Dear Readers,

The Irish Distillers Project of the PERNOD-RICARD Group is our most recent reference and at the same time our first MEURABREW reference in the distillery sector. In this 19th MEURA Newsletter we invite you to discover the results of our co-operation with IDL, the producer of Jameson Irish Whiskey, the best selling Irish whiskey in the world!

You will also discover our latest products in Sri Lanka and Cambodia where we have started the longest MEURA 2001 filter ever built.

We are also very proud to share the results of the co-operation between MEURA and the Coca Cola Company for the building of their first production unit for Kvass extract in Ukraine.

The diversity of all those projects demonstrates the will of MEURA to place its technology and products at the service of brewers but also the drink industry in general.

We wish you all pleasant reading and look forward to seeing you at the 2013 EBC Congress in Luxembourg.

Sincerely yours,

Christian De Brackeleire
Chief Executive Officer

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Irish Distillers makes its new brewhouse with Meura!

IDL’s core product is the famous Jameson Irish Whiskey. Indeed Jameson is the No. 1 selling Irish whiskey in the world, a consistent award winner and a truly global whiskey brand. Loved for its great smooth taste and style, Jameson is sold in over 120 countries worldwide. Irish Distillers is a subsidiary of the world’s co-leading wines and spirits company Pernod-Ricard S.A. (see HISTORY below).

In 2008 the distillery contacted Meura to perform some trials with raw materials. Meura, supported by its R&D Center Meura technologies, carried out a three-day trial and analysis that yielded very good results. After these tests, convinced by the Meura 2001 technology, IDL asked for a quotation for a brewhouse however the project was put on hold due to other priorities.

Three years later, IDL contacted Meura for some new trials in its R&D Center Meura Technologies. The results were again excellent and IDL decided in favour of a complete Meura brewhouse as part of its €100 million expansion at Midleton.

Really enthusiastic about the IDL project, Meura, thanks to its state-of-the-art technology, proposed IDL a Meurabrew concept (Meura’s continuous brewhouse), with a five-phase expansion programme.

Very interested by this proposal, the IDL team visited Martens Brewery in Belgium, already equipped with a Meurabrew, and Heineken Den Bosch in The Netherlands, equipped with a double Meura 2001 mash filters operating 14 brews a day. During those visits, they were able to speak freely with the owners and operators about the equipment performance. And in August 2011 the order for a Meurabrew was placed.

The supplied brewhouse is a unique concept allowing to upgrade in the future with almost double of the initial installed capacity.
In a first phase, two small batch brewhouses are foreseen, which will be upgraded in the final phase to a continuous brewhouse with a flow of 450hl/h.

The plant (for phase 1 & 2) comprises:

- Modifications to existing dry good screening and transfer equipment.
- 2 x Meura hammer mills, CLM1 & CLM4
- 1x Mashing in tank of 25t/h
- 1x Mash Preparation Vessel with AFLOSJet
- 2 x Mash Conversion vessels with AFLOSJet
- 2 x Meura 2001 Hybrid mash filters with Meuraclean units
- 2 x Spent grains hoppers and expellers
- 1 x Strong wort tank
- 1 x Weak wort tank
- 1 x Spent Grains discharger unit (for existing spent grains silo)
- Process and service pipework, valves, pumps and instrumentation
- Control Software
- Project planning, installation supervision and commissioning.

The brewhouse was installed in a new purpose-built building alongside the existing brewhouse and milling area. The building works started in October 2011, with the first Meura equipment delivered in January 2012. The commissioning started in August 2012 and full production was achieved by the beginning of September.

Thanks to Meura’s innovative equipment and thinking, we were able to offer a superior technological solution to IDL that will meet their demands for increases in production well into the future.

**HISTORY**

- **1966:** John Jameson & Son, John Power & Son and The Cork Distilleries Company combine to form the Irish Distillers Group.
- **1972:** Irish Distillers has control over all whiskey production in Ireland.
- **1975:** A new distillery is built at Midleton, alongside the old. Over a period of five years, all of the old distilleries are closed as the new Midleton Distillery comes on stream.
- **1988:** Irish Distillers Group joins French drinks company Pernod Ricard.
- **2004:** Jameson is the world’s fastest growing international whiskey brand.
- **2010:** Announce €100 million expansion at Midleton Distillery.
- **2012:** Jameson sells 4 million cases worldwide.
In 2012, two years after having entrusted Meura with the installation of two Meura 2001 Hybrid filters (see article in our NL15, page 7), the Angkor Brewery located in Sihanoukville, Cambodia needed to expand its brewery again and opted for a project of a complete new brewhouse to be built beside the two existing lines. The Carlsberg company is one of Cambrew’s shareholders.

