

Beer Sector – Cluster meeting and training

In August 2019, the Co-Growth Project team travelled to Penperlleni, nr Pontypool to hold an in-depth cluster analysis meeting with Welsh breweries. The purpose of the meeting was to discuss and define data collection methods and success measures in greater depth, as well as to provide training for the brewers.

Dr Juan Rendon Sanchez led the morning session and took the producers through a presentation outlining what **modelling** is. He showed them relatable examples before discussing how modelling would look in this project based on scenarios shared during the focus group stage. The producers then participated in an exercise to map out their delivery routes and facilities, which enables the modelling to begin.



The morning meeting was followed by an afternoon training session led by Stuart Watkins and Alexis Jones of **Mad Dog Brewing Co.** The training focused on brewing quality and lab testing – looking at microscopy, yeast propagation and digital pH meters

POMS Conference - Brighton

Dr Maryam Lotfi attended the POMS conference in Brighton between the 2-4 September where she presented the Co-Growth project paper abstracts.

University of Strathclyde Visit

Dr Maryam Lotfi visited the University of Strathclyde to meet with academics who are writing a paper on craft beer policy. We were given the opportunity to feed in to this paper based on the research we are doing in the beer sector in Wales. The paper hopes to identify gaps and differences in policy between the craft beer industries in Ireland, Scotland and Wales.

New Team Member

Kate Horlick joins us as the project's Finance Officer, and is part of the Research and Innovation Services (RIS) team. Kate is based in McKenzie House (Newport Road), although you may see her in our office from time-to-time. Kate will provide financial guidance to the team and prepare the project's financial claims to WEFO. Welcome to the team Kate!



Welsh Vineyard Association Meeting

We attended the **Welsh Vineyard Association** summer meeting held at Velfrey Vineyard, Whitland on the 6th of August. The meeting was an opportunity to present the project to new Welsh vineyards and to engage in a lengthy discussion about ways the project could benefit the wine producers. We left with several suggestions about ways to make our Wine sector in-depth meeting at the end of the year a success, as well as modelling and collaboration ideas from the producers.

Brewery Visits

In September Dr Juan Sanchez visited 5 breweries in South Wales to begin the data collection for Stage 3 of the project. We'd like to thank the breweries visited so far for their time and participation in the project. We have plans to visit more breweries over the next month.

Upcoming Events

Beer Sector Meetings

We will be holding more in-depth cluster meetings across South Wales with beer producers.

South America visit

Dr Vasco Sanchez Rodrigues and Dr Juan Sanchez will be visiting South America in December as part of the project research.

For more information please contact us:

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