



Assured UK Malt at Brau

Assured UK Malt (AUKM), the first scheme accredited for malt, that meets the high standards set by the International Accreditation Forum is exhibiting at Brau Bevale in Nuremberg. Members of the AUKM scheme will be on hand to discuss its benefits, which include unrivalled brand protection for brewers by delivering the highest standards of quality, traceability and assurance at all stages of production from the farm to the brewer or distiller.



Launched in 2003, the AUKM scheme includes Bairds Malt Limited, Coors Brewers Ltd, Crisp Malting Group Ltd, Greencore Malt, Muntons plc, and Simpsons Malt Limited. It was created as a result of joint work on the HACCP (Hazard Analysis and Critical Control Points) protocol for the UK malting industry. The protocol covers food safety, product legality, good operational practice and product quality.

For more information come and visit us on stand 1/121 at Brau or visit www.assureduk malt.com.

Assured UK Malt offers vital ingredient in brand protection



Mike Powell-Evans - Adnams Brewery

Leading UK and international brewers believe that the Assured UK Malt (AUKM) scheme can play a critical role in the protection of brand integrity. The industry is largely dependent on brands and has clearly made a major investment in them. The reliable and consistent quality offered by a traceable scheme such as Assured UK Malt (AUKM) is vital to maintaining this consumer trust.

Mike Powell-Evans, Head Brewer with Adnams Brewery, demonstrates the importance of this in relation to securing the Adnams name and reputation. Mike says: "We have spent a lot of time and money in building national recognition of our 'Beer from the Coast', and developing a brand that is recognised throughout the UK. The vast majority of our beer goes out through outlets which we don't control. Only seven per cent is

sold in our own pubs, ten per cent goes through supermarkets and the remainder (83 per cent) through other pubs. Our business is, therefore, wholly dependent upon the quality of its products and the value of the brand."

Mike realises that to a large extent responsibility for both of these things rests on his shoulders. Even though a company may put large amounts of money behind building the brand, if the quality of the product is not right the brand can lose its value overnight. It is not surprising, therefore, that he is very concerned about the quality of the ingredients, especially the malt.

AUKM's traceability boosts and enforces confidence in reliable quality. It is a role crucial to protecting the investment made in building a valued brand and in reducing the risks associated with unpredictability.

Chris Gregson, Quality Control Manager for Shepherd Neame, echoes this sentiment, describing traceability as AUKM's 'key strength'. He says: "Through this we can be sure that only the best ingredients go into making our beer. This is vital in assuring that we can substantiate our claims of producing quality beer."



Chris Gregson - Shepherd Neame

Shepherd Neame's use of AUKM accredited maltsters, *Continued over page*

TRACEABILITY IS OF PRIME IMPORTANCE TO THE BBPA

The British Beer and Pub Association (BBPA), which promotes and represents the business interests of the UK's brewing and pub sectors, is supporting Assured UK Malt (AUKM). The BBPA applauds the scheme for its commitment to traceability, quality and assurance at all stages of production from the farm through to the end product.



Elaine McCrimmon - BBPA

Elaine McCrimmon, Senior Policy Adviser at BBPA comments: "With commitment to quality of such importance to UK brewers, Assured UK Malt is a valuable tool in meeting this commitment. AUKM provides reassurance to brewers that the malt being purchased is fully traceable and meets quality standards. Furthermore, it improves on the 'one step' requirements of EU regulations, by taking traceability one step beyond. AUKM therefore provides robust quality assurance and helps to manage business risk."

Ivor Murrell of the Maltsters Association of Great Britain says: "Members of the AUKM Scheme meet strict

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in combination with the brewery's own internal procedures, demonstrates its adherence to the highest standards. This assisted the brewery in securing the agreement to produce the Japanese lager, Asahi, for the UK market. The Japanese Asahi Breweries Ltd was meticulous in its selection of Shepherd Neame, which frequently comes top for quality among other Asahi brewers.