Very satisfied by the Meura technologies already proven in their two previous brewhouses, the Angkor brewery naturally contacted Meura for their new installation.

The Meura equipment installed was:

- A **Meura 2001 Hybrid** equipped with 168 chambers (throw: 15,5 tons). This one is the longest ever made!
- A **Classicmill CLM1**
- A **Mechamasher** of 50 tons per hour

Besides this equipment, Meura, in collaboration with Boccard Shanghai, its sister company, also supplied the spent grain hopper and the sparging water tank.

The beers brewed in this new plant are the same as in the first two (Angkor Beer, Bayon Beer, Klang Beer, Black Panther, Angkor Stout) but are mainly intended for export. The new plant can achieve 800hl per brew and the first brew was produced in December 2012 with very satisfying results.

As was the case for the previous project, on-site Meura received the strong and reliable support of Mr M.H. Lai, supervisor of the projects, whom we would like to thank here for his excellent collaboration.

**INTERESTING FACTS:**

- Cambrew and Carlsberg signed the Beer Promoter’s Code of Conduct in 2006, together with other major brewing operations in Cambodia, in order to improve the working conditions of the beer promoters
- Angkor Extra Stout won the Gold Medal at the Monde Selection international beer competition in Belgium, the biggest of its kind, in 2009.

**KEY FIGURES:**

- Employees: **1,235**
- Market Position: **1**
- Market Share: more than **60%**!
- Consumption per person: **18 litres**
The Ceylon Brewery was the first brewery in Sri Lanka. It was established in 1881 as a cottage industry, catering for the British colonial tea plantations.

Today, the brewery has developed from a family company into the leader and creator of the national beer industry with >82% market share. The Lion Brewery (Ceylon) PLC is located just outside the capital, Colombo, and is partly owned by the Carlsberg Group.

In 2011, the brewery needed to build a new brewhouse. Although they never worked with the Meura 2001 technology they were quite attracted by the good performances achieved by the mash filter. This is why they quite obviously contacted Meura, the world leader in the field of mash filtration, to quote for a Meura 2001 Hybrid mash filter.

After having thoroughly analysed the numerous advantages of the Meura 2001 Hybrid such as, for example, high productivity (> 14 brews per day) AND high extract yield (> to laboratory yield) AND very bright wort (Imhoff <5ml/l) AND high gravity wort (>17°P cold wort, without weak wort recovery) AND the possibility of brewing with high portions of rice, they were completely convinced and signed the order in September 2011.

In addition to the mash filter, equipped with 76 chambers (throw : 6.7 tons), Meura also supplied a Classicmill CLM2 and a mashing-in tank of 25 tons of malt grist per hour.

The steel structure for the mash filter was built in collaboration with Boccard Shanghai, Meura’s sister company.

The Lion Brewery (Ceylon) PLC can now reach a capacity of 360 hl per brew and is the market leader with a share of more than 82%. All five brands in its portfolio – Lion Lager, Carlsberg, Carlsberg Special Brew, Lion Stout and Strong Beer – have a substantial market share.

The Lion Brewery (Ceylon) PLC is thus equipped with state-of-the-art manufacturing facilities that enable it to fulfil the increasing demand and to export beer to new and current export markets, such as Maldives, US, England, Japan and Australia.

We take the opportunity here to thank the Lion Brewery team for their trust in our technologies and wish them years of success with their state-of-the-art Meura equipment!
If you have travelled to Russia, Belarus, Ukraine or the Baltic states you have certainly discovered a typical local drink called “Kvass”. Kvass is a fermented beverage traditionally made from black rye bread. With an overall alcohol content of 0.05% to 1.0%, it is classified as a non-alcoholic drink by Russian standards.

In May 2008, Coca-Cola launched its own brand of kvass in Russia, “Kruzhka i Bochka”, with a unique taste and aroma of crusty rye bread. “Kruzhka i Bochka” combines the traditional taste of kvass with the high quality of the Company’s beverages. Coca-Cola was the first foreign company to make an appreciable entrance into the Russian kvass market!

