

# ARCHIE ROSE

WHERE DISTILLING IS AN ART



## A VISION FOR INNOVATION

**Founded in 2014 and located in Sydney, Archie Rose Distilling Co. is today Australia's most highly decorated distillery and producer of the World's Best Rye Whisky!**

Their products cover a diverse range of whiskies, gins, vodkas and rums, as well as one-off collaborations, limited releases, and other unique spirits. Archie Rose Distilling Co. embraces the tradition of authentic local distilling with a bold new global approach.

At the end of 2017, Archie Rose decided to build a greenfield distillery in order to maintain their leading position in the distilling market. In their quest to be the most innovative in their field and to be able to use the widest possible range of raw materials, Archie Rose called on Meura.



# HIGH QUALITY PRODUCTS DESERVE STATE-OF-THE-ART TECHNOLOGIES

Over the last 2 years or so, many studies, trials and analyses have been conducted at **Meura's** pilot brewhouse in Louvain-la-Neuve, Belgium. The objective has been to evaluate **Meura's** equipment while brewing with **Archie Rose's** seven distinctive malts, including specialty roasted local malts, and heritage varieties grown exclusively for them. The results were more than convincing and led the distillery to go for **Meura's** technologies without reservation. Indeed, the Meura2001's unparalleled flexibility enables them to brew with no limit to the types of raw material, offering them the possibility to produce a wide range of products.

Guided by meaningful innovation and flavour on the one hand, and by efficiency and yield on the other, **Archie Rose Distilling Co.** was totally convinced by **Meura's** expertise and state-of-the-art technologies. The order was placed and the project could definitely go ahead.

**Archie Rose** has evolved from a traditional full lauter mash tun set-up to a state-of-the-art Meura2001 filter. "This allows us to better process and extract flavour from each of Archie Rose's malts," declares the distillery.

**Meura has delivered on site the following state-of-the-art equipment:**

- One **Classicmill CLM1** to mill 3t/h of malt
- One **grist bin** of 5 tons on load cells
- One **Mechamasher** of 30t/h
- One **mash tun** of 200hl with double jackets
- One **Meura2001 Hybrid** for throws of 4.75 tons of malt
- One **spent grains hopper & expeller**

Due to global sanitary restrictions, commissioning the installation needed to be carried out remotely. To achieve this, Meura used the HOLOLENS mixed reality glasses. This technology enabled the simulation of holograms, in connection with Teamviewer and of course under the supervision of Archie Rose. The commissioning was executed perfectly and the project was completed without any problems.

**Today, Archie Rose Distilling Co. is equipped with modern and state-of-the-art technologies that enable the company to continue to dream big! "The innovation and flexibility we have therefore built into the new distillery is, as far as we know, unprecedented at this scale!" concludes the distillery.**

