



- CUSTOMER SUCCESS STORY -

### Blue Ocean Beverages in Goa, India

## Taking the quality of spirits seriously: Indian drinks producer Blue Ocean Beverages

*Over the last three decades, Blue Ocean Beverages, located in Goa, West India, has built up a solid reputation on the Indian spirits market. Its modern plant employs the latest in alcohol test-ing to ensure the highest standards of quality are met.*

**Relevant for: spirits**

Blue Ocean Beverages produces a wide range of alcoholic beverages, including whisky, rum, vodka, brandy, and gin. Longstanding and very popular brands are “Bell Wether Whisky” and “Gold Crest Brandy”. From the sourcing of high-quality ingredients to the blending, and bottling, Blue Ocean Beverages makes the conscious choice for quality. The quality team led by Mr. Vijet Nayak makes a significant contribution to the consistent quality of the products. With the recent addition of a DMA 4500 M density meter from Anton Paar, the alcohol content of the spirits can be tested during production and also before bottling with a state-of-the-art digital device.

### The right tool for the measurement

#### Mr. Vijet Nayak

*“Now we spend less time measuring and get things done quicker.”*

Mr. Vijet Nayak, Quality Control Executive at the plant, explains the reasons behind the purchase of this spir-its testing device: “We used to determine the alcohol volume using hydrometers but this took too long and wasn’t accurate enough. Blue Ocean Beverages only accepts the highest quality standards and therefore we looked for a better alternative.” This alternative was the DMA 4500 M density meter, which measures the density and temperature and automatically calculates the %v/v alcohol using built-in alcohol tables. Mr. Vijet is particularly happy about the short measuring time of around 2 minutes per sample and low sample volume required. As he explains: “Now we spend less time measuring and get things done quicker.”



*Quality in production, quality monitoring in the laboratory*

### Simple filling, reporting, and calibration

Mr. Vijet also appreciates the simplicity of working with the DMA 4500 M: “When we blend our superior whis-kies, we use the DMA 4500 M to measure the alcohol – and also before bottling as a final check. There are up to 5 people at any time working with the device, so it’s important that it is easy to use. We fill with a syringe and the density meter tells us whether the filling is bubble-free or not. We just fill the sample and the DMA does the rest. After the measurement, we get a printed report with the results.” During regular operation, the laboratory team undertakes between 5 and 10 measurements per day on a variety of different samples.

Apart from simple cleaning between samples after each measurement, the DMA 4500 M density meter also requires periodical checks and adjustments to ensure correct measurements. Mr. Vijet confirms: “We adjust the device to keep it running at its best. It’s an easy procedure with air and bidistilled water and just takes minutes.”



Spirits produced at the modern facility are sold locally and exported

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*We wanted to keep the quality of our beverages high so we went for high-quality instruments for measurement.*

Mr. Vijet Nayak

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### Keeping up with new trends

Tastes change and new trends provide good opportunities to expand market share if a company is quick enough to recognize the trend and flexible enough to respond to it. Following new trends and demands from the market, Blue Ocean Beverages has recently expanded its portfolio to include a range of vodka drinks. These mixtures include vodka with flavors such as vanilla, guava, coffee, and pineapple, and are primarily aimed at people in their 20s.

## Quality is the key to customer satisfaction

Whether a trend takes off or a beverage becomes successful depends on many factors. At Blue Ocean Beverages quality is taken very seriously across all levels, from the management to the factory workers. A consistent and high quality of beverages contributes to a good reputation and supports both sales and exports. In the laboratory, Mr. Vijet is happy with his DMA 4500 M for measurements on the spirits. To check the content of the CO<sub>2</sub> in the cola used for cola-rum mixtures, the quality team is using a CarboQC from Anton Paar. This battery-operated, portable carbonation meter can be connected to the PFD piercing and filling device in the lab to check the CO<sub>2</sub> in the beverage directly from the packages.

Looking back on the decision to equip the laboratory with Anton Paar devices, Mr. Vijet summarizes: "We wanted to keep the quality of our beverages high so we went for high-quality instruments for measurement. Anton Paar's subsidiary in India installed the equipment and gives us support whenever we need it."

As Blue Ocean Beverages continues to dominate the spirits market in the region and increase its exports from the nearby Murmugoa port, their recipe for success seems to be a dedication to quality and customer satisfaction and a good intuition for new trends.



*The plant produces whisky, rum, brandy, gin, and a number of mixed drinks*

### Main points at a glance

**MEASURED PARAMETERS** %v/v alcohol, CO<sub>2</sub>

**SAMPLES** Whisky, rum, brandy, gin

**INSTRUMENTS** DMA 4500 M, CarboQC with PFD piercing and filling device

**ACCURACY** 0.00005 g/cm<sup>3</sup> (density meter)

**SAMPLE THROUGHPUT** 5 to 10 samples per day measured on the DMA 4500 M density meter