As a consequence of its success in Russia, in February 2009 Coca-Cola bought the famous local Kvass brand “Yarilo” and started its production on its own facility in Zaporizhzya. It was Coca-Cola’s first entrance on the Ukrainian kvass market.

Besides the soft-drink “Kvass” itself, the plant at the Zaporizhzya is making a concentrated wort, the main ingredient for kvass production.

In 2006 the R&D team of Coca-Cola contacted Meura Technologies (Meura’s R&D department) to discuss the development of a state-of-the-art “Kvass” extract production line. Both companies partnered in a program of trials at the pilot facility of Meura Technologies. Rye and especially dark malted rye yield a mash with quite poor mash filterability. Starting from mashing-in, special attention has to be paid to the processing conditions in order to avoid negative impacts on the filterability. The Meura2001 Hybrid turned out to be most optimal technology due to its excellent filtration of this specific mash, producing the highest wort density in order to reduce the evaporation costs.

The combination of Meura’s brewhouse technology together with the expertise of the Coca-Cola R&D team in the selection of raw materials and process parameters to achieve the desired flavour, could only lead to success. Indeed, after about four years of collaboration an optimal process was developed.

In 2010, Coca-Cola placed with Meura an order for an industrial plant in Zaporizhzya (Ukraine). Meura was responsible for the entire processing line from the intake of the delivered raw materials (barley malt, rye malt, rye and barley) to the production of the concentrated Kvass wort, including the evaporation plant unit. Certain process vessels were produced locally based on Meura drawings. In addition the electrical cabinets and automation were part of Meura’s scope.
The project installation of the equipment started after the winter of 2011. The first brew was made on 08/10/2012 as planned and the acceptance was already obtained by the end of November. In less than two months Coca-Cola fully accepted Meura’s installation – for a turnkey production unit which is considered an industrial prototype.

Meura would like to thank the entire Coca-Cola team involved in this project for its confidence, professionalism and the fruitful collaboration.

Alexander BORISENKO  
(Coca-Cola Technical Director RUB)

Why did you choose Meura for the project?  
We knew that the company MEURA is a world leader in the production of malt extracts. Indeed, we consider MEURA on the highest level of expertise in this area.

How was the collaboration with Meura during the project execution?  
It was, indeed, a beautiful relationship. I am satisfied and have the highest respect for the Meura company. Thanks to Meura and we wish the team all the best.

Victor BEHRMANN  
(Coca-Cola Application Center Manager TCC R&D)

Why did you decide to work together with Meura to develop the final product?  
It was known that MEURA2001 would give us the main target – a maximum density of a wort.

How was the collaboration with Meura Technologies?  
The collaboration went very well. Most importantly, even during the tests, we became friends. Special thanks to the efforts of Laurent Marlé and Didier Hooreweghe, who were doing their utmost during start-up to achieve the desired results.

Other comments?  
The project was complex and unusual. As a turnkey supplier, the Meura company showed their professionalism.
BRAU BEVIALE 2012

Meura exhibited at the BrauBeviale in Nuremberg, Germany last November. Our stand of 110 sqm welcomed hundreds of visitors from all over the world and we made really interesting contacts over those 3 days. Once again, the fair was a great success for us!

IBD

Claude Bauduin, Area Sales Manager, accompanied by Diego Sella, Meura Sales Representative, exhibited at the IBD Convention organised in Accra, Ghana. During the event they both had the opportunity to meet lots of people interested in our new developments and proven technologies, which leads to very concrete upcoming projects!

UPCOMING EVENTS:

EBC
May 26-30

MBAA
Grand Cayman
May 13-18

Brazil Brau
June 27-29

VLB Argentina
August 6-9

Drinktec
September 16-20

DRINK TECHNOLOGY INDIA

Jeroen Vandenbussche, Sales and Marketing Manager, with our partners from Praj Industries, attended Drink Technology India 2012 in Mumbai. That fair brought very positive results!

CRAFT BREWERS CONFERENCES

Christian De Brackeleire, CEO and Jeroen Vandenbussche, Sales and Marketing Manager, exhibited at the Craft Brewers Conference organised in Washington. They welcomed lots of craft brewers there who are interested in our Meura 2001 Micro, especially developed for them!