Contents

• Our name's changed
• LinkedIn and Twitter
• Craft Brewers Conference, Portland, USA
• EBC, Porto, Portugal
• MSc course news.
Brewing Science by any other name…

– Professor Joanne Hort, SABMiller Chair of Sensory Science & Head of the International Centre for Brewing Science.

The International Centre for Brewing Science.

“Welcome to the current edition of Brewing Matters. I’m delighted to announce that the brewing group at Nottingham is now recognised as the International Centre for Brewing Science, yes, ICBS for short - I’m sure it won’t take too long to catch on. It is fitting recognition given our international research profile and the international nature of our Masters programmes. As you will have noticed there have been a few changes over the past year with new staff joining us and the launch of our new on-site full-time Masters course in Brewing Science and Practice. As we continue to grow applying contemporary science and pioneering sensory understanding to deliver outstanding value to the international brewing industry why not keep in touch via our new LinkedIn account and follow us on twitter”.

Deserve a tweet… join us on Twitter and LinkedIn

– David Quain, Associate Professor, ICBS.

“As a chap of a certain age it brings a wry smile to be the ‘social media’ correspondent at the ICBS. I have been a long-time user of both Twitter and LinkedIn. Both are great vehicles for communication and networking. That said for me ‘tweets’ on Twitter are best when they are interesting, informative or – dare I say it – entertaining! Personally I’m not a fan of my timeline being littered with trivia of the ‘what beer I’m drinking at the moment’ sort! The ICBS is newly on Twitter, please follow and interact via @UoNBrewing.

LinkedIn is somewhat different, being primarily a networking tool. Here you have a ‘profile’ detailing your experience, qualifications and skills. The usual rules apply in terms of ‘selling’ yourself. I prefer a light touch rather than the overly earnest. Overegging isn’t wise, you get found out. A photograph is good but it should be a quality image that does the job. Not surprisingly LinkedIn is part of the armoury of getting a job these days. Employers and recruiters check you out via LinkedIn! In addition, LinkedIn has ‘groups’ which you can join. There are loads of brewing groups such as ‘People in Brewing’ (ca. 10,000 members) and the 'Institute of Brewing and Distilling' (ca. 7000 members). These are great at providing Q&A especially if moderated to filter out the clutter! The ICBS is now on LinkedIn, the group is nattily and rather obviously called the ‘International Centre for Brewing Science at the University of Nottingham’!

With your help both sites can be powerful routes to communicate/interact and (of course) stay in touch with the ICBS. Please join us on one or (preferably) both sites!”
Attending the Craft Brewers Conference in Portland, Oregon, USA, 14th-17th April? Please come and visit us on stand 856 at the exhibition.

Our ICBS team members, Steve Price and Chris Powell will be on STAND 856 (next door is BFBi- another British contingent!). Come and visit our stand to learn about our well established e-learning postgraduate courses in brewing science. These include a full time or part time Masters course and short courses which can be studied on a more individual basis. Discover how these could benefit you or your employees – or just come by for a chat and to meet the team members.
Not able to make America? Then hopefully you’ll be able to visit us at EBC, May 24th-26th, in Porto, Portugal.

Visit **BOOTH 21** to meet the ICBS staff and students to find out more about brewing science at the University of Nottingham: both our courses and extensive research programme. The university will be well represented at the conference with students and staff delivering both oral and poster presentations.  
*Here is a taster of what you might expect from them at the conference.....*

**Oral presentations:**  
Professor Joanne Hort: ‘Distinguishing beers via their temporal sensory signatures’.  

**Jörg Maximer, PhD student:** ‘Modelling beer flavour stability as a function of its key factors: interactions between SO2, DO, metal ions, hop acids, polyphenols and thiol concentrations in a commercial lager’.

**Oladokun Olayide, PhD student:** ‘Impacts of hop bitter acid and polyphenolic profiles on the perceived bitterness of beer’.

**Poster presentation:**  
Dr. David Cook: ‘A novel beer fining and stabilising agent extracted from hops’.

Don’t forget to visit **BOOTH 21** to meet everyone.
Can’t make either of these venues? You can still find out more about ICBS, our courses and research programme as follows:

Web: http://www.nottingham.ac.uk/brewingscience/
Email: brewing.science@nottingham.ac.uk
LinkedIn: International Centre for Brewing Science at the University of Nottingham.

**MSc course news.**

January and February heralded the customary residential courses for 5 modules of the MSc in Brewing Science involving a total of 32 students. These courses provide the opportunity to develop theories and practice through traditional face-to-face teaching techniques and end with the all-important written exams. The modules featured lecture contributions from a host of experienced speakers from the brewing and allied industries in addition to University staff. The students also took part in various workshops and, depending on the module, engaged in sensory and laboratory practical sessions and had the opportunity to give oral and poster presentations to develop their personal skill base.

But not all was hard work! During the “Packaging of Beer” Residential Course, the students visited Thornbridge Brewery in Bakewell, right in the heart of the Peak District. For one student, the trip was educational before he arrived as the wintery landscape provided his first sight of snow!

Despite its comparatively small size, Thornbridge provided a very interesting location to visit as it has an unusual approach to clarification and microbiological stability – beer is centrifuged for bottling and the filled bottles are not pasteurised. Having a slow speed bottle filler was also very helpful since all aspects of the process could be clearly seen. The staff at Thornbridge could not have been more welcoming and were very keen to share their process details and expertise with the students. They also very kindly provided samples of their excellent Jaipur IPA, which helped lubricate debate during the coach ride back to Nottingham!

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Forthcoming publications: