Anton Paar

Helping Brands,
One Anton Paar Instrument at a Time

Relevant for craft brewers, winemakers, distillers

→ Craig Groeneveld, founder of Master Brewer Consulting, has been using Anton Paar instruments in his beverage industry consulting for over 20 years.

With over 20 years of experience in the beverage industry, Craig Groeneveld, the founder and director of **Master Brewer Consulting** in South Africa, has been around Anton Paar instruments for close to two decades. From helping turn around beverage brands to ensuring the quality of final products, he currently advises beverage companies on a whole range of issues.

Master Brewing Consulting and Anton Paar
As a beverage consultant, Craig Groeneveld knows a thing or two about the challenges facing today's beverage industry. With stints in Europe, Asia, and Africa, Groeneveld has had a lot of touchpoints with the industry around the world over the last 20 years.

With experience consulting a range of industry players for soft drinks, wine and spirits, beer, and flavored alcoholic beverages, Groeneveld interacts with Anton Paar instruments on a daily basis.

Pressing challenges, Anton Paar solutions
Measuring alcohol accurately and quickly is crucial when producing wine and spirts, flavored alcoholic beverages, ciders, and beer. According to Groeneveld, one way for beverage brands to increase throughput (by reducing analysis turnaround time), improve quality (accurate measurement of sugars), and reduce costs (reduce alcohol give-away) is to measure samples in under five minutes with Anton Paar's Alex 500 and Snap 51.

→ Anton Paar's Alex 500, a compact alcohol and extract meter, determines alcohol and extract content as well as other related parameters, including calories and degree of fermentation.

"If you don't measure it, you can't track it. If you can't track it, you can't improve it. And if you're going to track it, then you should use the best tracking equipment: Anton Paar's."

Craig Groeneveld, Master Brewer Consulting

"Compared to other methods, like using a pycnometer, hydrometer, or saccharometer, these instruments are much more accurate and far quicker," he says. What's more, when Groeneveld works with breweries, he is often asked to go in and show them where their losses are. "Part of my answer is always Anton Paar," he says. "With Anton Paar equipment, these breweries can really optimize their processes."

Peace of mind from the start

As Groeneveld describes it, working with Anton Paar is straightforward. Once the instruments are installed, it's really easy to calibrate and use them, and his clients know they're accurate.

"Plant managers don't need to panic since Anton Paar instruments are even more accurate than what beverage regulations require," he says. "They won't run high losses on product that's out of spec, which is incredibly important. Basically, once the instruments are there, they can really run on autopilot."

Simplicity and service, guaranteed

From his time in various plants, he also knows how easy Anton Paar instruments are to use. As he points out, it's one thing to measure various parameters in one go. "But the trick," he explains, "is to make all of them easily readable, which Anton Paar instruments do."

Another thing Groeneveld considers a major benefit of Anton Paar is its customer service. If there's an issue with an instrument, "Anton Paar always provides quick turnaround time and sound advice. I always tell my clients: You can pick up the phone, actually talk to someone, and get a technician in the field."

FIND OUT MORE

www.anton-paar.com/apb-alcohol-meter

→ Anton Paar's Snap 51, a portable instrument that provides results in seconds and measures alcohol content in all sugar-free distilled spirits of any strength – along the whole production process.

"Having Anton Paar equipment is a badge of honor."

Craig Groeneveld,
Master Brewer Consulting

Instruments	**Alex 500**	**Snap 51**
Instrument type	Compact benchtop alcohol and extract meter	Portable alcohol meter
Samples	Beer, wine, cider, spirits, liqueur, sake	Distilled spirits
Measured parameters	Standard mode: Alcohol at 15 °C or 20 °C, density, SG, apparent/total/real/original extract, original/present gravity, real/apparent degree of fermentation, calories, degrees lost, spirit indication, Nihonshu-do, Ekisu Fermentation monitor mode: Density, SG, °Brix, °Balling, °Plato, °Baumé, °KMW, °Öchsle, °Babo	Alcohol at 15 °C or 20 °C, sugar concentration, density, SG
Accuracy	Alcohol: → 0.2 %v/v for beer, wine, cider, sake, and spirits with a total extract of <100 g/L → 0.4 %v/v for liqueurs with a total extract between 100 g/L and 450 g/L Density: 0.001 g/cm³	0.1 %v/v Alcohol