

Bryggeriudstyr ApS

Gateway to Custom Fit Brewery Equipment

Imagine an era of an automation-driven brewery, yet craft beer retaining its distinctive flavour.

Craft beer's soaring popularity is the manual brewing process that blends in the beer maker's artistry and passion for creating magical flavours. However, many craft brewers look to onboard the automation bandwagon to ease the manual processes.

To realize the whole idea of craft brewing where the essence of personal touch in the brewing process is of utmost importance, Bryggeriudstyr, through its network of suppliers, assures its customers of getting the brewing equipment that best fits their needs. "We offer automated brewing lines that empower customers with full control over the brewing process," says Claus Thorhauge, CEO of Bryggeriudstyr ApS. In close cooperation with its Chinese partner, Bryggeriudstyr acts as a gateway to translate the European microbreweries' every demand and procure the custom fit superior quality equipment at a reasonable price. "Our robust

supplier partnership enables us to go the extra mile to satisfy our customer's every requisite and bring automation to microbreweries by delivering products that are compliant with European regulations," adds Thorhauge. To guarantee compliance, Bryggeriudstyr issues CE certificates and Declarations of Conformity that are mandatory for food processing equipment.

As a full-service supplier of brewing equipment, Bryggeriudstyr's product catalogue includes complete brewery facilities, Italian steam generators, Chinese bottling and canning lines, small manual bottling machines and much more. Bryggeriudstyr, as part of its custom-fit equipment, has created various solutions of sophisticated sizes for microbrewery workrooms. Bryggeriudstyr not only delivers tailor-made brewing equipment but also collaborates with the customers post-delivery to ensure their satisfaction.

In the wake of the ongoing COVID pandemic, the brewery landscape is on a hunt for new ways to sell and expand in the market, and enhance process and equipment efficiency. Bryggeriudstyr has promising offers and has recently collaborated with a Russian company to offer Pegas brand growler fillers. The company is currently inventing a novel solution, an advanced automated filling machine whereby customers can fill their desired special beer in a bottle by pressing a button and proceed for payment. According to Thorhauge, as opposed to the conventional filling process, Pegas' unique filling process can make special handmade



CLAUS THORHAUGE

MARTIN SCHAU

beer without additives stand for a couple of months in the customer's refrigerator than the typical two days.

The problem-solving capability of Bryggeriudstyr through its custom-made brewery equipment is evident from one of their success stories. Bryggeriudstyr, with its Chinese counterpart, developed small 800-litre brewery equipment for a small brewery in Ilulissat, Greenland and shipped it for immediate use. However, on arrival, the equipment did not fit into the functioning room. The Bryggeriudstyr team with their Chinese partner modified the configuration of the equipment by distance, free of cost, within a week and ensured it worked as per the customer's expectations. Bryggeriudstyr has a vast client base in Denmark and with demand from microbreweries is expanding into Norway, Sweden, Faroe Islands, Iceland and Greenland.

As the demand for handcrafted brewery soars, Bryggeriudstyr is on an exciting journey. It is currently experiencing a high demand from various beverage producers of small-scale soft drinks, juices and cider and cocktail. It has made a brewing facility for kombucha, a Russian tea product, and is under discussion with several customers to brew cold coffee in large scale. "Our close collaboration with Chinese suppliers and a good understanding of the demanding technical issues pertaining to temperature and pressure enables us to deliver solutions to handle different kinds of tailor-made beverages," says Thorhauge. "We are providing special cougars, filters and facilities for all kinds of beverages."

The future work of Bryggeriudstyr is focused on catering to the shift of microbreweries towards ecological products and sustainable brewing processes. To this end, the company provides a system to recycle cans in favor of the heavier bottles, which are a hassle. Furthermore, Bryggeriudstyr is working towards providing equipment in line with the demand for low or non-alcoholic beers. **B**



JAMES JIA