



**BREW
CON.**

2018

PROGRAM DETAIL

PLENARY SESSIONS

WEDNESDAY 27 JUNE 2018

9:00 AM: WELCOME to BrewCon 2018!

9:15 AM: KEYNOTE – Kim Jordan, Founder and Executive Chair, New Belgium Brewing

KIM JORDAN – BIOG

Kim Jordan, Co-founder, Executive Chair of the Board and former CEO of New Belgium Brewing, has developed expertise at the intersection of business, the environment and community to create one of the most respected craft breweries and innovative businesses in America.

Her lifelong commitment to developing healthy communities has informed New Belgium's culture through progressive policies like employee ownership, open-book management, and philanthropic giving. In more than a quarter century as an entrepreneur, Kim has spoken to thousands of people in the business, nonprofit, and academic worlds about how to create a vibrant and rewarding work culture that enhances the bottom line.

Kim has been a director on many diverse Boards over the years including The Brewers Association, 1% for The Planet and The Governor's Renewable Energy Authority Board. She currently participates on the Board of Governors for Colorado State University, and the Advanced Energy Economy. She serves on Boards where she believes her progressive business philosophy can make a difference on important issues.

Now as the Executive Chair, Kim serves as a link between New Belgium's highly competent and engaged management group and its Board of Directors. She continues to champion foundational aspects of New Belgium that make it a business role model with fresh thinking about progressive business practices and the marketplace of the future. Kim works to represent New Belgium, speaking with brewers, business people and legislators about the power of progressive business to make positive change in the world. Kim and her two

sons launched the New Belgium Family Foundation in 2013 as a way to continue to express their commitment to social and environmental impact through mission-aligned investing and philanthropy.

10:00AM: PLENARY - The Village Brewer James Perrin, Stone & Wood

SESSION DESCRIPTION:

Traditionally, a brewery didn't just supply fresh beer to the locals; it could also be relied upon to help support the wider community.

Over the years, continued industrialisation of our society and the increased growth of mega-corporations led to consolidation of small businesses. In no other industry was this more prevalent than the brewing industry.

But the tide is turning. Customers are demanding transparency as they take an increasing interest in the ethical practices of those from which they buy. Once again, breweries are serving as a signpost for wider business in general. We as brewers play a key role in growing the conscious consumer movement, through educating our drinkers of our beers' origins, and serving as a meeting place to start a dialogue.

JAMES PERRIN BIOG:

James is a chemical & environmental engineer with experience in sustainability, innovation, brewing and packaging across Australia and New Zealand.

Currently the Sustainability Manager at Stone & Wood, James has led multiple businesses to national and international sustainability awards, and was a driving force behind Stone & Wood's B-Corp certification. He has been invited to speak in front of the NSW Business Chamber, at international engineering conventions, at the World Environment Day Festival, and more recently at the 2018 IBD Asia Pacific Convention and the 2018 National Sustainability in Business Conference.

James is passionate about using business for purpose, and long-term strategic thinking. He believes that brewers have a key role to play in the 'conscious consumer' movement.

THURSDAY 28 JUNE 2018

9:00AM: PLENARY - STATE OF THE INDUSTRY

An update from the Board & CEO of the Independent Brewers Association, featuring a report on the four strategic platforms of the IBA and the Independent Seal.

9:30AM: PLENARY - Independent Brewers Industry Report LAUNCH Marcella Merck - The Amber River Group

SESSION DESCRIPTION

This session introduces the Independent Brewers Industry Report; outlining the key features of the report and how it can be used by brewers and the wider industry.

SPEAKER BIOG

Marcella is a Business and Finance strategy consultant who has combined her education and professional experience with her love of beer to create a business that provides reliable and accessible advice to the beer creators of Australia.

Professionally Marcella has ten years' experience in the finance industry, eight in corporate and institutional banking and two as an independent consultant. Marcella holds a B. Science in Viticulture and Oenology and a Masters in Business Administration with major in Finance.

You may also remember her from such places as; tour guide with Dave's Brewery Tours and Kegstar keg pick-ups and drop offs.

10:15AM: PLENARY - Think. Do. Share - A culture of Safety **Richard Crowe, Stone & Wood**

SESSION DESCRIPTION:

In 2016 Stone & Wood embarked on a journey of safety cultural change - focusing on behaviours, best practice tools, safe production processes and plant investment. Rallying around the safety mantra

'Think. Do. Share' we launched a full company safety programme to reinforce and embed safety as our number one priority. The improvements have been significant - within a year incident rates reduced by 75%. Safety thinking is now part of everyday work across all Stone & Wood teams.

