

## International Relevance

50 more days. That's how much time we have until Doemens moves to its new location – just across town here in Gräfelfing near Munich – after 54 years in our original facility. Why are we moving? Our aim is to



create one of the most modern European institutes for practical knowledge transfer in the beverage industry. In a few months, we will be able to experience on site just how successful we have been.

The plans and the new facility itself, visible from afar, are already quite impressive: A state-of-the-art beverage pilot plant occupies the entire first floor of the property, which covers more than 5,000 square meters. On the upper floors, eleven classrooms custom-designed for a diverse range of professional development courses – along with laboratory facilities – await our students. Distance learning is already being practiced, but even this will become more convenient in the new building.

The new building project signals our expansion beyond the country's borders, because Doemens also enjoys an excellent international reputation, which will now be further strengthened as we move into our new home.

Is all this worth an investment of around 30 million euros? Fortunately, my predecessors, along with current members of the Executive Board have answered this question with a resounding "yes." Now, as Treasurer, I can share in their celebration. I would like to thank the CEO, Dr. Werner Gloßner, and his team for their excellent work planning and outfitting the new facility. Building construction during the ongoing Covid pandemic has been most challenging for many reasons.

As Treasurer, I am especially pleased to report that the budgeted costs will not be exceeded. In fact, they will fall below budget! On behalf of the entire Executive Committee, I would like to invite you to take a closer look at "Doemens 2020" on site, and discuss how we can best develop our industry together going forward.

Yours sincerely,



Jens Geimer

Member of the Doemens e.V. Presidium

## Take your brewing career to the highest level

The next WBA Master Brewer Program begins February 7, 2022



Join us for one of the most unique 20-week educational brewing programs available and experience two of the world-leading countries for brewing ingenuity!

You will experience 6 weeks of advanced brewing theory at the Siebel Institute of Technology, followed by 14 weeks of continued theory and many hours of hands-on lab and brewing theory application at Doemens Academy in Munich. And when not studying, take time out to explore the wonderful sights and sounds of these two exciting cities .

The WBA Master Brewer Program provides graduates with in-depth brewing knowledge and hands-on experience, all culminating in a qualification that prepares you for a successful and rewarding career in the modern brewing industry.

**Further information:** <https://www.worldbrewingacademy.com/>



## Julia Bär appointed the new head of the EBC Sensory Group

Julia Bär, employee of the Savour Academy at Doemens and head of part-time training program, where candidates become a Bachelor of Food Production Technology and Operations, has been appointed the new head of the Sensory Committee by the Brussels-based EBC (European Brewery Convention). The work of the EBC is based on various working groups (Barley & Malt, Beer & Wort, Hops, Microbiology, Packaging, Sensory Assessment) in which numerous experts from all over Europe develop solutions to complex problems.



The task of Julia Bär and her team is to revise and optimize existing Analytica-EBC methods and to develop and establish new analysis specifications on current topics. These are methods of sensory analysis that breweries use for sensory assessments in quality assurance protocols.

Julia Bär is a proven sensory specialist. After completing her studies in Food Technology at the Technical University of Munich, she was head of the sensory department at the Chair of Brewing and Beverage Technology in Weihenstephan (TU Munich) for four years with a focus on "Analytical Sensory Analysis." She gained a wide range of practical experience by conducting numerous contract tastings for the brewing and beverage industry and by organizing internal and external seminars on the subject of sensory analysis.

Since joining the Doemens Academy, Julia Bär has been contributing her sensory expertise to teaching as well as to on-site and in-house training courses, including individual consulting.

## Advice in times of crisis

Breweries certainly felt the effects of the Corona pandemic, as draft beer sales fell to near zero within a few days. Corona also made itself felt in Doemens' consulting department. While the on-site consulting business almost completely collapsed at the beginning of the lockdown, the demand for consulting via telephone and video conferencing actually grew.

### *Long shutdowns cause problems*

As a result of the gradual opening, the demand for on-site consultation was overwhelming. This was primarily due to the fact that some breweries were recovering from long shutdowns.

On the one hand, keg systems, for example, had been out of operation for months, which led to problems when they went back on line, particularly from a microbiological standpoint. On the other hand, some of the beers had been stored in the cellars for such a long time (in some cases, incorrectly) that it was no longer possible to sell these beers.

In addition to these, other problems were rather new for the breweries. The sudden increase in bottled beer sales brought many plants to the limits of their filling capacities. Here, a major consulting focus was on optimizing filling lines and reducing setup times.

### *Tackling future-oriented projects*

In addition to the problems mentioned, it also became apparent that some breweries made the best of a bad situation and initiated projects with an eye toward the future. In addition to planning for plant renovation and expansion, Doemens was able to accompany several new product development initiatives which were commissioned by breweries to take advantage of the free capacities they now had. According to the breweries, many of the projects had already been in the drawer for a long time, but had not been implemented due to lack of opportunity.

### *New addition to the Doemens consulting department*

With its firmly established and widely valued team of consultants, the Doemens consulting department was further expanded in October 2019 with the hiring of Florian Huber. After completing his Doemens certification as a production manager, Florian Huber initially held a management position in a malthouse for several years. As a result, he gained extensive expertise in malt as a raw material.

Further along in his career, he spent seven years as technical manager in a mid-sized brewery. Here he was able to gain even more experience in the areas of raw materials as well as improve his competency profile in brewing technology. During this time, he also managed numerous replacement investments, such as a new brewhouse. Thus, project management was added to his portfolio, including the planning of brewery plants and the conducting of acceptance tests, now increasingly in demand.



*Product developments are in demand.*



*Doemens Consultant Florian Huber (l.) and Dr. Gerrit Blümelhube, Deputy CEO, Consulting, Seminars and Services Division*

## Doemens Flash

### Doemens Beer Sommelier Education

The next Doemens Biersommelier course (the only course in English language in 2021) will take place at Doemens Academy in Munich-Gräfelfing from October 4 to October 15, 2021.

More information: <https://doemens.org/en/beer-sommelier/>



### Doemens Water Sommelier worldwide

In May 2021, water sommeliers were trained for the third time by Dr. Howard Hsia and Yvonne Wu at our partner, the Kai Ping Culinary School in Taipei, Taiwan. Doemens congratulates the 15 new water sommeliers!



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