

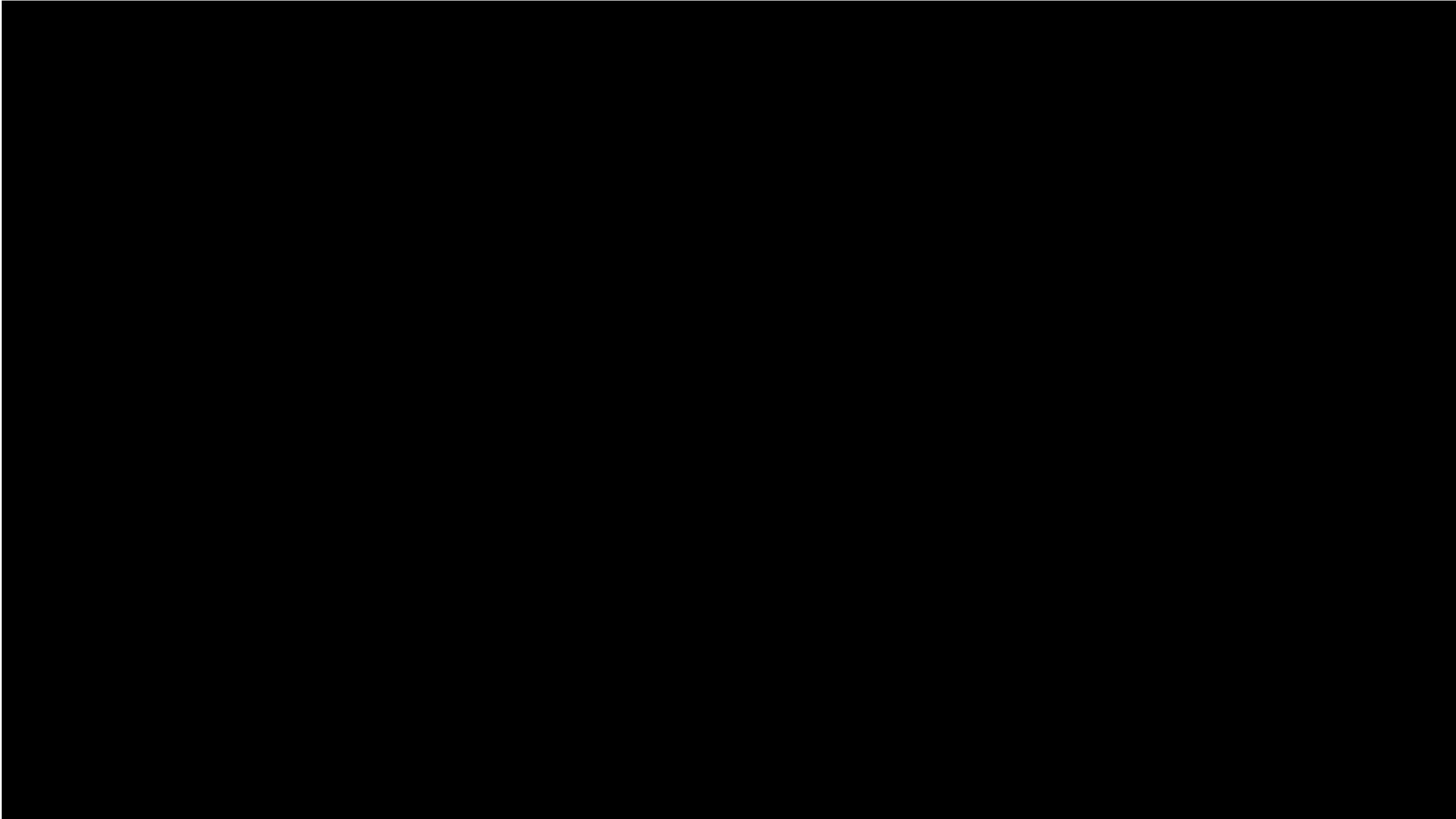
Yeast and unlocking its Potential

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What's the story about yeast?

