



Assured UK Malt NEWSLETTER

Visit our website: www.assureduk malt.com

September 2006



Sainsbury's Brand Head Highlights Traceability Issue

Judith Batchelar, Brand Director at Sainsbury's, has spoken out about the importance of traceability and tight controls needed along the supply chain, backing the work of Assured UK Malt (AUKM). This comes at a time where legal obligations and food safety compliance has never been tighter, with retailers and consumers having to place all their confidence in a company's brand.



Judith Batchelar, Brand Director, Sainsbury's

Judith comments: "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."

Judith adds: "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."

Brand equity and brand protection is of the utmost importance to Judith through her role as Brand Director at Sainsbury's. She is aware that retailers, brewers and distillers have invested heavily in building and maintaining brand equity and they need to ensure their brands remain strong and can be trusted by consumers.

Even the world's biggest brands are not immune from the consequences of product concerns, as highlighted by the recent product recall at the Cadbury Marlbrook plant in Herefordshire. This incident forced retailers and manufacturers to take numerous lines off the shelves, resulting in costly product recalls and consumer concern, not to mention any possible resulting effect on brand equity and future sales.

Read the full press release at www.assureduk malt.com/press.htm.

PICTURE THIS - FROM A FARM TO A BREWERY

One of the strengths of the Assured UK Malt scheme is its integration with the UK's farm assurance schemes which ensure traceability throughout the supply chain. The 25,000 farms participating in such schemes offer a level of assurance unequalled by any other country.

This picture was taken during this year's harvest



for articles on farmers growing malting barley which will appear in the next edition of this newsletter.

Assured UK Malt has a library of pictures relating to growing, malting and brewing. If you need pictures like this and think we could help, send us an email at assureduk malt@ceres-pr.co.uk



Brand Integrity is Crucial for UK Regional Brewer

Mike Powell-Evans, Head Brewer with Adnams Brewery based at Southwold on the east coast of England, is a man for whom traceability and quality of ingredients are of the utmost importance in ensuring brand integrity. His vast experience in the industry – he has been Head Brewer with Adnams for 16 years, and joined them from Bass – is dedicated to ensuring consistent quality of product. He seeks to combine traditional craftsmanship with modern brewing techniques to produce a range of products to satisfy all tastes.

Mike Powell-Evans 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.

"If our brand is to continue to be successful," he says, "Our beer must be of the highest standard, and that means using the best ingredients. For us that means local ingredients that are traceable. I regularly take a delivery note from one of our maltsters and ask them to 'Take me back to the field'. I want a system that enables me to trace the product back to the farm it was grown on, and to give the management of the brewery, the people who sell our beer, and the consumer total confidence in the quality of the product."



Given his passion for quality and traceability, it is hardly surprising that Mike Powell-Evans supports the Assured UK Malt (AUKM) scheme. All the maltsters used by Adnams are part of the scheme and, while he intends to continue with his own auditing, he believes that AUKM provides an additional assurance, giving him faith in his suppliers. To read the full case study visit our website at www.assureduk malt.com/adnams.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