



**BRAU CONSULT
BCW GmbH
Dr. Ing. Andreas Weideneder**

**Business Consulting – Sworn Expert
Technology Transfer**



Profile of Activities for
Licence/Royalty Operations

A) Brewery Construction

1. Guidance with the choice of the location
2. Feasibility Study and Business Plan
3. Conceptual planning for the brewery building or the needed equipment
4. Brewing process and equipment engineering and consulting
5. Tendering of the brewery equipment and supervision of the negotiation process
6. Supervision of delivery and installation
7. Supervision of the commissioning/putting in operation of the plant and the overseeing of inspection by a technical institute of performance as guaranteed by manufacturers on commissioning
8. Overseeing the guaranteed operation of technical equipment as warranted by manufacturers

B) Brewery Expansion

1. Proposals for expansion/modification with regards to
 - a. Choice of area in existing brewery
 - b. Type of equipment,
2. furthermore see A)

C) Beer Production Technology

1. For beers brewed under licence
 - a. Production specifications
 - b. Yeast strain for the respective licensed beers
 - c. With any alteration of equipment, alignment of the specification
2. Suggestion for improvement of own branded beers



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- a. Analysis of weak points of used technology
 - b. Suggestions for improvement
 - c. Implementation of b.

D) Quality Control and Quality Assurance

- 1. The establishment of a functioning quality assurance system
 - a. Coaching with selecting laboratory equipment
 - b. Advice of the choice of analyses
 - c. Proposals for documentation/records
 - d. Evaluation of data and record of taken measures
 - e. Analysis of tests of residues
 - f. Trouble shooting

E) Raw, auxiliary and production materials

- 2. Specifications for raw materials
 - a. Water – technological biological
 - b. Malt
 - c. Hops
- 3. Supply with pure yeast culture of the respective Weideneder yeast strain
- 4. Assistance with the procuring of malt and hops
- 5. If required, specifications for auxiliary and production materials
- 6. Control of materials employed

F) Staff Training

- 1. At the licensee's brewery
- 2. At Brauerei Weideneder & Cooperating breweries
- 3. Visits to other breweries and suppliers, as well as exhibitions
- 4. Training at brewing technical colleges or universities like Weihenstephan or Doemens



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G) Other activities

1. Field of energy, environment and brewery construction
2. Special studies by Doemens of Weihenstephan
3. Training in machinery at manufacturers
4. Further education at Doemens or Weihenstephan
5. Use of a financial network
6. Coaching at special items in marketing and distribution of the licensed brands