



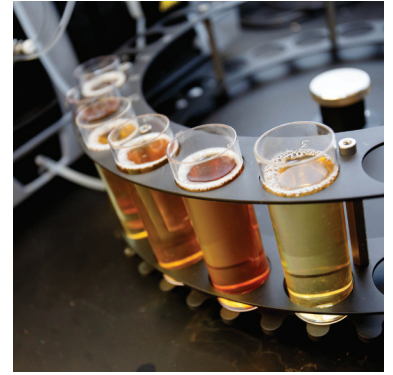
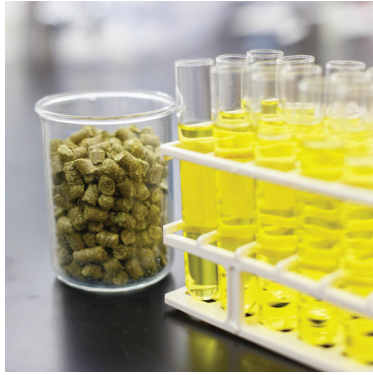
Center for Craft Food & Beverage

New York State's first and only brewing industry resource for testing, education, and business development.

Providing:

- quality testing
- industry-oriented research
- professional development
- business planing

The Hartwick College Center for Craft Food & Beverage supports small and mid-sized breweries, distilleries, farms, and other craft food and beverage producers with the expertise and technical support you need to ensure the quality of your product so you can grow your business. We understand and honor the need for confidentiality in a competitive business setting.



Quality Testing

Why?

- To ensure product quality, process efficiency, and product and process innovation
- To enhance product stability and shelf life

How?

- Through fully equipped, state-of-the-art laboratory providing quality assurance testing for the brewing, malting, food, and beverage industries
- Assessing physical and chemical composition of barley, malt, hops and beer along the supply chain from raw material to finished product
- Using approved methods of the American Society of Brewing Chemists

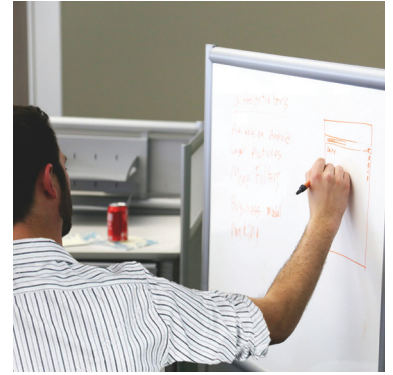
Research

Why?

- To maintain and enhance product quality
- To find solutions to producer-specific problems

How?

- Through collaborative work between scientists and businesses
- Through industry-oriented research in applied theory, including:
 - Malting and brewing science
 - Chemistry of aroma compounds
 - Product shelf life and stability
 - Microbiological safety
 - Analytical method development



Education And Training

Why?

- Seminars and workshops related to quality, for example:
 - Implementing quality control programs in the brewery
 - Evaluating barley and malt quality
- Laboratory and equipment instruction
- Instruction in industry procedures and best practices

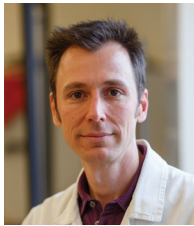
How?

- Dedicated classroom space and demonstration laboratories
- By leveraging the intellectual capital and resources of Hartwick College

Business Services

Help entrepreneurs and businesses start, grow, and be successful through:

- Business plan development
- Market analysis (demand trends and projections, market structure, supply trends and cost drivers)
- Agricultural policy analysis
- Return on investment (ROI) project evaluation
- State Environmental Quality Review (SEQR) assistance
- Expertise provided by Hartwick College economics and business faculty



Aaron MacLeod, Director

Hartwick College Center for Craft Food & Beverage

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