

WHITE LABS YEAST DEVELOPS PROPRIETARY FLEXCELL™ PROCESS AND PUREPITCH™ COMMERCIAL PACKAGING

New Process Ensures Yeast Quality and Purity; Reduces Impact on the Environment

DENVER, Colo. (April 9, 2014) – Representing the first major innovation in yeast cultivation in more than 100 years, San Diego-based White Labs unveils its proprietary FlexCell propagation process, which minimizes its environmental footprint while ensuring the quality and purity commercial brewing customers expect.

Instead of growing yeast in traditional stainless steel fermenters, the patent-pending FlexCell process uses a flexible container to propagate the yeast and then packages it in the same material, reducing the risk of contamination to create yeast that has never been exposed to the environment. By growing and packaging the yeast in the same container, the process also eliminates the need to transfer the yeast to a number of containers and ultimately into commercial packaging. By eliminating those steps, the process conserves a considerable amount of water, cleaners, electricity and plastic.

The result is the new PurePitch commercial-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.

“For the last five years, our team has invested countless hours developing this proprietary technology from the ground up,” said Chris White, president and CEO of White Labs. “The team’s commitment to stretching the limits of science, and in turn pushing the entire fermentation industry forward, is a testament to their dedication to their craft.”

“While we know our customers love our commercial bottles, we believe our latest innovation demonstrates our commitment to sustainability by reducing water, electricity and cleaners used to sanitize vessels during the production process, and reducing our overall use of plastic,” said Troels Prahl, 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.

Beyond the new PurePitch package and a more eco-friendly manufacturing method, the FlexCell process also helps improve inventory from which customers can purchase.

“The FlexCell process streamlines our production while increasing product consistency and improving inventory management, ensuring customers get the product they need when they need it,” said Neva Parker, head of laboratory operations at White Labs.

MORE

In addition to being available to commercial beer brewing customers, White Labs' commercial wine and distillation clients will also see the new PurePitch packaging beginning June 2, 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.

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