



# Pioneer

The monthly newsletter from



## HEADLINES

### ABOVE AND BEYOND!

When our clients are in need, we respond as quickly and effectively as we know how. So when staff at a famous breakfast cereal makers in Battle Creek, Michigan called for help we decided the best way to get things sorted out once and for all was to go in person. And when it comes to knowledge about the workings of our Micromaltings, there is no-one better qualified than our Technical Director Jeremy Martyn. So, off he went.

Job done and another satisfied customer – which is what it's all about!

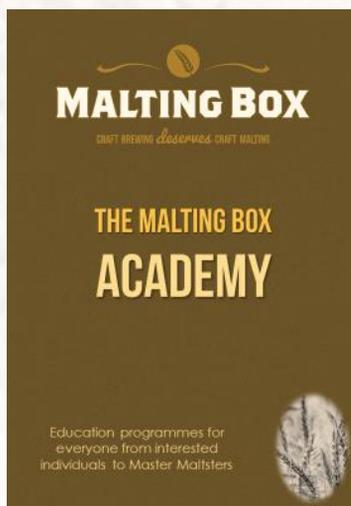


Technical Director Jeremy working on the Steep/Germinator

## MALTING BOX ACADEMY

### NEW COURSES ON THEIR WAY!

Malting Expert Hugh Alexander and our new specialist, Dr. Angela Bell (see later on) are putting the finishing touches to the new malting courses, which will be available from late October. If you're already on the mailing list then full details will follow very soon – if not, please let us know! Places on each course are limited and they're going fast!





## WELCOME TO OUR NEW MALTING SPECIALIST, ANGELA BELL



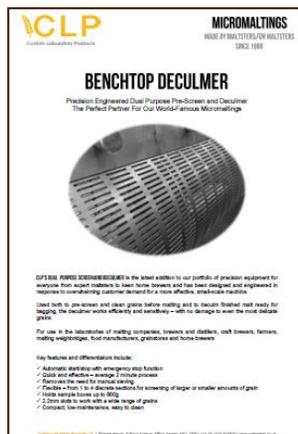
Dr. Angela Bell pictured with one of our deculmers, now commercially available – see below

### PRODUCT OF THE MONTH OUR NEW DECULMER

We are delighted to launch our new dual purpose pre-screen and deculmer, which fits nicely on a benchtop and is the perfect complement to our Micromaltings.

The deculmer has been developed in response to customer demand and has 1-4 discrete sections for samples of around 600g each. A continuous process machine is also currently in development.

Offering a fast (2 minute) process and small perforations to handle a wide range of grains, the machine removes the need for manual sieving in any part of the malting process.



Please contact us for more details

A very warm welcome to the newest member of our team, Angela, who joins us from the Macallan Distillery in Scotland.

Adding to our academic credentials, Angela has a BSc (Hons) in Physiological Sciences, an MSc in Instrumental Analytical Sciences and a PhD in Biochemistry.

She has also worked as a graduate trainee at Crisp Malting Group and had a spell in the Royal Navy so she'll be making sure the workshop and lab are all completely shipshape for your visits!

Angela is working with Hugh on developing the Malting Box Academy courses and will now take first-line responsibility for the success of our malting and scientific trials

### 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.



Connect with us via social media:

@maltingbox

**NEWS FROM AROUND** 

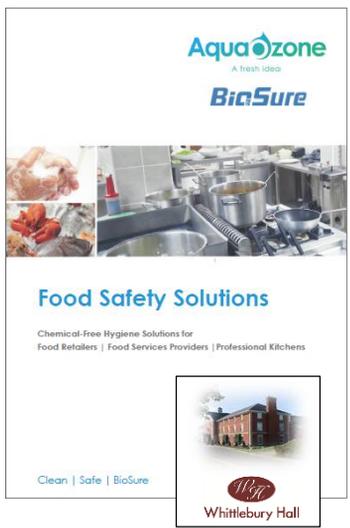


**OZONATED WATER – THE NEED GROWS**

Following some frightening news stories in the UK about contaminated salads, we have been in detailed discussions with major supermarkets and food suppliers, including Marks and Spencer and Waitrose (plus their own suppliers)

We have also commissioned our own tests from independent laboratory PAS.

More details of these and other progress in the areas of food processing will follow in later editions.



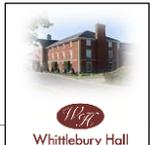
**AquaOzone**  
A fresh idea

**BioSure**

**Food Safety Solutions**

Chemical-Free Hygiene Solutions for  
Food Retailers | Food Services Providers | Professional Kitchens

Clean | Safe | BioSure

  
Whittlebury Hall

**COMING SOON:**

News of some fascinating trials with vegetables – and a sneak preview of a new range of products that we know will excite all our readers

**HydrCool**  
Healthier Hydrogenated Water

In addition to our growing numbers of customers for hydrogen-rich water machines we regularly provide refreshment at food fairs and other events. Pictured here is the recent 'Taste of Berkhamsted' festival, where (as usual), the water and their specially designed coolers were a huge hit. We followed up on this event with an appearance at the fast-growing MK Food Fest too.

Check out our cool new logo!





From Our MALTING EXPERT ...

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

## WHERE DOES THE VALUE LIE?

The UK seems to be at a strange crossroads just now, with a creeping polarisation occurring of which I suspect most are unaware. I think it's to do with living in either an urban environment or a countryside setting. The BBC Radio 4 programme 'Farming This Week' last week focussed on the need to address the problem of a growing number of countryside species becoming extinct. We hear that such and such a species has become extinct from an area. It's emotive language, but not strictly correct if the species can be found in another area. It's not extinct, it just doesn't live in that area anymore.

Along with the EU directives about conservation, various wildlife charities such as the RSPB (Royal Society for the Protection of Birds) and WWF (Worldwide Fund For Nature) have been urging the farmers of Britain to increase field margins and areas within their farms to allow the wildlife present to thrive and flourish. And TV programmes such as Countryfile have, it seems, been formulated to portray our countryside as an area specifically set up to provide weekend respite for those living in an urban environment. They always choose an area of outstanding natural beauty for their broadcast.

This does have an impact on malting and brewing in a roundabout way. Our urban dwellers want a lifestyle whereby they can choose which microbrewery beer to drink today, and they have a huge choice. The beer may not even be from the UK. They want the choice as to which cuisine they dine on. They want the countryside set up for them to detox mentally. They want the cheapest prices in the supermarkets, and yet they talk earnestly about conservation.

It's as though everything outside this urban bubble is just set up for them to exploit. By foreign supermarket chains offering the lowest price, they are condemning our farmers to life on a low wage. Are farmers also not entitled to a fair lifestyle? How can a city dweller castigate a farmer for intensive farming and spoiling the environment, when they are happy to consume foods which have thousands of air miles and quantities of CO2 expended, and don't necessarily conform to our standards of welfare.

So, what's the answer? It would be naïve to assume we will all buy local and all grow our own vegetables and drink local beer and eat local bread... but there is an historical precedent.

When producing my beer, I have examined the idea of value and it has astounded me on occasions. We can break down all the component costs which go into the bottle of beer. The highest cost is the label, which is then thrown away when the beer is poured. The cost of the malt in a bottle of our beer is 3.39 pence, whereas the label is 40 pence. So, that's 3.39 pence for the food value and 40 pence to throw away. Does this make sense to anyone?

What I hope it shows is that the commercial value input from the countryside is so much lower than that of the urban input, yet in the end the urban input is discarded and the countryside input utilised and has some real value.

So, stop knocking our farmers, the playing field is already far from level for them and they do the best they can under very difficult circumstances.

**CHEERS!**

**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!