



Brewers Association Yeast Supply Management Best Practice Guidance Request for Proposal

Overview

The Brewers Association (BA) wishes to develop a resource to help brewers communicate their needs regarding yeast supply purity and align expectations between yeast suppliers and brewers. As the number of craft brewers and yeast suppliers continues to grow, along with the proliferation of yeast strains used within individual breweries and throughout the industry, it is important to set standards to ensure beer quality and consumer safety.

The BA desires to establish clear and understandable guidance for craft breweries, with a specific emphasis on the small producers and develop a resource that will serve as the accepted “industry standard.” The resource must address the supply of pure culture yeast and best practices for suppliers and brewers to minimize contamination with unwanted microorganisms. Recommended methods to ensure yeast purity and cell count accuracy should be outlined.

The successful vendor will bring substantial experience with yeast supply, propagation and quality control, as well as brewery yeast management practices. The vendor will also provide guidance that balances realistic needs and expectations from yeast suppliers and brewers alike.

Scope of Work

At the completion of the project, BA will own substantive content addressing yeast supply management for use by and of value to its many diverse members, as well as industry yeast suppliers. BA brewery member operations range in size from very small (<100 bbls annually) to relatively very large (> 2 MM bbls annually) with differing process and packaging procedures. The successful vendor will work with the BA to identify the appropriate deliverables to produce the resource as described. Examples of the deliverables are:

1. Written content for one manual, delivered to BA creative department in final form as text or MS Word format documents.
2. Graphic content (such as images, charts, tables, spreadsheets, templates, flowcharts, decision trees, audit forms) in formats mutually agreed upon by vendor and BA creative department.
3. Additional content needed for development of one or more web-based resources to be housed on BrewersAssociation.org

Work for Hire

The work product results for this project will be considered “Work for Hire.” All content and resources will become the copyrighted property of Brewers Association for use by BA staff and members at their discretion. Brewers Association will own all copyright to the resulting work product and content.

Expectations

BA requires a vendor who has extensive knowledge with yeast supplier practices and craft brewery best practices. The vendor will be able to effectively work in collaboration with BA staff, BA quality subcommittee and BA member and other breweries. Therefore,

- Vendor will foster a relationship of trust and confidence between themselves and BA.
- Vendor will provide qualified personnel, dedicated to the success of the project.
- Vendor will use their expertise to accomplish the work within the schedule and budget term found in Project Information section.
- Vendor will organize topics with attributes as described in this RFP.
- Vendor will work to identify knowledge gaps, and then fill those gaps.
- Vendor will work to understand the diverse nature of BA membership.

Proposal

Please include the following information in your proposal of 5 pages or less:

1. List and describe individuals on the team who will participate in the project.
2. List similar project experience with references including contact name and email/phone.
3. Describe your approach to meeting the schedule and goals of the project defined in this RFP.
4. Describe how you will reach out to BA member brewers, non-member brewers, and vendors to identify best practices, knowledge gaps, and resources for gathering content.
5. Describe your vision of the manual – approximate length, amount of imagery, etc.
6. Describe what you need from the BA to achieve success.
7. Describe the values by which your company makes decisions.

Project Information

Organization and Format

BA desires that the final printed documents will have the look and feel of similar Brewers Association resources such as [Good Manufacturing Practices for Craft Brewers](#), [Food Safety Plan for Craft Brewers](#) and [Hazard Assessment Principles](#).

Content organization should therefore follow a similar framework when possible.

Tone and Level of Communication

Concepts and standards will be communicated in a manner that will be understood by and applicable to:

1. Brewery members who may not be trained in laboratory methods, including microbiological media, PCR, and other common methods.
2. Brewery members who have advanced training in laboratory methods.

Verbiage must be developed sufficiently to accomplish this important goal. Concepts and standards will be conveyed with heavy usage of images, diagrams, photos, drawings, templates and sample forms.

