ADVENTURE UNMALTED – For the most part, the use of (cereal-) malt is compulsory for producing beer: Malt is not only a starch source, it is also very important as it contributes enzymes. But malt production requires know-how and energy. Is it really possible to do without malt? Novozymes presented the results of their long-time research at drinktec in Munich in September 2009. On p. 30 the authors *Dr. S. Kreis* and *S. Schönenberg* introduce them to you.

ALCOHOL, THE EIGHTH VICE? – In her polemic “The empire strikes back” *Dr. Ina Verstl* takes a look at the anti-alcohol lobby as it prepares for battle in 2010. She argues that it would be easy to laugh at its arbitrary and often self-serving definitions of excess alcohol consumption. However, alcohol producers had better be watchful this year. Global media will certainly jazz up the social evil of alcohol following high-profile initiatives by the WHO, the EU and various national governments all aimed at clamping down on alcohol consumption even further (p. 5).

GOT CURIOUS? – You want to expand your knowledge of raw materials and their function in the brewhouse, the diversity of beer or the development of the brewing industry during the last years? In that case our online archives are just the thing you need: There you will find the answers to most of your questions concerning the brewing and beverage industry. But how does searching these archives work? We explain it to you on p. 51.

So now you have the tools, just get the adventure started!

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