FROTH TECHNOLOGIES

EMERSON'S BREWERY

CASE STUDY

The brewing team at Emerson's were looking for a reliable source of pitchable volumes of liquid yeast. After switching over to Froth Technologies' yeast strains, the Dunedin based brewery has seen improved fermentation, reliability, faster through-put, along with time and cost savings.

BREWERY DETAILS:	
Name:	Emerson's Brewery
Brewer:	Jamie Scrimgeour
Location:	Dunedin, NZ
Founded:	1992
Website:	www.emersons.co.nz

BACKGROUND:

Emerson's has been crafting beer in Dunedin since long before craft beer was a thing. Emerson's brewery was founded in 1992 by Richard Emerson - known as the Godfather of craft brewing in New Zealand. The quality of Emerson's beers was praised by English beer critic Michael Jackson, who rated their 1812 India Pale Ale as one of 500 of the best beers in the world, and over the years the brewery has won numerous beer awards in Australia and New Zealand. In 2012 Emerson's was purchased by Australasian company Lion.

CHALLENGES:

"At Emerson's quality and consistency is a really important part of our craft. We were frustrated with a lack of reliability in our liquid yeast supply from having to get it from overseas suppliers. This made production scheduling and brew consistency difficult with varying fermentation performance based on the age and health of the yeast we were getting. We were propagating yeast in-house, which meant extra time, resource and risk for us.

We were getting in small home brew packs of yeast which had come from overseas, and we would often have problems with supply. Sometimes we would have struggles getting fresh yeast or getting the strains we wanted, and if it wasn't fresh we would have to take more care and time to grow it up. That process of starting small in a flask and growing it up, transferring it into a small 50L fermenter, growing it up from there and then transferring into our actual propagation tanks, **that took time and energy along with all the cleaning involved to get to that stage, and then there is the risk of contamination**. **Sure you can buy it as a home brew sized packet and you're saving money there, but by the time you look at all your costs of labour, cleaning chemicals, wort or malt extract, the costs weigh out in the end**. I crunched those numbers, and after weighing up all those inputs compared to getting a direct pitch from Froth Tech, it's kind of a no-brainer by that point."

> "The main thing we were looking at was: how did it stand up to other yeasts that we've already been using in terms of performance, and flavour profile." - *Jamie Scrimgeour*

"Our range includes a lot of traditional styles, so one of the first yeasts we got in was Biscuit | FT20 (English Ale), and we pitched that into a couple of English style beers and compared them against earlier batches that we'd done that year by looking at earlier feedback. We looked at performance; how quickly did it ferment, and how did it compare to yeasts we'd used previously. So it came down to the ease of use, flavour profile, and trueness to style.
We do in-house sensory on day three, chill down, in brite beer, and when it heads through for packaging. We had brewed one of our beers, our ESB, earlier in the year with a different yeast, so we compared the sensory notes for both, and also looked at feedback on the Untappd app.

The results were really promising so we decided to try another strain from Froth Tech. We got in some Vape | FT02 (Hazy) and did some trial brews with that and we were really happy with the results, so we decided to try it out on some of our core range beers. We pitched it into a batch of Orange Roughy and after that beer had chilled down **I walked into the brewhouse one morning and there was a head brewer and one of the other brewers standing there with a sample glass and they were looking at the recipe trying to work out what they'd done that had made it taste so good. They were looking at the hops and the malt and that, and I was like: nah nah... that's Froth Tech yeast".**

"Froth Tech yeast has been great, and we're now using Vape as our core strain across a number of different beers in the brewery. We've seen great viability with every batch we've got in, we just chuck it in the tank and straight away it's taken off, so it's great to have that consistency.

Having you guys just up the road, and knowing we're getting a fresh product means we can count on getting yeast when we need it, compared to the uncertainty of getting yeast in from overseas. Froth Technologies is that last missing piece of the puzzle for us in terms of our local supply chain in New Zealand."

Which of your beers feature Froth Tech yeast?
"Vape | FT02 (Hazy) is now our house strain, so we are using that in all our hazies, as well as London Porter and Bookbinder - which won the Trophy for best British Ale at the 2021 Brewers Guild Awards. Biscuit | FT20 (English Ale) has been used in quite a few seasonal and one-off releases.

We've used that strain in our ESB, Oatmeal Stout, and Bookkeeper. And Krisp | FT50 (German Lager) has been into an IPL, a German Pils, Underground Lager and a Baltic Porter - all of which won medals at the Brewers Guild Awards. We're using a number of different yeast strains accross a diverse range of traditional and new world styles."

What does having a local yeast producer mean for you and for Emerson's?
"It's consistency, it's reliability, and a big one is knowing you've got that backup in case anything goes wrong in the brewery, you know you can get fresh stuff within the next day rather than having to call around a whole heap of home brew shops or small suppliers to try and get something you then have to grow up."

> "Setting up a local yeast lab was a brilliant idea, and it's been executed almost to perfection. Buying local and reducing the footprint of our beers is important to us."

BENEFITS:
"Since its origins, Emerson's values have been about our pioneering spirit in the craft beer world – it's important to keep innovating, and in a competitive environment, that's what gives you an edge and superior product. The main benefits for us have been the cost factor, but also the reliability; we know if we get something from Froth Tech it's going to be nice and fresh and healthy. If we've got a deadline for a brew, we can now dial in our production scheduling and avoid unexpected delays. Across our brews we've seen improved performance, quality and consistency.

Our ferment times for our hazy beers have shortened, so that's a big one, and the number of generations we're getting out of our yeast has also gone up. We were getting up to five generations and that was the max we could do, and now with Vape we are still fermenting well into generation six and seven. Our brewers are happy and so are our customers because we are brewing better than ever with fresh yeast strains, and by using local suppliers, we are reducing our carbon footprint. It's a win for everyone."

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