



**B R A U C O N S U L T**  
**BCW GMBH**  
**DR. ING. ANDREAS WEIDENEDER**

**Betriebsberatung -- Ingenieurbüro**  
***Competence in brewing since 1439***



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## **VITA**

Born in Burghausen, Bavaria, Germany, Dr. Weideneder represents the 6<sup>th</sup> generation of the eponymous Bavarian brewery "Brauerei Weideneder". After graduating as Graduate Engineer in Brewing Science and Technology from the Technical University in Munich Dr. Weideneder spent his academic career in Weihenstephan, where his promotion research received the best award. Due to his academic background in brewing science and his professional activity as private lecturer he has been able to build an extensive network of brewing science and universities in Germany. His professional experience encompasses practical experience in the beverage industry as well as expertise in management functions and relating IT processes. Since 1995 Dr. Weideneder has acted as technical and economic consultant for various international projects providing services including inter alia business reengineering & optimization, product development, project management and ISO certifications. Dr. Weideneder is a sworn legal expert at court for commercial and technological affairs. Throughout his career Dr. Weideneder has developed various new types of beers and beverages and acts as licensor thereof.

## **COMPETENCE**

*Brau Consult BCW GmbH* is an independent international active business consultancy of the beer & beverage industry and has pertinent experiences and skills in various technical and commercial affairs.

The owner, Dr. Andreas Weideneder, himself originates from a 500-year-traditioned Bavarian brewery and is:

- ◆ Practical experienced brewer
- ◆ Former brewmaster/CTO of German breweries with large CAPEX responsibilities with new projects and investments
- ◆ PhD & Dipl. Ing. f. Brewing and Beverage Technology (Weihenstephan),
- ◆ Quality/Environmental-Management-Auditor for DIN EN ISO 9000 and Ecologic Certifications acc. DIN ISO 14001,



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- ◆ Expert witness for evaluation, planning, engineering and technology of the beverage industry, mediator
- ◆ Convinced service company holder

### **PERFORMANCES**

- ◆ Construction and project management, planning & design, realisation, commissioning of equipments,
- ◆ International technology transfer
- ◆ Product & process design and development incl. recipes and formulas for various beers and beverages
- ◆ Joint Venture project management, Chief Restructuring Officer, M&A Services, management of strategic partnerships
- ◆ Business and Technological Process development and optimizations
- ◆ plant infirmity analysis, Benchmarking
- ◆ Expert opinions, mediations, operative controlling
- ◆ Implementation of renewable energy systems like
- ◆ Quality- + environmental management system: consulting and training
- ◆ Business plans, , financial plans, redevelopment and stabilization, cost accounting

### **PARTNERSHIP FOR**

- ◆ Craft & industrial brewing & beverage scene in its technical, technological, commercial challenges and projects
- ◆ Project & intermins management, product developement
- ◆ Joint Venture project management
- ◆ Equipment extension and rebuilding
- ◆ Lean management operations and business reengineering, plant & project cost reduction
- ◆ Expert opinions and mediations
- ◆ Quality and Environmental Management Systems (ISO 9000/14001)