Attributes

Final content will contain information applicable to many sizes and types of members. For example, material must be usable by the following brewery types:

- Brewpubs
- Tap Room Breweries
- Small packaging brewing companies (1-15,000 bbls annually)
- Mid-size packaging brewing companies (15,000 - 50,000 bbls annually)
- Bigger regional & national packaging brewing companies (over 50,000 bbls annually)

The resource should address the following topics, specifically:

- Suppliers' and brewers' obligations and responsibilities
- Potential risks to suppliers, brewers and consumers
- Quality Control/Quality Assurance techniques recommended for yeast suppliers
 - Traditional plating, differential media, PCR, additional
 - Advantages, limitations, capabilities of each
 - Frequency of purity testing
 - Diastaticus detection
- Quality Control/Quality Assurance techniques recommended for brewers
 - Strategies for cross-checking and maintaining culture purity
 - In-house QA/QC, third party analysis
 - QA/QC methods for managing multiple yeasts/bacteria
 - Traditional plating, differential media, PCR, additional
 - Standard cleaning and sanitizing practices, and validation
- Setting expectations between supplier and brewer
 - Aligning QA/QC needs based on supplier/brewer capabilities
 - Communication of fermentation capabilities
 - Specifications for levels of contamination
 - Cell count specifications and methods
 - Specifications to include in a COA
- List of available resources addressing relevant topics for suppliers and brewers

The resource will address and include additional attributes determined to be relevant by the vendor and the BA Quality Subcommittee.

Preliminary Schedule - Can be adjusted as necessary

- 12/1/2018 – RFP advertising date.
- 1/16/2019 – Proposal submission deadline.
- 2/15/2019 – Vendor proposal to be chosen by BA.
- 2/15/19 – 3/15/2019 – Meetings with vendor and BA representatives as necessary.
- 5/1/2019 – Initial draft submitted to BA for input and review by Quality Subcommittee /and BA staff.
- 6/1/2019 – Draft fine-tuning with BA staff and Quality subcommittee complete.

- 7/1/2019 – Final documents delivered to BA in pdf, spreadsheet and other formats to BA creative department. Exact formats of each text, graphic, and any other content will be mutually agreed upon by vendor and BA creative and web departments. BA creative and web departments will then convert documents into formats to be delivered to/published in a web-based home.

Budget

\$50,000.00 is available in 2018-19 for development of the resource.

Process:

By the 15th of each month status updates will be provided by the vendor to the BA during development of the resources as outlined in the schedule above. Updates will be in the form of periodic project summaries, outside or in addition to ongoing correspondence between vendor and BA staff.

Payment:

Payments from BA to vendor will be roughly matched as in the following example scenario.

- 3/1/2019 – \$12,500: Initial payment
- 5/1/2019 – \$12,500: Initial draft submitted to BA
- 7/1/2019 – \$25,000: Final documents delivered to BA

Payments will be made to vendor within two weeks of receipt of required documents being received by the BA. Final documents will be in a form mutually acceptable to vendor and BA staff, web and creative teams.

About the Brewers Association

The Brewers Association is a 501(c)(6) not-for-profit trade association. The Brewers Association is an organization of brewers, for brewers and by brewers. More than 4,800 U.S. brewery members and 45,000 members of the American Homebrewers Association are joined by members of the allied trade, beer distributors, individuals, other associate members and the Brewers Association staff to make up the Brewers Association. The BA homepage can be found at <https://www.brewersassociation.org/>.

Purpose

To promote and protect American craft brewers, their beer and the community of brewing enthusiasts.

Core Values & Beliefs

- At the Brewers Association we believe in:
- Promoting and celebrating the small, independent, traditional and innovative culture of American craft brewers
- Vigorously defending our industry and providing craft brewers with a unified voice
- Fostering transparency within our own organization
- Supporting and encouraging the responsible enjoyment of beer
- Providing stewardship for 10,000 years of brewing history
- Educating brewers and consumers about the diversity, flavor and quality of beer
- Improving the economic health of American craft brewers

- Working to build a collegial community of brewers, homebrewers and brewing enthusiasts
- Promoting ethical and legal trade practices
- Building relationships and collaborating with our industry partners

About the BA Technical Committee and the Quality Subcommittee

BA members include hundreds of start-up companies, which by definition are small, as well as established companies with years or decades of maturity. Members include brewpubs and taproom breweries as well as packaging breweries. The primary focus of the Technical committee is to support members in their businesses by creating best practices for the industry in the areas of draught quality, quality, safety, sustainability and other brewery operations. The Quality Subcommittee's overriding mission is to continue the advancement of quality within the craft brewing community.

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