



## Tell more people about AUKM says top distiller

Glenmorangie Master Distiller Bill Lumsden has urged the companies involved in the Assured UK Malt Scheme to tell more people in the industry about it. Speaking about the malt provided to the Glenmorangie company for its three distilleries, he says: "Equally all our malt is produced by companies within the Assured UK Malt (AUKM) scheme. I am a great supporter of the scheme and I think that more people should know about it. At Glenmorangie we do not treat malt as a commodity. We are concerned about issues of quality, reputation and traceability. Brand values and authenticity are a crucial part of our business, and buying AUKM malt supports those values."



Glenmorangie Distillery



The quote is part of a case study on Glenmorangie produced by AUKM following a visit to its Tain distillery. The article describes the exacting standards applied to whisky production by the company: from the spring water that takes 100 years to filter down through the local sandstone, through to the barrels that the whisky is matured in. Of course, those high standards equally apply to the malt sourced from companies in the AUKM scheme.

Bill Lumsden says: "Single malt whisky is a luxury product, and, therefore, we have to have the highest standards at every stage of its production. At Glenmorangie this has always been our philosophy, but being part of LVMH (Louis Vuitton Moët Hennessy) only serves to re-emphasise the point. We are part of a group that sells some of the top luxury brands in the world. People have high expectations of our product, and we deliver them."

"When I took up my current position," he continues, "I was determined to take malt that fulfilled the highest standards and came only from a very limited area. Within the group all our malt comes from the UK, and the vast majority, including all that is used at Glenmorangie, comes from Scotland."

You can read the full case study at [www.assureduk malt.com/glenmorangie.htm](http://www.assureduk malt.com/glenmorangie.htm).

## AUKM PROVIDES BRAND PROTECTION

Brand protection is at the heart of the added value that the Assured UK Malt scheme offers to brand managers, risk managers and those in general management positions in brewing and distilling. More and more companies and organisations are recognising the importance of assured ingredients to maintaining brand equity.



Judith Batchelar

Judith Batchelar, Brand Director at Sainsbury's says: "Numerous food safety incidents from dioxin in animal feed to illegal colourants in spices, have demonstrated the vital role traceability systems have to play in demonstrating the integrity of ingredient supply chains. Our customers' legitimate expectation is that our suppliers and we have a precise knowledge of the provenance of our products and the ingredients they contain and, just as importantly, the standards prevailing throughout the supply chain." *Continued on next page*

## Brewers Association of Japan backs UK Assurance Scheme

The Brewers Association of Japan (BAJ) has provided a strong endorsement for the principles behind the Assured UK Malt (AUKM) scheme.

Toshinori Kunimatsu of the BAJ said: "The Brewers Association of Japan admires the AUKM scheme and its main principles. AUKM provides traceability at each stage of production and assurance for brewers. We believe AUKM provides an excellent example for the international malting industry."



Colin West, Director for the Maltsters Association of Great Britain (MAGB) comments: "We are delighted that the Brewers Association of Japan has recognised the benefits that the AUKM scheme has to offer on a global level. The scheme's standards on food safety, product legality, good operational practice and product quality are important for brewers and distillers overseas and in the UK."



Colin West

The level of assurance it provides helps to instill confidence that their brands are being protected." Japan is an important market for UK maltsters and members of the AUKM scheme provide malt to a number of leading Japanese brewers.



# Supply chain consultation keeps AUKM ahead of the competition



An extensive cross-industry consultation has confirmed the status of the newly updated and extended Assured UK Malt (AUKM) scheme as a world-leader in guaranteeing traceability and quality in malt.

Assurance schemes maintain their value by being regularly updated to meet the latest requirements of legislation, customers and best practice. The latest version of the standard benefited from significant technical input from maltsters, independent experts and customers.



It was also recognised that input from stakeholders prior to publication would be vital to ensure the effectiveness and status of the scheme, and a formal consultation process was subsequently embarked upon. The consultation, which involved all parts of the supply chain, has resulted in a refined version of the Technical Standard, ensuring that it remains relevant to the needs of the industry and can respond readily to any changes within it.

One of the organisations to take part in the consultation process was the British Beer & Pub Association (BBPA). Dr David Long, Director, Brewing at the BBPA said: "The revamped AUKM Technical Standard ensures that first class malting barley remains at the heart of British ales



and lagers. In representing end users, the BBPA welcomed the opportunity to contribute to the consultation process." The Scotch Whisky Association also took part in the consultation. Peter Clark, Operational & Technical Affairs Manager, said: "As the body responsible for Technical Affairs Manager, said: "As the body responsible for Scotch whisky producers, who use a considerable amount of malt from AUKM, we were pleased to be involved in the consultation and given the opportunity to make comment on the Technical Standard."

The National Farmers' Union, National Farmers' Union Scotland, and Agricultural Industries Confederation were also given the opportunity for input into the updated version of the Technical Standard



Colin West, Director for AUKM said: "The AUKM Technical Standard has to be a constantly evolving document which responds to changes in the industry. This process of consultation will enable us to further refine what is already a very comprehensive document, ensuring that the unrivalled level of traceability and quality offered by AUKM is maintained."



You can see the full press release on the changes to the scheme at [www.assureduk malt.com/press.htm](http://www.assureduk malt.com/press.htm) and details of the Technical Standard for the scheme at [www.assureduk malt.com/technical.htm](http://www.assureduk malt.com/technical.htm).

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"Sainsbury's strongly supports industry initiatives that improve operating standards whilst avoiding unnecessary duplication of activity. We applaud the AUKM programme and wish it every success."

Other organisations recognising the importance of assurance and traceability to brand protection include the British Beer and Pub Association and the Brewers Association of Japan. For more information on how AUKM supports brands visit [www.assuredmalt.com](http://www.assuredmalt.com).

## Meet the Maltsters at IBC and Brau

AUKM stands at two important events this autumn: the International Brewing Convention (IBC) in Manchester from October 1st - 3rd, and Brau Bevale 2007 from 14th-16th November.

If you would like to know more about the scheme, have questions about the way it operates, or would just like to catch up with the UK maltsters please visit our stands.

At IBC you will find us at stand J07, while our Brau stand is next to the BFBI stand at 1-411 / Hall 1.