

Professional development during times of crisis

Continuing education is often left by the wayside during crisis situations because companies are – understandably – under pressure to minimize operating as well as infrastructure costs. Unfortunately, the decision to curtail essential training of employees ends up costing the company more money than it saves. Here's why:



Especially in times of crisis, it is essential to have well-trained employees in order to ensure that quality control and product security are maintained at the highest levels. The margin for error will remain narrow as long as adverse economic and social conditions such as those we are experiencing during this Corona crisis prevail. In a nutshell: In such a situation, no company can afford quality fluctuations in its products!

Doemens seminars help you to qualify your employees so that operating and decisionmaking errors are kept to a minimum. It goes without saying that we adhere to rigorous hygiene practices during our seminars. This results in a further advantage for our participants: Seminar class sizes are significantly smaller, which allows for an even better learning environment.

“Every crisis offers new opportunities!”

Yours

Dr. Gerrit Blümelhuber
Managing Director Consultation,
Seminars and Services Division

The new Doemens facility is still on schedule

A review: in May 2019 the ground-breaking ceremony which marked the start of construction activities took place on the property in Lohenstraße in Gräfelfing. In June 2019 excavation began, followed by securing the dig and laying the foundation. It was an exciting time as we watched the bare bones of the building as it rose quickly. You visit the construction site, watch the frame go up, and a few days later you drive by and see a huge new section of wall. And so it continued apace. In May 2020, just after Easter, the outer shell had reached its full height.

About a month and a half later, construction of the shell was completed and since then numerous installers have taken over the site: windows are being framed, glazing installed, the façade, raw electrical installations, ventilation and heating are being mounted, the roof is sealed. As of today, we expect to be given the keys by October 2021 and the move should be completed by November.

Parallel to the work taking place on site, the logistics of delivering equipment to the Technical Center have been under discussion with our partners. Under the leadership of the Doemens planning team, our partners have been closely involved in the evolution of the new brewhouse technology, the fermentation and storage cellar, the distillery, the malthouse, the bottling line and the



The new Doemens building in August 2020

food technology center. The current schedule foresees the brewhouse being installed in March 2021 and the rest of the pilot plant from May 2021. The commissioning should be completed by August 2021.

Fundraising for the new Academy building was almost brought to a standstill by Corona. Before the outbreak and the pandemic, however, the industry showed itself to be very cooperative. Well over 100 companies and private individuals were solicited for donations. We are sticking to our goal of generating two million euros to help fund the ongoing construction project and look forward to the brewing and beverage industry regaining their focus and meeting their funding commitments as we approach the new year.

Dr. Peter Schropp celebrates 25 years

Dr. Peter Schropp is not a brewer and likes to cultivate his image as “the exotic one” in the Academy. Since 1995, the Doctor of Food Chemistry has been responsible for a wide range of duties at Doemens. Over the years he has developed a particular liking for sensory analysis, becoming THE acknowledged expert worldwide in the process, especially in the assessment of the sensory diversity of water.

Peter Schropp is a visionary who saw market opportunities for Doemens, which he pursued with great passion and determination. First and foremost, he is responsible for water sommelier training programs, which he has successfully managed since 2011, in-



Dr. Peter Schropp

cluding the growth of our international sectors. Peter Schropp is in demand as a mineral and spring water expert both at home and abroad and constantly

shares his expertise as consultant and trainer. Since 2019, he has also been responsible for designing and implementing the professional development program for fruit juice sommeliers, with the result that both courses were fully booked early in both 2019 and 2020.

Doemens would like to thank Dr. Peter Schropp for his tireless deeds over the past 25 years, for his commitment and for his groundbreaking work. His ideas/visions will surely carry on into the future and we will remain curious to see which of his projects will be realized next.

10 years at Doemens: Dr. Andreas Brandl

Among students and work colleagues, he's known for his dry humor. "Your career choices reveal how intelligent you are" is one of his typical responses when he hears a non-brewer say: "I should have been clever enough to become a brewer..." We're talking about Dr. Andreas Brandl, who has been here at Doemens Academy for ten years now.

The professional career of this Bavarian native began with an apprenticeship as brewer and maltster and continued with studies in Weihenstephan, from where he successfully graduated as a brewing engineer. He followed up in the supply and production industry with positions in leading companies after taking his doctorate.

In 2010 he moved to Gräfelfing, where he focuses on microbiology, acting as deputy headmaster since 2015. He is an excellent listener and careful analyst. He always makes sure his students and colleagues receive the support and encouragement they need.

He is also involved in strategic planning at the school, taking into account spe-



Dr. Andreas Brandl (r.) and Doemens-CEO Dr. Werner Gloßner

cial requests from the teaching staff, mastering tricky situations in everyday school life, teaching and holding seminars, flying off to represent Doemens in China, attending vocational schools, etc. Dr. Brandl's professional life is indeed varied and challenging, with never a dull moment. For the past ten years, he has mastered each challenge at Doemens with flying colors.

Thank you very much for your dedication and commitment to Doemens Academy, and make sure to keep your sense of humor even when some days don't go exactly as planned...

Siebel Institute moved to new location

The Siebel Institute of Technology, home of the World Brewing Academy program, has relocated to the Chicago Westloop/Greektown area. The new address: 322 South Green Street, Suite 100, Chicago, IL 60607, USA.

As America's oldest and longest running brewing school, it was important to marry a modern facility with Siebel's legacy, historic artifacts, yet contemporary Chicago design, in a 1910 landmark building. The school meets or exceeds all leading codes, ADA accessibility and is equipped with energy saving features. A zero waste policy is in place avoiding all one way materials.

The new Siebel Green Street location features two classrooms and "The Beerstube," which doubles as training bar, with state of the art draught and sensory set-up. Students will now have access to a 1000 sq. ft. teaching and R+D pilot brewery facility, can filler station, and newest mash filter technology. Classrooms are equipped with multifunctional audio-visual kit, allowing for webinars and live-streaming. Siebel's historic library is now accessible for students, alongside leading periodicals.

Doemens Flash

Doemens at the BrauBeviale

Doemens will have its own stand at BrauBeviale (November 10th to November 12th, 2020). Due to Corona-related restrictions, BrauBeviale will carry the title "Special Edition." The exhibitors will not be found at their usual exhibition stands as in the past. Instead, the trade fair will be concentrated in Halls 7, 7A and 9, and the Doemens Academy will present its teaching, savour academy, consulting, seminars and services in **Hall 7, booth 331**. We are looking forward to numerous visits and will make your stay at our stand safe and ensure that you enjoy the usual Doemens flair. For further information please visit doemens.org or www.braubeviale.de/en.

BrauBeviale2020 Special Edition

Doemens Appointment

Doemens Water Sommelier Education

The next water sommelier course will take place at Doemens Academy in Munich-Graefelfing from March 15th to March 25th, 2021.

More information: <https://doemens.org/en/savour-sensory/water-sommelier/>



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