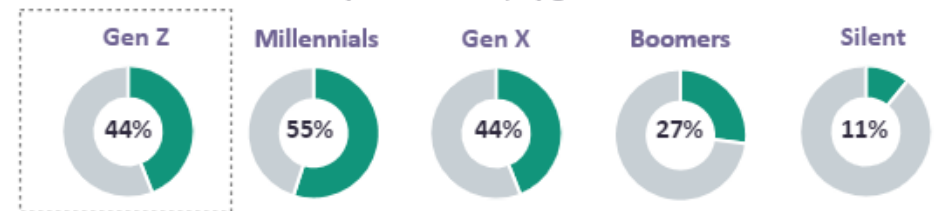


Yeast For Flavour - The Concept

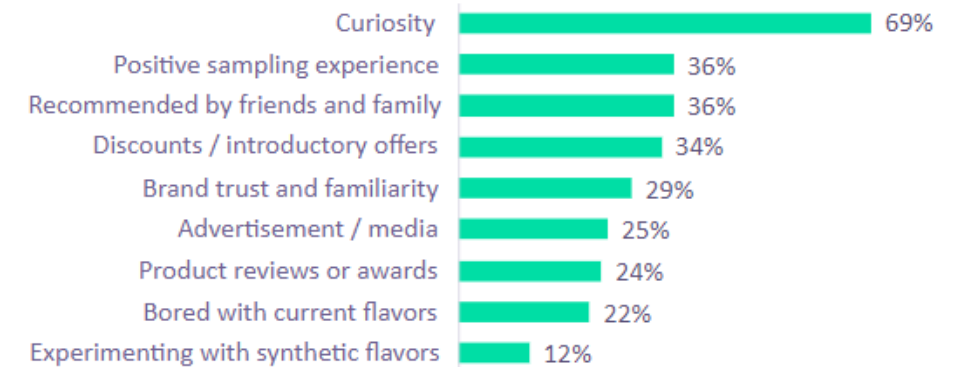
The pressure on distilleries to appeal to the next generation of whisky consumers is immense and indeed an ever-present challenge.

Millennials, Gen Z and even Alpha into the future will demand a wide range of flavours and taste experiences that come through at a fast pace.

Global: consumers who like to try out the newest flavors and fragrances as soon as they are available, by generation¹



Global: consumers who are motivated to try new flavors for the following reasons²



The new Pinnacle Distinction Range

- Pinnacle Distinction range is 8 unique distiller strains designed for flavour.
- Official product launch was at the World Distilled Spirits Conference(WDSC) in Scotland May 2023



WORLDWIDE
DISTILLED SPIRITS
CONFERENCE
9-11 MAY 2023

YEAST
for Flavour
from AB Biotek

AB Biotek
PARTNERS IN FERMENTATION™
A business division of AB MAURI

Distinction CNO



“Artisan Rye Bread”



Aroma

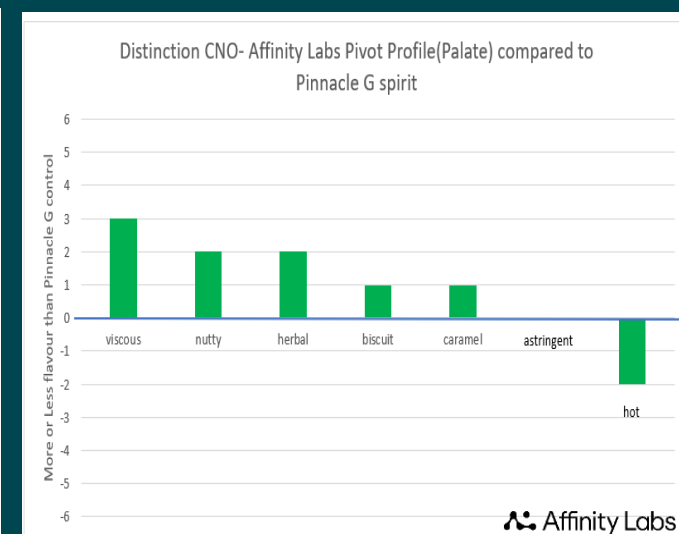
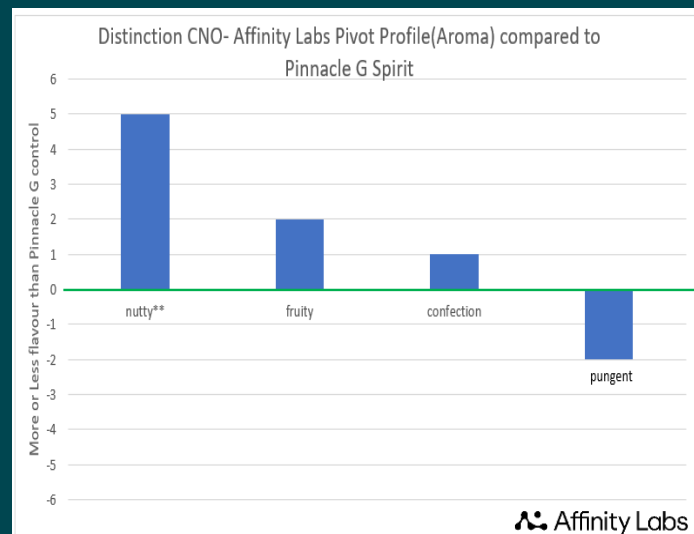
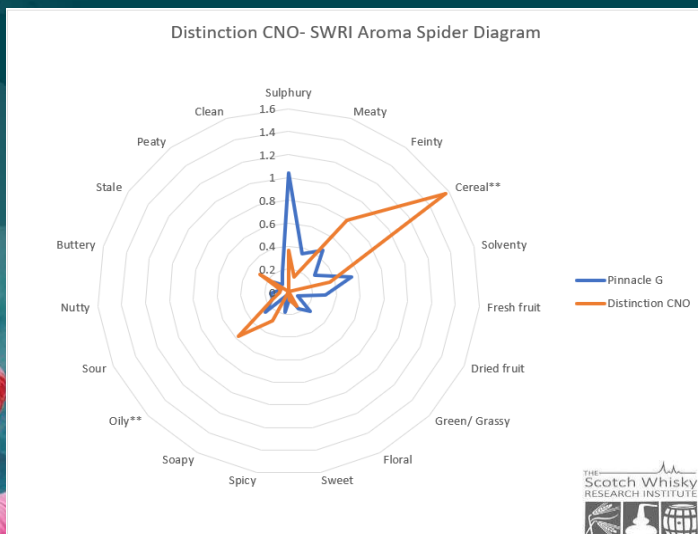
Cereal
Nutty
Oily