SPEAKER BIOG:

Head of Production for Stone & Wood based in Byron Bay and the Northern Rivers.

Had the good fortune of working in a variety of roles over the years including Brewing, Capital Projects, Packaging, Engineering, Wine, RTDs, Non-Alc, spirits, cider, and of course beer!

10:45AM: PLENARY - IBASafe Case Study - Akasha Brewing Co.

SESSION DESCRIPTION

In April 2018 the IBA, in association with Victual, launched IBASafe System. Prior to launching, Victual worked with a number of member breweries to ensure the program covered all that was needed within the industry. In this session, Victual and Akasha present a case study of their findings from Akasha Brewing Co.

BREWING OPERATIONS STREAM

WEDNESDAY 27 JUNE 2018

11:00AM: HOPS - The Future of Aroma **Jason Perrault, Select Botanical Group**

JASON PERRAULT BIOG

As CEO and head breeder for Select Botanicals Group, LLC Jason Perrault has been breeding novel hop varieties for the brewing industry since 1997 with a

special emphasis on aromatics and flavor. Select Botanicals Group is a partner in Hop Breeding Company, LLC. and collectively the companies have launched several successful hop brands including Simcoe, Warrior, Palisade, Ahtanum, Citra, Mosaic, Ekuanot, and Loral with several more exciting hops on the near horizon.

Jason is also CEO of Perrault Farms, Inc., his family's fourth generation farming operation. Perrault Farms encompasses roughly 600 hectares of which 570 are hops. Perrault Farms also produces organic blueberries and grass fed bison. Jason works and resides in the Yakima Valley of Washington State, where he was born and raised.

11:30AM: The Ultimate Hop Impact – US Hops and Modern Late Hopping Techniques

Matthew Brynildson, Firestone Walker

SESSION DESCRIPTION

An overview of the American Hop Grower's current position and a look into techniques Craft Brewers are utilizing to deliver the best hop aroma and flavor to their beers.

This talk will provide an update on the Hop Growers of America and the rapid evolution to becoming a major aroma hop producer for the brewing community. We will also cover modern techniques for using hops in a craft brewery, diving into late hopping and dry hopping techniques and include the science behind getting great aroma and flavor out of your hops.

SPEAKER BIOG

Matt graduated from Kalamazoo College and began his brewing career with KALSEC (Kalamazoo Spice Extraction Company) working as hop chemist. After attending the Siebel Institute of Brewing Technology, he joined the Goose Island Beer Company where he was Head Brewer of the Chicago Fulton Street production facility from 1996-2000. In 2001 Matt joined the Firestone Walker Brewing Company as Brewmaster. He also works as a brewing consultant for Hop Growers of America and has presented to brewers at all levels, both in the USA and abroad, about American grown hops.

Matt was the 2007 recipient of the Brewers Association Russell Scherer Award for Innovation in Brewing. He has been named Champion Brewmaster 4 times at the Brewers Association's World Beer Cup and Brewer of the Year 6 times at the Great American Beer Festival.

He lives in Central Coastal California with his wife Alison and their two children.

12:15PM: Specialty Malt for Craft Brewers

Teri Farehdorf, Great Western Malting

SESSION DESCRIPTION:

In this presentation Teri will show you (1) How malts and specialty malts are made, (2) How to categorize malts according to production method, (3) How

production method affects final beer flavor, and (4) How to use this knowledge to choose substitute malts that most closely match your current malts.

SPEAKER BIOG:

Teri Fahrendorf is an American craft beer pioneer and has been a professional brewer since 1988. Teri was the first woman class president at Siebel Institute for Brewing Technology in Chicago, and has enjoyed many other “firsts” in her long brewing career. Teri was the third woman craft Brewmaster in the USA, and brewed the longest of the three. Thus it was fitting that during her gypsy brewing year of 2007,

Teri founded Pink Boots Society: an education-focused nonprofit supporting women beer professionals with scholarships and networking opportunities worldwide. Pink Boots Society currently serves over 2,000 members in about 30 countries with about 50 chapters worldwide, including chapters here in Australia and New Zealand.

