



PIONEER

The monthly newsletter from

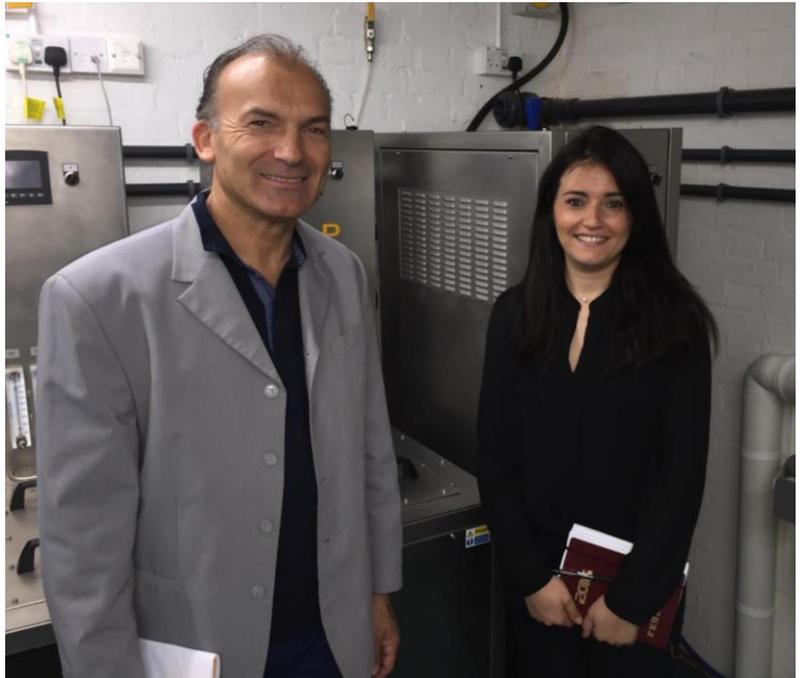


HEADLINES

THE ITALIANS ARE SWEET ON US!

We were delighted to welcome Aldo and Silvia from Ferrero (makers of Nutella, Kinder, Tic Tacs and the famous Ferrero Rocher chocolates) for a visit to our headquarters in Milton Keynes, UK.

They liked what they saw and if you are familiar with their advertising, we hope very soon to announce that we are the Ambassador's choice!

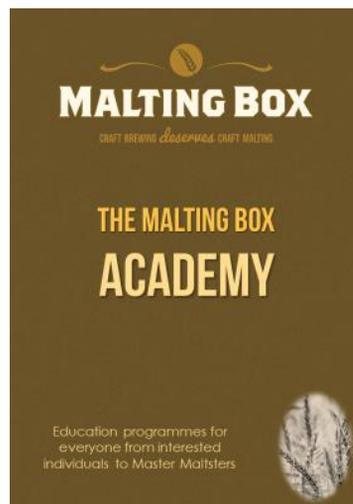


MALTING BOX ACADEMY

NEW COURSES COMING SOON!

Our world-renowned malting courses will recommence this Autumn with sessions planned for both beginners and experienced maltsters.

We also offer bespoke courses, tailored specifically to individual needs. Please contact us for more details – we'd love to welcome you here!





SPECIAL FEATURE: CRAFT MALTING AND BREWING IN SWEDEN

It's the Summer and so Technical Director Jeremy and Development Director Chris have been on a 'busman's holiday' to Sweden to take a look at some of the very exciting developments in craft malting and brewing over there.

It's fantastic! And the perfect place to launch our new, larger range of craft malting machines.



Englishman Mark Robinson runs the Chapter House bar in Vaxho, where he is proud to serve 18 different craft beers.



Above and below Mark, Peter and Jeremy discuss the merits of a tray of 'sour' beers (Jeremy didn't like the red one!)



Pictured here with Jeremy (L-R) are Jesper, Peter and Martin. Who are pioneering some hugely exciting developments in both brewing and malting – more to come in future editions

WHO WE ARE

Custom Laboratory Products (CLP) and **MALTING BOX** are subsidiaries of the **eozone Group**. **CLP** is dedicated to producing analytical micromalting machines, pilot plant, mashing baths and other specialized equipment for the brewing, distilling and malting industries. **MALTING BOX** offers consultancy, advice and malting services, together with larger machines aimed at the craft malting and brewing sector.

We have a world-wide reputation for the quality of our machines and the depth of our experience and expertise and our clients include household names such as SABMiller, Diageo and Kelloggs, respected learning and institutions such as Heriot Watt University and CERB in Italy and a growing number of craft brewers, distillers and maltsters. You are receiving this newsletter because we either already have a relationship with you or we think, based on our research, that you may have an interest in what we do. If we've got that wrong then please accept our apologies.