Palate

Nutty
Biscuit
Caramel
Herbaceous

Mouthfeel (x/10)

Viscosity-7.5
Heat-2
Astringency-5



Distinction FFR



“Red Berries & Rose Water”



Aroma

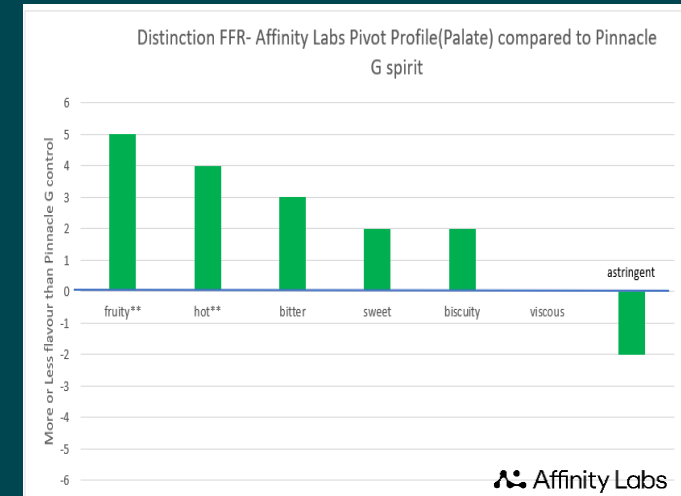
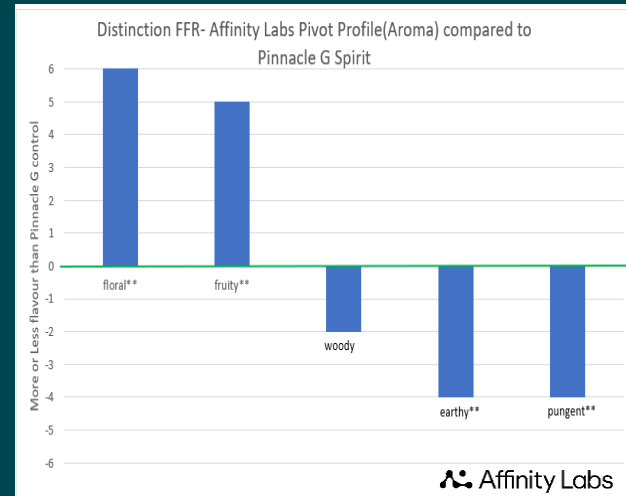
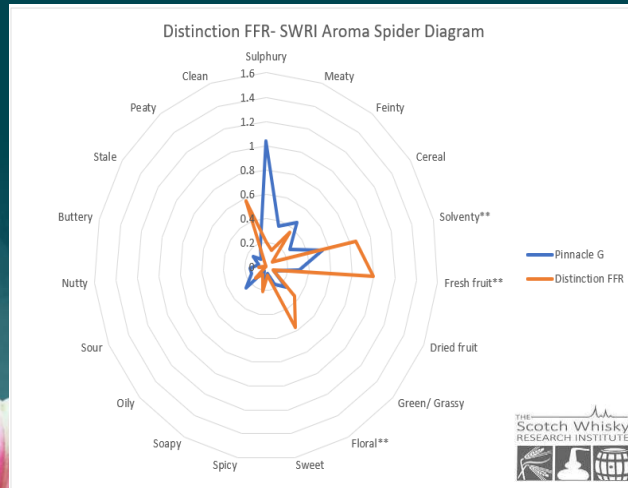
Floral
Fruity
Red Berry

