

# SAVE THE DATE

**12 NOVEMBER 2018**  
THE MONDAY BEFORE  
THE BRAUBEVIALE 2018,  
IN NUREMBERG

Yes, modern brewing barley varieties have a long past reaching back all the way to antiquity!

With an ever widening demand by brewers for malt variety and with new environmental and climatic challenges facing many regions in the barley growing latitudes, breeders are now looking at the genetic material of old, as well as regionally specific barley varieties to secure a diverse and interesting supply of brewing barley for the future. This Symposium explores the history of many all-but-forgotten varieties. It elucidates their real and imagined potential, their scientific challenges, their sensory characteristics, a few success stories, and important tricks for developing heirloom & terroir recipes — all within the context of modern malt and brew houses.

**The RMI Analytics Heirloom & Terroir Barley and Malt Symposium is a compact and informative all-day session with international expert speakers!**

**EARLY BIRD FEE (30 April 2018): 750 Euro + 19% VAT**

**REGULAR FEE: 950 Euro + 19% VAT**

**STUDENT AND STARTUP FEE: 200 Euro + 19% VAT**

All tickets include full catering,  
electronic conference documentation and the evening event.

Please send us your contact details by email to [info@rmi-analytics.com](mailto:info@rmi-analytics.com), so that we can provide you with more material and information when available.



## WHO IS RMI

RMI Analytics is one of only a few independent advisory firms in the world specializing in brewing raw materials. Founded in 1999, today RMI Analytics has extensive relationships with a great number of the world's leading companies along the entire brewing raw material supply chain from breeders to growers to brewers.

RMI Analytics provides market insights, creates networking platforms and delivers advisory services for the industry in order to help our clients make better decisions.

## RMI TEAM



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## OFFICE IN HAMBURG

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RMI ANALYTICS PRESENTS AS PART OF RMI LEARNING

# RMI ANALYTICS HEIRLOOM & TERROIR BARLEY AND MALT SYMPOSIUM

**The Past as Prologue  
for Modern Brewers?**



**SAVE THE DATE**

**12 NOVEMBER 2018**

**NUREMBERG CONVENTION CENTER,  
NCC MITTE**

## LEARN ABOUT THE GROWING NEW LINES OF OLD HEIRLOOM & TERROIR BARLEYS AND MALTS

- # What are the family trees of modern crossbred barleys? Let's trace the genealogies of the most successful current barley varieties back to their foundation landraces!
- # What are the definitions of "heirloom" and "terroir" barley? Why are these categories important – for the breeder, the farmer, the maltster, the brewer?
- # Market analyses for heirloom and terroir malts in today's changing world of beer. How do breeders and maltsters select the right heirloom and terroir barleys to meet modern, sophisticated consumer expectations?
- # Back to the roots or back to the future? Processability of heritage varieties? Do all old barleys really make good beers?
- # Using heirloom and terroir malts in the reconstruction of historical and regional beer styles.
- # Heirloom and terroir malt success stories, narrated by brewers who have used these malts.
- # Panel discussion on "Heirloom and Terroir Malts: Why Now?", moderated by Horst Dornbusch.
- # See, feel and taste the difference! As part of the Symposium, breeders, maltsters and brewers will serve a wide spectrum of beers made with heirloom and terroir malts.

## Speakers confirmed to date

- ★ **MODERATOR AND SPEAKER: HORST DORNBUSCH**  
Founder, Cerevisia Communications, Consultant to the International Brewing Industry, Author, USA
- ★ **DR. MARTINA GASTL**  
Raw Materials Working Group Leader, Brewing and Beverage Technologies, TUM-Weihenstephan, Germany
- ★ **MARTIN BREUN**  
CEO BREUN Seed GmbH, Germany
- ★ **DR. DAVID GRIGGS**  
Technical Director, Crisp Malting Group Ltd., UK
- ★ **JAKE KEELER**  
Director of Marketing, Brewers Supply Group, USA and Canada
- ★ **WALTER KÖNIG**  
General Manager for Raw Materials, Bavarian Brewers Federation; General Manager, German Brewing Barley Association; General Manager, Hop Research Center Hüll, Germany
- ★ **DR. CHRIS RIDOUT**  
Senior Scientist, John Innes Centre, UK
- ★ **CHRIS SWERSEY**  
Supply Chain Specialist, Brewers Association, USA
- ★ **JOHAN SPENDRUP**  
CEO and Master Brewer, Gotlands Bryggeri AB, Sweden
- ★ **GRAHAM SHERMAN**  
Brewer & Founder  
Tool Shed Brewing Company Calgary, Canada
- ★ **WADE AND SCOTT MCALLISTER**  
5<sup>th</sup> Generation Barley Grower  
Antler Valley Farm, Red Deer, Canada



## RMI's activities

### EVENTS

#### World Barley, Malt and Beer Conference

RMI Analytics World Barley, Malt & Beer Conference is the most recognized conference for barley, malt and beer specialists around the world. Attended by about 300 people from some 40 countries, it features discussions of major industry trends. See also [www.wbmbc2017.com](http://www.wbmbc2017.com)

#### Crop Tours and Hop Tour to Yakima Valley

RMI Analytics Crop Tours provide first-hand information from the field for all those interested in malting barley. They include visits of trial plots, commercial fields, elevators, and other points of interest in selected regions.

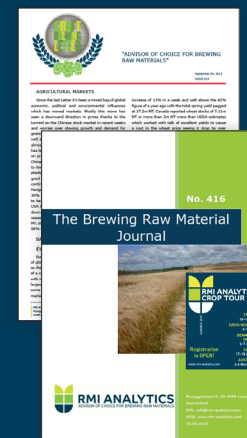
#### 2018 RMI Analytics Crop and Hop Tours (planned)

France – June, Czech Republic & Slovakia – June/July, United Kingdom – July, Denmark & Sweden – August, Canada – August, USA Hop Tour – September, Australia – October/November

### PUBLICATIONS

#### Brewing Raw Material Journal

Drawing on a wide network of sources within the brew raw materials supply chain and a comprehensive database of pricing and S&D information, the bimonthly BRMJ is the industry's premier information source.



#### Crop Tour Reports

Following each of the international crop tours, a comprehensive report is published about the condition of crops and the forecast from the field.