

CASE STUDY

ODELL BREWING LAUNCHED A KETTLE SOURED BEER AS A YEAR-ROUND BRAND



One of the challenges for Odell Brewing was at the height of brewing their latest release, they were checking the TA of the kettle and sour stock every hour.

OVERVIEW

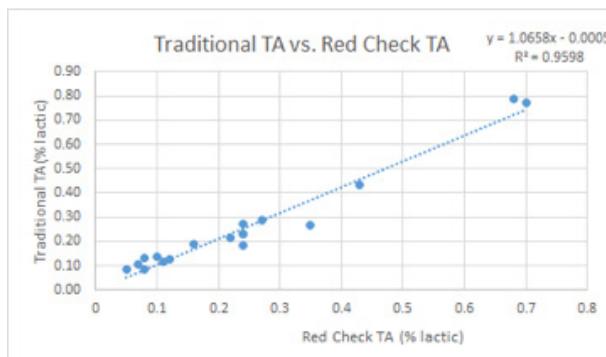
When looking to simplify its TA process, Odell looked to RedCheck to standardize the process. Historically, Odell measured TA with ASBC MOA Beer-8A. While traditional TA's have a high degree of precision they also require some set up, focused effort for 5-10 minutes, and are easy to overshoot in which the process needs to be restarted.

RESULTS

"To validate RedCheck for our processes, we ran both methods concurrently and gathered the following data: With an R² of 0.96, average difference of 0.05 % Lactic and standard deviation of 0.08 % Lactic, we felt good enough to be able to use RedCheck and standard TA's interchangeably, depending on what resources are available when the testing is needed."

CHALLENGES

"At the height of brewing our latest release, we were checking the TA of our kettle and sour stock every hour or more which became onerous for our lab and brewing teams. Historically, it has been a difficult task to add on to a brewer's many duties, especially in the absence of assistance and the time required to complete it has led to overly soured brews in the past."



SPOTLIGHT ON ODELL BREWING COMPANY

Industry Craft Beer and Brewing
 Founded 1989
 Founders Doug, Wynne and Corkie Odell
 HQ Fort Collins, Colorado
 Website odellbrewing.com

FOCUSING ON A REGIONAL SLOW GROWTH MODEL

Odell Brewing is now the 22nd largest craft brewery in the country distributing beer to just 18 states. While the brewery crafts a variety of beers, its roots are built on British styles. Innovation and creativity meet balance, consistency and quality in each brew.

This balance is a not just a philosophy for the beers Odell Brewing crafts, it's a foundation for the company as a whole. The brewery's managed growth strategy has created and fostered a culture of family and collaboration. In 2015, the Odell family founders sold the majority of the company to its co-workers (now co-owners) in a combined management buyout and ESOP.

"We've been incredibly pleased with Beyer's Analytical RedCheck kits. The RedCheck method requires less set up, takes about 3 minutes to complete, and is more difficult to overshoot."

Jordan Kelly, Lab Lead
 Odell Brewing Company