



The Impact of Implementing Speedy Breedy for  
Rapid Hygiene Monitoring and Routine Analysis of  
Beer Samples.



A Speedy Breedy Story





**W**est is the first UK brewery to produce its lagers and wheat beers in accordance with the Reinheitsgebot, or German Purity Law.

Winners of the best pub in Glasgow 2014 and being awarded as a Family Outlet for several years in a row really describes our culture at West. We are based in the iconic Templeton building which is modelled on the Doge's Palace in Venice and gives the location a rustic, traditional feel. This building was previously a world-famous carpet factory.

West Beer was the brain child of Petra M Wetzel which became reality in 2006. We are proud of our German head, who fell in love with Scotland at first sight and decided to start a brewery because her dad couldn't get a decent lager offered by local brews.



**Glaswegian heart, German head** indeed sums up our philosophy and is deep rooted in our work ethos.

### Our Award Winning Beers



## OUR CHALLENGE

We started selling about 10 Kegs a week of lager initially and in less than five years it has moved up to 200 kegs around the UK.

*Food safety is at the core of West's philosophy and daily operational practices.*

The challenge at West Beer was to implement routine testing strategy that was accurate and consistent throughout the brewery, minimise operator error, was easy to use and provided quick results for early positive release. We did not send samples to the lab on regular basis and therefore it was pivotal to have a quality check in place. As part of our expansion strategy, this new testing regime had to deliver these advantages while reducing the cost and time of analysis.

## SOLUTION

Being the Head Brewer my role is to ensure quality at all times and when Preeti introduced us to Speedy Breedy the WEST crew could see benefits of using Speedy Breedy in-house instantly.

Speedy Breedy has been designed to be used by non-experts across the world. I would place a special emphasis on its size, speed, accuracy and ease of use.

We conducted regular hygiene monitoring of brewing equipment and working environment along with wild yeast tests of beer samples. Speedy Breedy proved to be highly efficient in providing results in hours rather than days, if the samples were sent to a laboratory.

A set of samples being tested in Speedy Breedy were sent to Bactest's laboratory to compare time and results with traditional agar plating.



## CONCLUSION

Speedy Breedy gives us the ability to monitor our working environment, to track any trends and it gives us the power to react quickly should there be any changes. Everything is in house, incredibly fast and reliable and at the press of a few buttons. Speedy Breedy is ideal for a small business like ourselves who are very conscious about quality.

“Speedy Breedy has been a useful tool in the brewery. It was incredibly easy to use and I found the specificity of different culture media particularly useful as I could run two different test at the same time. Speedy Breedy brought relatively quick peace of mind to micro checks in a way that external laboratories simply, in my experience, couldn't.”- Simon, Brewer at WEST

“We found Speedy Breedy extremely useful as it provided more information that we wouldn't have had otherwise. We intend to use it regularly to monitor wild yeasts and environmental hygiene at the brewery.”- Luke, Head Brewer at WEST

# Industries Speedy Breedy Operates in



## *Speedy Breedy*

Available from: **Protecnica Solutions Ltd**

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