2018 marks Teri’s 30th year as a beer professional. During that time she has hired and/or trained 48 brewers, many of whom have gone on to fame and fortune in the craft beer world. During Teri’s 17 years as brewmaster at Steelhead Brewing Company, she earned 8 Great American Beer Festival medals, and the Steelhead brewers she trained won 16 more GABF medals under her supervision, for a total of 24 GABF medals under her guidance.

Teri is a published technical author and serial brewing conference speaker. She has served on many boards and committees in the beer industry, and recently was awarded the Brewers Association Recognition Award for lifetime achievement.

Currently Teri is overjoyed to be the first Malt Innovation Center Manager for Great Western Malting Company in Vancouver, Washington, USA, where she brews on a dual-kettle one-barrel brewery, and where she malts on a three-vessel 150-Kilo pilot malting system.

Teri lives in Portland, Oregon USA, otherwise known as Beervana, with her Brewmaster husband and their 1937 classic Chevrolet. In her rare free time she enjoys cooking, painting, reading, hiking, dressing up in vintage clothing, and playing European-style board games.

15:00PM: GROWERS AND BREWERS PANEL

Presented by the Independent Brewers Association and Cryer Malt.

An illustrious panel of Growers and Brewers exploring the opportunities and challenges of the growth of the independent craft brewing industry within the agricultural realm.

Featuring: Andrew Weidemann – Chair of Grain Producers Australia, Jason Perrault – Select Botanical Group, Matthew Brynildson – Firestone Walker, **Shawn Sherlock – FogHorn Brewhouse, Scott Hargrave**, Chris Swersey – Supply Chain Specialist Brewers Association, Teri Farehdorf – Great Western Malting.

THURSDAY 28 JUNE 2018

11:15AM: Dry Hop Creep – Dry Hopping Caolan Vaughan – Stone & Wood

PRESENTATION DESCRIPTION:

What are the effects of dry hopping your beer? This talk examines the phenomenon, which is referred to as Dry Hop Creep. The session provides an overview of the consequences of dry hopping your beer, how widespread it is and the effects it is having on beer in the Australian market, and practical consideration to help prevent over carbonation.

PRESENTER BIOG:

I began my brewing career with a business degree in brewing from the University of Ballarat in 2004-06 (now Federation University). The skill set I acquired there, and have developed since, encompasses both the business and operational aspects of brewing.

For three years I was a member of the brewing team at Little Creatures Brewery in Fremantle, Western Australia. There I learnt production and the various aspects of running a brewery and it provided me with my initial experience of managing a production schedule.

In 2010, wishing to broaden my brewing experience and further develop my management skills, I sought and obtained the position of production manager at Thornbridge Brewery in Derbyshire, England. There I transformed the brewery's existing operations, significantly increased production and helped the business find a market for its beers throughout the UK and internationally.

In late 2012, seeking the experience of both overseeing the development of a new brewery and working within the North American craft brewing industry, I sought and obtained the position of head brewer (brewmaster) with the Steamworks Brewing Company in Vancouver, BC, Canada. Starting in January 2013, I oversaw the development of the new Steamworks Brewery at Burnaby, BC. In September 2013, with a team recruited and trained by me, I produced the first batch of beer from the new Steamworks Brewery and continued to do so up till early 2015.

In mid 2015, wishing to return back to Australia with my partner. I was given the opportunity to work at Stone & Wood Brewing Co. as the Head Brewer where I still work today. During this time, I have also had the privilege of becoming a father.

Throughout my career I have also had the opportunity to judge at many beer competitions that include IBA Indies, AIBA, GABF and WBC.

14:15PM: Terpenes, Esters, Fruits, Herbs & Vegetables – Brewing Eclectic IPA's

Dick Cantwell, Magnolia Brewing Co.

SESSION DESCRIPTION:

Brewers these days are adding all sorts of things to their IPA's - fruits, vegetables, herbs, spices, and sour treatments - to enhance and play off of the constituent flavors of hops and fermentation. Come listen in as industry vet Dick Cantwell discusses the history and technical brewing practices of brewing eclectic IPAs.

SPEAKER BIOG:

Dick Cantwell is a pioneering craft brewer in the Pacific Northwest, recently transplanted to San Francisco. He has published articles and books (Barley Wine, Wood & Beer, The Brewers Association Guide to Starting your own Brewery) and three times awarded Large Brewmaster of the Year at GABF. He is also a Russell Schehrer Award honoree.