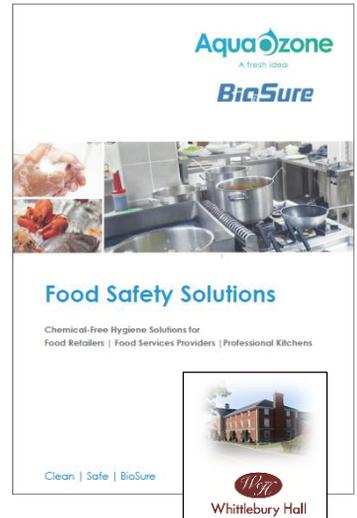
NEWS FROM AROUND **eozone** group



OZONATED WATER – THE NEED GROWS

Ozone is a much more effective disinfectant than chlorine and leaves no harmful residue. The UK has recently experienced a number of cases where e.coli on salad leaves has caused illness and even death, prompting the food industry to look again at its practices. We are in touch with all major suppliers and supermarkets and will bring news of developments in future editions.

In the meantime, we are commissioning further scientific tests to confirm the effectiveness of the treatment.



Waitrose



Interest in our revolutionary hydrogen-rich water machines continues to grow, with increasing numbers of people recognizing the benefits and switching to our machines.

We are delighted to have signed a new deal to supply machines to the MK Dons first team for the forthcoming season



ALWAYS LEADING THE FIELD!



eozone Group MD Howard Marles is currently tearing up the track in the Kumho Tyres BMW racing championship at venues all round the UK. When he slows down (which is rare), all our logos stand out nicely!



eozone Engineering's amazing new range of Vent Ozone Destroyers (manufactured by CLP) continue to be in great demand from the UK's biggest water utilities.

These machines are significantly more efficient and effective than the ones currently installed in water plants all over the world and are set to become one of our best-sellers



From Our MALTING EXPERT ...

Our regular series of insights and ideas relating to malting and brewing, from Hugh Alexander

SEARCHING FOR THE PARALLELS (Part 2)

In Part 1 of this latest trenchant piece from Hugh, he looked for parallels in the production of wine, beer and spirits, decrying the underestimated use of malt to provide flavour and provenance. In Part 2, he goes further ...

No wonder people are confused about malt. Sometimes we revere provenance and locality, and then shun it only to secretly then come back to the values they impart.

You could use Maris Otter to make crystal malt, but that's a bit like using Chateaux Margaux to cook with or to distil into brandy. So, Maris Otter tends to go to make pale ale malt. What is it about Maris Otter that makes us revere it as malt? Well, there's no doubt it malts easily and brews easily, but then so do Concerto and Propino. Is there a flavour we can say is definitively Maris Otter? Not to my knowledge. Could it even be a case of the emperor's new clothes. Maris Otter is old, but then so are Proctor and Porthos, and I don't see them being malted, let alone being grown.

So, some of us are saying that provenance and type are important, and others are saying no, it's just malt.

Let's take that last statement one step further and look at whisky. In particular single malt whisky. If you go around some of the single malt whisky distilleries here in Scotland they have taken the idea of so diminishing the importance of malt that the tourist (and I mean distillery tourist) probably has the impression that malt is just a necessary evil in whisky production. It has to be there, but is of no importance whatsoever. It is kilned so lightly that malt flavour is non-existent, and its sole aim is produce as much spirit per tonne as possible.

The flavour comes from the careful distillation and then maturation in a variety of old barrels, some of which have held wine or bourbon.

They say that new make spirit is not for drinking and so cannot be sold. Not true. Yes, it cannot be sold as Scotch whisky, because by definition the whisky must be matured in Scotland in barrels for a minimum of three years, but that's the only reason. New make spirit has a wonderful, fresh flavour, untainted by wood, estery, fruity and a real hint of malt, which for me disappears when it is then stored in barrels.

So, if this malt flavour comes through into the new make spirit (and the English Whisky Company are experimenting using darker malts for whisky production), why isn't someone selling new make spirit? If someone does start, they won't have to source old sherry barrels and the rigmarole accompanying storage in bonded warehouses. They will have a spirit not too far from Vodka, but with infinitely more flavour than Vodka.

Any takers?? There's a whole new world here.

So while one industry reveres locality and flavour in its basic ingredient, another effectively rejects this completely – relying mainly on the flavours a wine left behind in a barrel and claiming that as some kind of local provenance, which to my mind is just plain wrong.

Malt and its flavours stand right alongside those from as noble a source as great French wines. Never see it as just another ingredient

EDITOR'S NOTE:

We are very keen to hear your feedback – whether you agree with Hugh or not. Please do send me your thoughts on this or any other of the items included in the newsletter – we'd love to start a new conversation!