The independently audited AUKM scheme leads the way in the world of malting. Indeed, no other country offers an assurance scheme like it. It is a situation that Laurence May, Systems Manager at Carlsberg UK, says puts AUKM in the position of "raising the standards for maltsters worldwide."

For a brewer that sources its malt from over 60 maltsters worldwide, Carlsberg has to be sure of consistency at each of its worldwide operations.

To ensure this, Carlsberg has its own set of strict guidelines, however Laurence describes how the AUKM scheme has made them easier and more



Laurence May - Carlsberg UK

incontrovertible: "AUKM has tightened up this process and provided specific guidelines for maltsters to follow. If everyone was to follow these procedures, it would potentially reduce Carlsberg's need for additional paperwork and time spent setting supplier guidelines." He adds: "Looking forward, it would be fantastic to see a similar assured malt standard put in place abroad to benefit the rest of Carlsberg."

Carlsberg, Shepherd Neame and Adnams have assisted in the publication of case-studies showcasing their use of malt accredited by AUKM. These blueprints for success are available online at AUKM's website: <http://www.assureduk malt.com/casestudies.htm>.

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quality guidelines so that manufacturers, retailers and consumers can be confident that every stage in the production process is recorded. We are delighted that this commitment is being recognised throughout the industry and in particular by the BBPA. Consumers need to know that the products they buy are safe, and this scheme allows brewers to provide that assurance."

Independent Audit ensures AUKM still leads the world



Assessor, Gordon Jackson meets management on site

The work of independent auditor Product Authentication International (PAI) is helping to ensure that brewers and distillers using Assured UK Malt have the highest levels of brand protection. PAI is one of the leading Approved Certifiers of food products, food authenticity, labelling claims and food chain traceability in Europe. It operates particularly in the agricultural and food manufacturing sectors. Founded some 11 years ago, the company has enjoyed rapid growth from its early beginnings in the food sector.

Today PAI is involved in some of the UK's leading assurance schemes including the Assured UK Malt (AUKM) scheme. It also provides auditing services for the British Retail Consortium Technical Food Standard, Assured Food Standards, the Fairtrade Foundation, and Assured British Meat. PAI provides supplier accreditation for some of the UK's leading food retailers.

The scheme is operated from PAI's Harrogate headquarters where Food Scheme Manager Richard Powell and Food Scheme Coordinator Alison Clark oversee the operation of the scheme and organise around 20 site assessments every year. These site assessments are carefully reviewed to check on the work of the assessor and to ensure that any points of non-compliance are dealt with.

At the heart of AUKM are the assessments carried out each year on every site of each company in the scheme. These are designed to ensure that the site is carrying out all of the requirements of the scheme, that all documentation is in place, that staff are properly trained and that proof can be produced to demonstrate the effective running of the scheme on a day-to-day basis.

The assessor has a checklist that matches the list of requirements for the scheme. He determines whether or not the company has complied with each requirement but also makes detailed notes to provide feedback.

Experienced assessor Gordon Jackson carries out a site audit over a working day. He meets with the management on the site, and checks all documentation relating to the scheme. This covers all aspects of food safety, quality management, and legislation. He also visits all parts of the site ensuring that procedures are in place and are carried out properly.



Following a closing meeting at which all points of 'non compliance' are raised, the site management agree an action plan. They have 28 days to come back to PAI and to prove that these actions have been carried out before a certificate can be issued. A full case study on the work of PAI and its assessor can be found at www.assureduk malt.com/pai.htm. Details of the technical standard which the assessor uses to check each AUKM site can be found at www.assureduk malt.com/technical.htm.



Assured UK Malt (AUKM) is the internationally recognised accreditation scheme for malt run by the Maltsters Association of Great Britain. Members of the scheme are Bairds Malt Limited, Coors Brewers Ltd, Crisp Malting Group Ltd, Greencore Malt, Muntons plc, and Simpsons Malt Limited.

For more information on Assured UK Malt visit www.assureduk malt.com or contact MAGB on +44 (0)1636 700781