

MEURA CASE STUDIES

#UNSTOPPABLEMEURA

BREWDOG

When James Watt and Martin Dickie launched Brewdog in 2007 they certainly did not expect how their company would become such a community!

Brewdog it is

- ▶ 205,000 crowd funders
- ▶ 105 bars all around the world
- ▶ 3 hotels
- ▶ 2,000 employees

... and now, the cherry on the cake, a **Meura2001 Jr** with 80 chambers (2800kg throw) with spent grains hopper and support structure!



BREWDOG



Indeed, for their master brewery in Ellon - Scotland - Brewdog was looking to improve their 100HL brewhouse with an efficient mash filtration system. At the beginning of 2022 they naturally turned to Meura for handling their recipes sometimes extreme with difficult cereals like oats or rye.

HAZY WORLD

In recent years oats have become very trendy in the craft brewing industry. It brings an incomparable smoothness and is perfect for balancing the bitterness of IPA's. BUT: it also brings a lot of haze!

Haze beers being in vogue, it is not a problem for the consumer. But for the brewer it can turn into a real nightmare with never-ending filtrations.

Thanks to **its thin-bed technology**, the Meura2001 will thus greatly facilitate the production process and significantly **speed it up**.

BREWING AND DISTILLING

Since 2016 Brewdog is also a distillery in true punk style which disrupts the scottish conventions while using maize, wheat...and rye. Rye being a notoriously difficult grain to work with, the Meura2001 was given a hero's welcome !

OLD DOGTAP

The brand new **Meura2001** has been installed in July in the old taproom "DogTap". The chairs and tables left room for the newly arrived masterpiece of the brewhouse!

► Meura is proud to be a reliable partner of Brewdog and to enable them to continue creating great craft beers!

