

In an infectious way

BoonRawd Brewery with new Beer Ambassadors trained by Doemens



BoonRawd Brewery has always had a distinct philosophy of quality in its products. Isara Khaola-lead, senior assistance to chairman of the executive board, knows about the advantages of qualified further training by Doemens experts. Dr. Michael Zepf, head of Doemens' savour academy, conducted in-house sensory training at BoonRawd, customized for the brewery, and trained employees to be Beer Ambassadors.

BoonRawd Brewery, Thailand's first brewery, was founded in 1933 by Phraya Bhirom Bhakdi (Boonrawd Sreshthaputra). For over 80 years, the privately owned company has become a renowned beer and beverage producer, managed by 3rd and 4th generations of the descendants of the founder together with professionals from different fields.

At present, the company produces products under the numerous brand names namely Singha, Leo, B-ing, Purra, Sanvo, Syder Bay, Boonrawd Farm, Pundee and Masita trademarks. The BoonRawd group includes 8 production sites and 14 subsidiaries. Today the company produces a total of around 14 million hl of beer and 20 million hl of non-alcoholic products, such as water and soft drinks, per year. The brewery has always pursued a high-quality standard for its products. This

also includes comprehensive sensory knowledge.

The BoonRawd Brewery has maintained good relations with Germany for many years. Isara Khaola-lead, senior

assistance to chairman of the executive board, and Bhurit Bhirombhakdi, CEO, trained as brewmasters at the Doemens Academy. Dr. Fritz Briem has been responsible for technology and product



Michael Zepf put together a varied 3-day sensory training program with selected chapters

development at BoonRawd for more than 10 years; previously he was Managing Director at Doemens. The Boonrawd-team has already been trained several times by Doemens employees in special training programs, for the last time in 2016. The focus of the earlier trainings was mainly on Sensory Quality Control for beer and water.

Focus: emotional enthusiasm

In an initial exploratory meeting at Doemens 2022, it was agreed that a renewed training program is being considered. In contrast to previous training courses, participants should not only come from quality control and production, but also from other departments. The aim of this new training program was not only to convey knowledge and skills, but also to focus on the emotional enthusiasm of the participants for beer and their daily work.

A special training program with selected chapters was developed for the whole BoonRawd-Team (management, sales & marketing as well as technical team in production and quality control) by Dr. Michael Zepf, Head of Doemens' Savour Academy.

Possible formats were already discussed in the first exploratory talks. The background to this was on the one hand the intended training of employees from the various BoonRawd-Breweries and the problem of getting all these employees in one place at the same time and getting them out of their daily work for the duration of the seminar. It was therefore agreed that Doemens would propose different seminar formats based on Doemens' experiences.

The people in charge at BoonRawd Brewery decided on a 3-day training program, which was carried out twice in Bangkok within 2 weeks. This 3-day program was designed in such a way that all members of the BoonRawd-Team can benefit from it for their daily work.

Dr. Michael Zepf put together a varied 3-day sensory training program, which was tailored to the individual breweries and considered the country-specific



conditions in the beer sector. In mid-January, he conducted the training program twice within 2 weeks for a total of 71 employees of BoonRawd Brewery. Thanks to this intensive training with many practical sensory units, the employees are now exclusive Beer Ambassadors.

The participants were taught the following contents:

- Basics of sensory evaluation
- Sensory physiology
- Communication & language of beer
- Development and use of flavor profiles
- Beer & physiological properties
- Cleaning of the draught beer system
- Overview worldwide beer styles
- Practical sensory training sessions
- Off-flavor theory and practical training
- Beer and glass culture/influence of the glass on sensory
- Basics of Beer and Food pairing

Conclusion

The participants have received an excellent product feeling through the theory of a wide range of background knowledge around beer and step by step training based on each other. The aim of the training program was to give all participants a better and wider understanding of beer and passion for it to subsequently develop a consumer-oriented sales concept. And this was achieved in an impressive manner. Dr. Michael Zepf managed to inspire the



Long standing, trusted friendship: Isara Khaola-Iead (middle), Dr. Fritz Briem (left), responsible for technology and product development at BoonRawd, and Dr. Michael Zepf, Doemens.

participants with the sensory contents in his infectious way.

Interview with Isara Khaola-Iead, senior assistance to chairman of the executive board

Brewing and Beverage Industry International: Please describe the Thai beer market and the role BoonRawd Brewery plays in it.

Isara Khaola-Iead: The Thai beer market has traditionally been mainly in the hands of the two major domestic players which meet consumer expect-

Sensory training program within 2 weeks for a total of 71 employees of BoonRawd Brewery



tation best due to their insights into Thai flavor perception. We are seeing the market opening to new flavors and concepts with new smaller players entering the market which we fully support with our Isara Brewing academy to keep a high standard in the market.

BBII: BoonRawd Brewery has always had a strong commitment to quality and a strong, successful branding policy (e.g., "Singha"). How do you manage to implement these philosophies successfully?

Khaola-Ieald: To implement high quality standards into the market is in the end very easy in case you are doing it with consequence and make it part of the company philosophy. BoonRawd has never and will never compromise quality to increase bottom line profits since we are a family-owned company with a strong heritage and commitment to the Thai consumer.



BBII: To implement them, you need qualified employees from a

Michael in his inimitable way of imparting knowledge

wide range of areas. How do you ensure that the employees from the different production sites and divisions successfully implement your strategy?

Khaola-Ieald: We invest a lot into selecting highly educated and ambitious young people with university degrees in brewing related field which we then guide through an internal training routine before sending them abroad (mainly Germany) to get a profound brewing education in combination with brewing experience in different German breweries we do have strong personal relations with.

BBII: How important is training programs for your employees and the view of an experienced beverage institute from the outside?

Khaola-Ieald: This is the backbone of our quality philosophy.

BBII: BoonRawd Brewery has had a close relationship with the Doemens Academy for decades. What makes Doemens stand out in the international brewing community?

Khaola-Ieald: The most important argument for Doemens is that this institute is and has always been very open to international/global thinking and never saw Germany as the "holy grail" for brewing, but always used „German Thinking“ as a great tool to bring brewers forward.

BBII: What do you appreciate about working with Doemens?

Khaola-Ieald: If we talk about Doemens as an institute we at BoonRawd do see the strong network behind Doemens but the major asset for us are the people who keep the organisation running. Our experience with Doemens is that every single wheel in the system has a great expertise and passion to help which is what we need.

BBII: A luminary in the international beer industry is certainly Dr. Michael Zepf from the Doemens Savour Academy. How do you rate the compilation of the contents of the 3-day sensory in-house seminar, which was held twice in January for selected employees from different areas of various locations?

Khaola-Ieald: Not very much to say – just great!

BBII: What was important to you in compiling the training contents and conducting the seminar?

Khaola-Ieald: As I indicated already before, we need to have a strong connection to our customers which means we need to speak their language. Building a bridge between our technical staff, our sales and marketing force and our potential consumers which are permanently changing is the key.

BBII: How do you see your beers in the sensory area after the seminars?

Khaola-Ieald: The seminars confirmed very clearly that we are on the right track with our beers and our company but also pushed us to use the full potential of our brands.

BBII: What role do the Beer Ambassadors of BoonRawd Brewery now play internally and externally?

Khaola-Ieald: They are the cars on the highway from the brewery to the customer. The seminars gave more fuel to the cars and increased our driving capabilities. (mon)←