

PBH

PALABRAUHAUS

- **BEER SECTOR**
FLOREM SNC - PALABRAUHAUS (PBH)
Palazzolo sull'Oglio (Brescia), Italy
www.pbh-beer.it
- ENOBERG Monoblock
rinser-filler-capper 5-5-1



GEO LOCATION

A BEER IS...

THERE ARE SO MANY TALES THAT CAN BE TOLD OVER A BEER, TALES OF LIFE AND EVENTS, OF EVENINGS SPENT WITH FRIENDS OR IN THE HULLABALOO OF A VILLAGE CELEBRATION, TALES THAT ARE HEARD FROM A RADIO OR READ FROM THE COMPANY OF A BOOK...

WHEN, IN 2001, NICOLA VITALI FOUNDED, THE PALABRAUHAUS (PBH) BREWERY WITH THE ATTACHED "BREW PUB" AT PALAZZOLO SULL'OGGIO IN THE PROVINCE OF BRESCIA, SO MANY THINGS, COLOURS, AROMAS AND FRAGRANCES APPEARED.



Today the history of the Palabrauhaus brewery is a story of surprises, twists, daring choices and great successes. Recognised even abroad, as it has taken part in prestigious international contests, such as this year's "Barcelona Beer Challenge (*)"; that compares beers from all over the world. Right from the start of its activity, PBH focused on quality, purity and fragrance, and it

was one of the first companies in Italy to appreciate non-pasteurization, low fermentation and the cold chain. It is among one of the most recent tales that today we can tell, it involves ENOBERG, a company which is part of the SMI Group, and which recently supplied a monoblock from the ELC range to rinse, fill and cap 500ml glass bottles with beer from the PBH brand.



➤ BARCELONA BEER CHALLENGE 2018

This is a relatively new competition but already respected by global experts within this sector, its aim is to enhance and promote the production, sale and consumption of quality craft beers. In 2018, this renowned beer competition compared more than 1000 beers produced in over 25 different nations and divided into 62 categories, awarding those who respected the highest standards of quality. During this 2018 competition the PBH – Palabrauhaus brewery won the silver medal in the "Weizen" category with its President, a beer characterised by frothy sparkling, thick, soft froth, an orangey yellow colour and a characteristic perfume of ripe fruit with banana and apple standing out. PBH won the bronze medal in 2017 thanks to Elizabeth, a beer of the "Barley Wine" kind, with an alcohol level of 11,2° and intense and intriguing perfume.



DRINK PASSION.. TASTE FEELINGS: EACH BEER HAS ITS OWN PERSONALITY



The main aim of this company from Brescia is to put its passion and culture of beer into products with a level of organoleptic properties, while being accessible to everyone. The new beers in the PBH range, totally represent the company's identity, the careful analysis

↓ **BELOW FROM LEFT:** NICOLA VITALI, OWNER OF PBH PALABRAUHAUS AND FABIO BONALDI, SALES MANAGER AT ENOBERG S.R.L.

of its ideas, feelings and experiences. Drinking a PBH beer is synonymous of drinking passion, savouring challenges and tasting quality. Each beer produced by PBH has a special dedication, a specific characteristic that is tied to a special person within the company, for example "President" is dedicated to Nicola Vitali, because he worked with this beer a lot, especially at the beginning of the business when he was helped by two German beer experts and graduated at the University of Beer in Munich (the Doements). In 2012, the birth of his first child Stefano, offered the occasion for the first extra-germanic beer: Stephen (IPA), which in very little time won over the favours of numerous people within this sector and also many fans. In 2014, Nicola decided to dedicate a beer to his unborn daughter Marialaura,, something like the "Belgian Golden Ale (Fiandra)", but fate decided that she would be born on Saint Patrick's day.... so, he created an excellent "Irish Stout" in her honour (Mary Cat).

And if there is a president we must also have a "First Lady", the beer dedicated to his wife. "Drulù" beer, strong, distinguished and with a German touch, is dedicated to Vitali's father and takes its name from the place where the patron of BPH played as a child. To his mother who often works in the background, he dedicated the beer "Backstage".