15:15PM: Building a Barrel Program
Matthew Brynildson, Firestone Walker

SESSION DESCRIPTION:

Matt discusses the proper handling of barrels in the production of barrel fermented and barrel aged beers. Firestone Walker Brewing has been using barrels in the making of their beers since 1996 and barrels have become a focal point of the brewery. Firestone Walker have developed three distinct barrel programs - a barrel fermentation program, a spirits barrel aging cellar and a mixed-culture wine barrel and wood tank program. Many of the techniques and implements that Firestone Walker utilise were adopted from the wine making world. They have refined these methods to insure safe and sanitary operations whether fermenting low alcohol ales in barrels or producing mix culture, sour beer in barrels. Matt will cover developing a wood program insuring that the rest of the brewing environment is not put at risk. He will also cover barrel cleaning and sanitation, preserving and storing barrels over time and proven methods for moving beer in and out of barrels safely and effectively.

SPEAKER BIOG

Matt graduated from Kalamazoo College and began his brewing career with KALSEC (Kalamazoo Spice Extraction Company) working as hop chemist. After attending the Siebel Institute of Brewing Technology, he joined the Goose Island Beer Company where he was Head Brewer of the Chicago Fulton Street production facility from 1996-2000. In 2001 Matt joined the Firestone Walker Brewing Company as Brewmaster. He also works as a brewing consultant for Hop Growers of America and has presented to brewers at all levels, both in the USA and abroad, about American grown hops.

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He lives in Central Coastal California with his wife Alison and their two children.

BUSINESS OF BEER STREAM

WEDNESDAY 27 JUNE 2018

11:00AM: The Real Cost of Beer
Detail to be released

11:30AM: Valuing Brand
Stuart Gregor TBC
Details to be released

12:15PM: Logistics and Freight for Indie Brewers
Dan Farthing, Kegit

SESSION DESCRIPTION

Dan Farthing of Kegit talks quality control and the viability hurdles for shipping beer in Australia and how technology is helping to overcome both.

SPEAKER BIOG:

A Newcastle local and a passionate craft beer drinker, Dan's obsession started with a Little Creatures Pale Ale on the foreshore of Newcastle back in 2007. Dan has spent 15 years implementing technology into SME's in Australiasia. In the last four years of that, Dan has been implementing inventory management systems into high growth online businesses, coffee roasters, and craft breweries. The latter opened the door for Dan to how much time and money craft breweries spent tracking and retrieving kegs, and Dan is on a mission to help solve the problems.

14:15PM: Investing in a New Relationship
Andrew Buchan & Alistair Newman, HLB Mann Judd

SESSION DESCRIPTION:

Taking on a new partner in your business can be stressful and/or delightful. Whether they are in the form of a larger competitor, investment institution, or simply a business Partner filling a role within the business (brewer, business manager, etc), there is the process of going on a few "dates" to get the feel of where each party sits, leading to the formal engagement, the honeymoon, then finally the enduring relationship.

Sometimes things go very right and occasionally things go wrong - we will explore the process, what you can do to increase the value in your business, any pitfalls that can be identified (and possibly avoided) and how you should start with the end in mind.

SPEAKER BIOGS:

Andrew Buchan: Andrew aims to create wealth for his clients via a personalised, structured approach. As the Lead Partner within the Wealth Management group

of HLB Mann Judd (SE Qld Partnership), plus extensive experience in all aspects of financial planning, Andrew specialises in wealth creation, protection and superannuation. Andrew believes in working with his clients through the entire process of achieving their financial goals through comprehensive strategy and portfolio monitoring.

Andrew is also 2016 and 2017 Adviser of the Year with the Australian Unity Dealer Group.

Alistair Newman: Alastair is a connector within the Brisbane business network. While paying attention to the general trends within local and national industries, he assists connections with determining and fulfilling their business needs.

15:00PM: Selling Independently, Selling Nationally

Richard Kelsey – Beer Cartel, Dairmaid O’Mordha – Endeavour Drinks Group, Stuart Gregor – Four Pillars Gin (TBC)

SESSION DESCRIPTION

A producer, independent and national retailer discuss what brewers need to have successful distribution in these markets.

PANELIST BIOGS:

Richard Kelsey: Richard Kelsey is a Director of Beer Cartel, a specialist craft beer store based in Sydney and online which he founded with his business partner Geoff Huens back in 2009. Since then he has helped grow the business to become Australia's leading craft beer store online

In addition to building Beer Cartel he has been responsible for the creation of the Australia Craft Beer Survey - an annual study which investigates craft beer trends within Australia and seeks to provide insights which helps the growth of the Australian craft beer category.

