



# Why Invest in QA/QC?

## White Paper

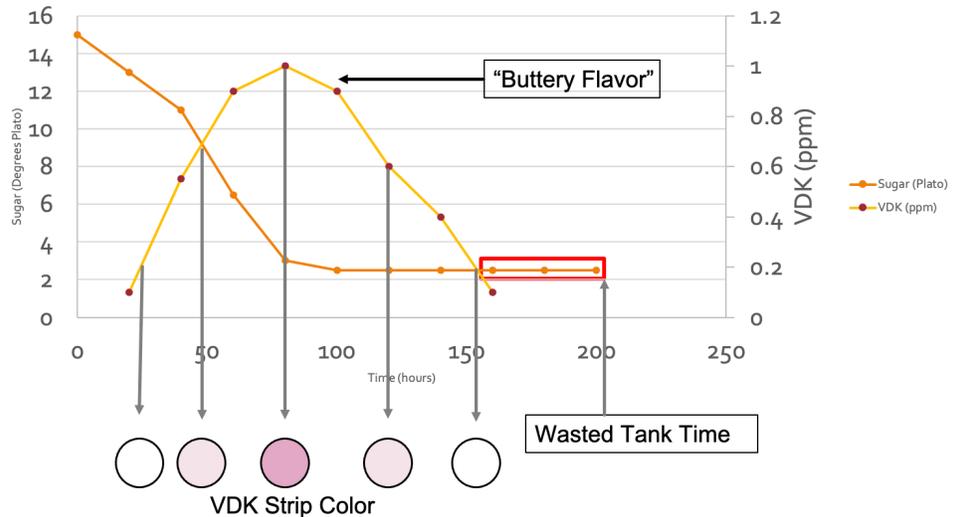
### WHAT ARE BEYERS CHEMICAL VDK TEST STRIPS?

Beyers Chemical VDK Test Strips were created by brewing chemists so that professional brewers have an analytical tool for monitoring VDK concentrations quickly and accurately without expensive instrumentation.

### WHY INVEST THE MONEY FOR BEYERS CHEMICAL VDK TEST STRIPS?

The strips pay for themselves with expected minimum return-on-investment (ROI) of 100% for all brewers and many times higher for most brewers. This is accomplished by preventing common problems for brewers while potentially allowing for increased revenue.

Example of Typical Fermentation Curve



### PREVENTATIVE ROI ACTIONS MADE POSSIBLE BY BEYERS CHEMICAL VDK TEST STRIPS

#### 1. Shift QA/QC costs upfront and catch problems early.

Data collected shows that brewers, on average, are willing to spend \$450-1100 on testing alone to verify that a single batch of VDK-containing beer is not “drinkable” prior to dumping or selling to a distillery, and this doesn’t even scratch the surface of revenue lost from “not drinkable” batches of beer. Shift these expenses to the front of your process and invest in VDK Test Strips to catch problems early. An ounce of prevention is worth a pound of cure.

#### 2. Perform proactive quality control to avoid tarnishing your brand because bad beer can happen to anyone.

An internal Beyers Chemical survey of random brands pulled off shelves in liquor stores found that 15-25% were packaged with VDK’s present at 300ppb or greater with lagers, IPAs, and stouts being the main culprits. Avoid ending a fermentation too early and protect the integrity of IPA flavor by monitoring for the “dry-hop VDK bump.” Use the VDK Test Strips to avoid kegging and/or canning finished beer that contains excessive VDK’s.

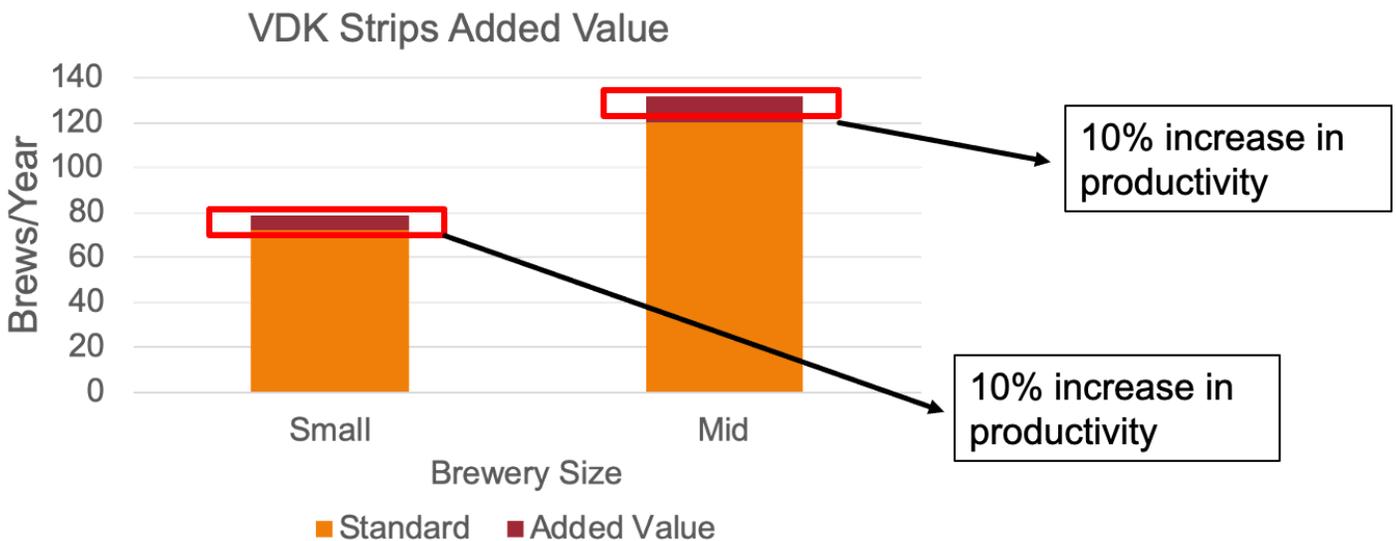
# GROWTH ROI ACTIONS MADE POSSIBLE BY BEYERS CHEMICAL VDK TEST STRIPS

## 1. Build accurate VDK curves for every style of beer and start to really understand your ferments.

Robust VDK curves can lead to higher quality beer and potentially decreased tank sitting time. Extrapolated over the course of a year, decreased tank sitting time can lead to as much as a 10% increase in annual revenue, and 20-40% increased earnings as fixed costs (i.e. rent, staff, etc) remain the same per year. It's no coincidence that the most successful breweries are fixated with VDK curves.

## 2. Help your staff do more.

The Beyers VDK Test Strips can free up your staff from performing time-consuming VDK assays and allow for more VDK assays to be performed in a day. The VDK strips will also eliminate any ambiguity from the "sniff" test.



Contact Us for more information!



[beyerschemical.com](http://beyerschemical.com)



(970) 480-1003



[support@beyerschemical.com](mailto:support@beyerschemical.com)

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