↓ **BELOW:** AT VINITALY 2017 NICOLA VITALI RECEIVES BRONZE IN THE CATEGORY FOR LOW FERMENTATION WITH HIS BEER "FIRST LADY"

FOR HIGH LEVEL PROPOSITIONS WE NEED PLANTS WITH A HIGH LEVEL OF TECHNOLOGY

The business philosophy of Palabrauhaus gained its great approval from the general public and its employees. Today, this philosophy can be summarised in four main points, even if the company from Brescia is continually researching perfection and will have lots of other tales to tell:

- 1) low fermentation:** the activity at PBH focuses on micro-productions with low fermentation, able to eliminate the unsightly sediment at the bottom of the bottle
- 2) cold chain:** the beers are not filtered or pasteurised because they become clear after being correctly matured in the cold to maintain their fragrance, taste and aroma
- 3) microbiological purity:** each batch of production is examined sensorially by a "panel" of expert tasters and "Biersommelier" to guarantee that the product reaches the high expectations, certified by an accredited laboratory
- 4) technology and know-how:** two important aspects of the company's aims. For this reason, all the investment choices are driven by the desire to have high quality systems with a high level of technology.

PBH IN NUMBERS

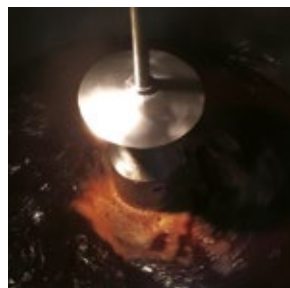
- ⌚ **2001:** year that Palabrauhaus was founded
- 🍺 **138.000:** litres of beer produced yearly (dated 2017)
- 🛒 **9:** labels of beer produced
- 💧 **395:** draughts a day
- 🏠 **42:** events organised every year



ENOBERG SOLUTIONS FOR PALABRAUHAUS



To bottle their own brand beer, PBH chose the experience of ENOBERG, who supplied a "Microblock" ELC 5-5-1 C system containing a rinser, isobaric electro-pneumatic filler with dual pre-evacuation system and single-head crown capper. ENOBERG supported the customer during planning, construction and installation of the system which runs 850 bottles/hour equipped with the most advanced technological solutions for the beer industry. The solution supplied by ENOBERG endorses the "aim" and the strong growth drive of this company from Brescia, that has invested in innovative machinery to be able to increase production capacity and satisfy the growing request from the Italian and foreign markets.



➤ MONOBLOCK ELC 5-5-1 C SYSTEM

Functions: rinse, fill and cap 500ml glass bottles, with a production capacity of up to 850 bottles/hour.

Main Advantages:

- valve equipped with elevated regulation flexibility for the filling cycle, where the precise timings of vacuum and filling are guaranteed by the PLC machine control
- compact and multi-functional structure that allows the monoblock to fit into very small spaces
- motorised rinsing system with length regulated by the nozzle, allowing a quick changeover from one size to another
- dual pre-evacuation system with liquid ring vacuum pump, for low oxygen "pick-up" making the beer last longer while maintaining the taste
- solid and durable construction
- electro-pneumatic filling technology with high flexibility, to fill all kinds of beer and cider
- single-head capping system, that works in a continual cycle capping the bottles when they are in the correct position
- possibility to set the force of the capper during the cap application and closure phase.

FROM SCARVES TO BEER: WHEN CRISIS IS THE BEST THING THAT CAN HAPPEN!

Between one beer and another, learning about the history of Palabrauhaus brings us to remember a famous quote from the past, one spoken by the scientist Albert Einstein in the text "the world as I see it" from 1931. In this thought, crisis is defined to a "blessing" and even though it might seem like a provocation to the person that is living the dramatic situation, sometimes it turns out to be the change towards success. The famous quotes by this German-Jewish scientist are incredibly current, even for the Vitali brewery, because the success of BPH starts from a crisis, that of his father Alberto's previous company, the Florem. The Vitali family made winter scarves and gloves, but, following the crisis at the beginning of 2000, the owner decided to convert the activity into producing beer. An incredible challenge, accepted with enthusiasm by his son Nicola and completed in just a few months by installing a Kaspar-Schulz system, leaders



in brewery plant manufacturing. On the 10th October 2001, the production of Palabrauhaus Craft Beer officially began, one of the first productions on the Italian craft brewery scene and today, to satisfy the growing market demand the company from Palazzolo sull'Oglio has invested further to automate the filling and capping process of the glass bottles and have modern production technology like that of the monoblock ELC supplied by ENOBERG.



CHALLENGE BRINGS PROGRESS

"Let's not presume that things will change if we carry on doing them in the same way. Crisis is the best thing that can happen to a person and to an entire nation, because it is crisis that will bring progress."

Creativity is born from anxiety, just as day comes from the dark night. It is during a crisis that inventions come to mind, that discoveries and great strategies are found.

Whoever overcomes a crisis, overcomes themselves without being overcome. Whoever blames his defeats and mistakes on a crisis, violates his own talents and gives more respect to problems rather than solutions. The real crisis is the crisis of incompetence.