Diarmaid O’Mordha: Diarmaid holds a Bachelor of Science (Honours) in Industrial Microbiology and a Masters of Business Administration. He started his career as a microbiologist and craft brewer at the Dublin Brewing Co. Ireland in 1998. Upon moving to Australia in early 2000s, he continued brewing with the Five Islands Brewing Co. and the Malt Shovel Brewery. He has held various roles across a number of FMCG multinational food businesses (CUB, Asahi Premium Beverages and Nestle) in manufacturing, production management and quality. In 2013 he joined Woolworths as Quality Manager for Pinnacle Drinks (EDGs own brand and exclusive product business). In January 2018 he took on his current role as Quality and Sustainability Manager for the Endeavour Drinks Group.

THURSDAY 28 JUNE 2018

11:45AM: Will Travel for Beer

James Davidson – Bright Brewery; Dave Phillips – Dave’s Travel and Events

SESSION DESCRIPTION:

Tourism for breweries is not all about brewery tours, beer nerds, bucks/hens parties, and “here’s something for the guys in-between wine tasting” wine tours! Discover the factors that make a brewery an excellent tourism business. Learn about the broad markets and diverse economic benefits that make a tourism a dependable path to growing your business.

SPEAKER BIOGS:

James Davidson: Marketing Manager at Bright Brewery. Bright Brewery is a renowned tourism driver for the region of North East Victoria. In November 2017 Bright Brewery was awarded Victoria’s highest honour for Tourism Wineries, Distilleries & Breweries at the 2017 Victorian Tourism Awards. It’s the first time in more than a decade that a brewery has won the top award in the category at the Victorian Tourism Awards.

James is also the co-host of the popular Bright Instameets, director of Bright Brewery’s Darker Days midwinter festival and a committee member of the High Country Brewery Trail.

Dave Phillips:

Founder of Dave’s Travel & Events Group, Australia’s leading beer tour and events agency. Dave effectively created beer tourism in Sydney 4 years ago when he started Dave’s Brewery Tours and a year later started running historical pub adventures with Dave’s Pub Walks. In November 2017 Dave’s were awarded GOLD as NSW Best Tour and Transport Operator at the 2017 NSW Tourism Awards. Dave is also the Festival Director of Sydney Beer Week.

14:15PM: Lawyers, Beer and Good Advice

Colin, Biggers & Paisley

SESSION DESCRIPTION:

This panel session sees four senior lawyers and passionate craft beer brewers and fans from law firm Colin Biggers & Paisley share with attendees their insights and experience as legal advisors to our industry. In a Q&A style session, panelists will discuss what industry members need to know around how to prepare effective contracts and agreements; manage property issues; and handling the ins and outs of workplace employment and safety considerations. This session will also include an opportunity for attendees to ask questions and discuss relevant issues with the panelists.

PANELIST BIOGS:

Moderator: Leanne Walker - As well as being a partner at Colin Biggers & Paisley and leading the firm’s national litigation and disputes team, Leanne is also a co-founder of Sydney based brewery, Sunday Road Brewing. Leanne specialises in commercial disputes, focusing particularly on property, leasing and land contracts, as well as on contractual disputes more generally. She also brings an intimate knowledge of the legal and commercial issues breweries confront.

Panel members:

Andrew Komesaroff - Andrew is a partner in the corporate and commercial team at Colin Biggers & Paisley. He has extensive experience advising craft breweries and the grocery industry generally on all aspects of corporate and commercial activities, including business and company structuring, sales and acquisitions, distribution agreements, equipment sale and purchase agreements and supply contracts.

Cathryn Prowse - Cathryn is a partner at Colin Biggers & Paisley and an expert in employment law and occupational health & safety. She acts for employers in unfair dismissal, general protection, discrimination, OH&S and other workplace-related claims. Cathryn also advises employers on termination, redundancy, employment contracts, sub-contractor arrangements and best practice workplace policies.

John Douglas - John is a special counsel in the property and development team at Colin Biggers & Paisley and has over 14 years' experience in commercial property law, covering commercial, industrial and retail property acquisitions, sales and leasing. John has acted for a broad range of clients, including listed global companies, high net worth private individuals and corporations, small business tenants and Commonwealth and State government departments.