

## **WHITE LABS YEAST DEVELOPS PUREPITCH PACKAGING FOR HOMEBREWERS**

*New FlexCell™ Process and Packaging Ensures Yeast Quality and Purity; Reduces Impact on the Environment*

**GRAND RAPIDS, Mich. (June 11, 2014)** – Following White Labs’ recent announcement of its proprietary [FlexCell™ propagation process](#), the San Diego-based company is unveiling its PurePitch™ packaging for homebrewers at the National Homebrewers Conference.

Instead of growing yeast in traditional stainless steel fermenters, the patent-pending FlexCell process uses a flexible container to propagate the yeast and package it in the same material, reducing the risk of contamination to create yeast that has never been exposed to the environment. The result of White Labs’ FlexCell process is the new PurePitch homebrewer-size packaging, which is made from a recyclable, flexible film allowing for increased breathability, reducing the chance of gas buildup and maintaining an optimal environment for the yeast. The new homebrew size packaging will appear in retailer and customer orders starting July 1, 2014.

“We know our customers love our homebrew vials, but with the new packaging we anticipate increased breathability, a longer shelf life for the yeast and increased product consistency,” said Chris White, president and CEO of White Labs. “The FlexCell technology also demonstrates our commitment to quality while being more sustainable since we’ve reduced the amount of water, electricity, cleaners and plastic used in the propagation process.”

By growing and packaging the yeast in the same container, the FlexCell process eliminates the need to transfer the yeast to a number of containers and ultimately into the final packaging.

“When these steps are eliminated, the process conserves a considerable amount of water, electricity and cleaners used to sanitize vessels during the production process, and reduces our overall use of plastic,” said Troels Prah, head of research and development at White Labs.

Through the new FlexCell process and PurePitch packaging, the company anticipates seeing an annual savings of:

- more than 4.7 million gallons of water,
- more than 13.3 million kwh of electricity,
- more than 1,560 gallons of cleaners/sanitizers
- and a 76 percent reduction in the use of plastics.

“The FlexCell process also streamlines our production and improves inventory management, ensuring our retail customers get the product they need when they need it,” said Neva Parker, head of laboratory operations at White Labs. “For the first time, our packages will include barcodes to help retailers manage inventory levels and track sales, and the PurePitch packaging allows for easier storing and merchandising as foam trays or racks will no longer be necessary to display White Labs yeast.”

**MORE**

In addition to being available to home beer brewing customers, White Labs' home winemaking clients will also see the new PurePitch packaging in their orders beginning July 1, 2014.

**About White Labs**

White Labs delivers pure yeast, fermentation products, services, analysis and education to help professionals and enthusiasts alike craft the best beer, wine and spirits possible. White Labs continually raises the bar in the art of fermentation as the company stretches the limits of science to set new standards in purity and freshness. For more information on White Labs, please visit [www.whitelabs.com/homebrewernews.com](http://www.whitelabs.com/homebrewernews.com).

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