Palate

Fruity
Sweet

Mouthfeel (x/10)

Viscosity-4
Heat-8
Astringency-3



Distinction FFS



“Fruit Bun”



Aroma

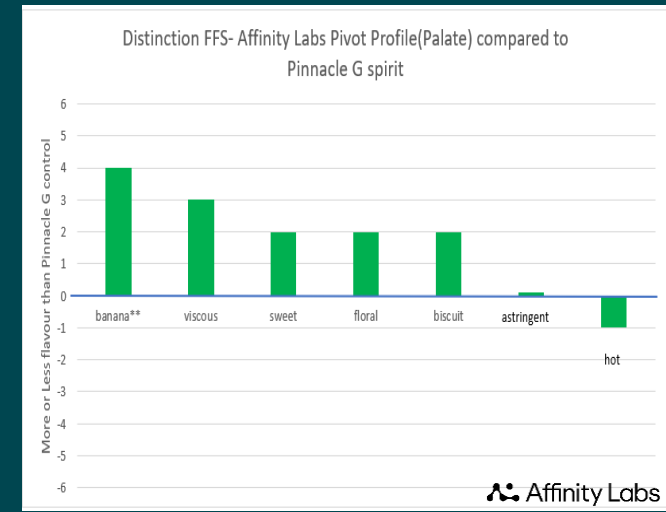
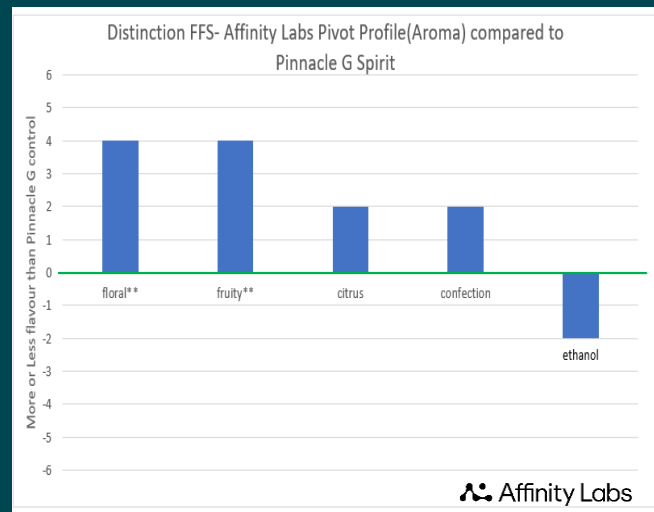
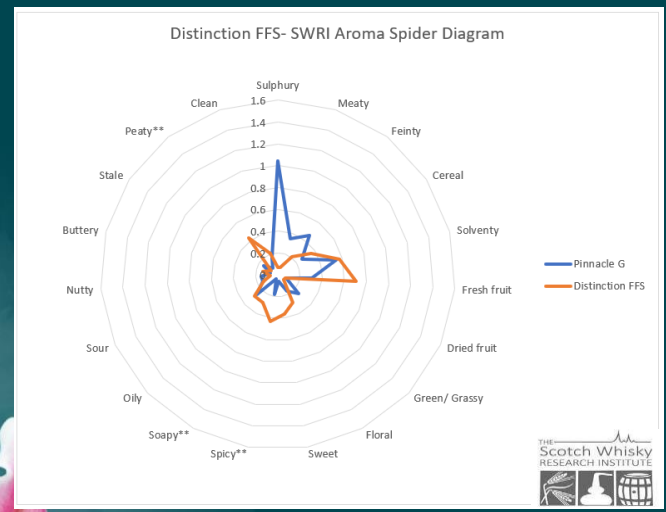
Fruity
Floral
Spicy

Palate

Banana
Floral
Sweet
Biscuit

Mouthfeel (x/10)

Viscosity-7.5
Heat-2
Astringency-5



Applications within a distillery

We have an opportunity to change the parameters of flavours with the ability to;

- Enhance current distillery character profiles
- Expand our spirit portfolios
- Create new, challenging and explorative spirits for the new generation of drinkers
- Unexplored flavour creation



Finding the right yeast for you



The importance of innovation

Innovation is about improving the quality, consistency and especially the flavour of the spirits we produce.

To honour traditional whisky practise within a distillery, is to embrace innovation.



It takes 10 years to become
an overnight success



Point to remember

“In a competitive category, it is important for spirit manufacturers to launch alternative flavours to target specific consumer groups who are bored of traditional flavour variants.

If brands find a balance between **novel/unusual formulations** and **high quality**, they will successfully build market share with a wider audience.”¹

More Variety!



1. Globaldata Spirits Market Opportunities, Trends, Growth Analysis and Forecast to 2027 May 2023

Questions?

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