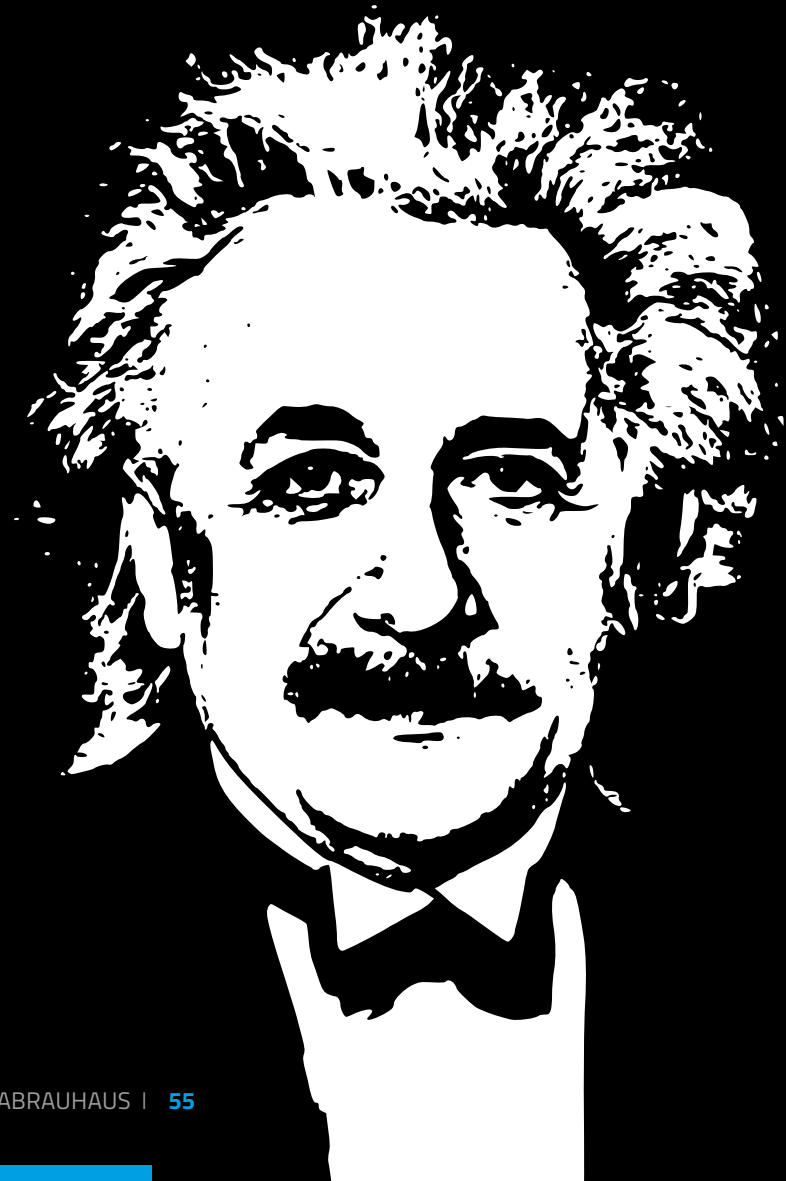
The biggest mistake of people and nations is that they are too lazy to find solutions. Without crisis there would be no challenge, without challenge life would be a routine, a slow agony. Without crisis there would be no merit. It is during a crisis that we show the best of ourselves because without crisis any wind is a caress.

When we speak about crisis we create movement, adapting to it means glorifying conformism.

Instead of this, work hard!

The only threatening crisis is the tragedy of not wanting to fight to overcome it."

Albert Einstein – from "The world as I see it" - 1931



SPEAKING TO THE CUSTOMER

→ INTERVIEWING NICOLA VITALI

Owner of PBH Palabrauhaus, Brewer and Bier sommelier



D: What are the main reasons why you chose to invest in a monoblock ELC 5-5-1 supplied by ENOBERG?

R: For almost a year we evaluated several companies who produce isobaric fillers. At the beginning we were very undecided, between buying a mechanical system or an electronic one, therefore, we decided to look at the pros and cons of the two options, carefully studying the particular techniques of each offer, evaluating the competence and preparation of the supplies towards our needs. Here ENOBERG, above all thanks to the support of Francesco Metelli (R&D & Production Dept. Manager), stood out in every aspect of the negotiations, keeping promises and expectations. Today, after 4 years of using the monoblock that they supplied, I can say that the reliability and quality of bottling has always been satisfactory to our high standards.

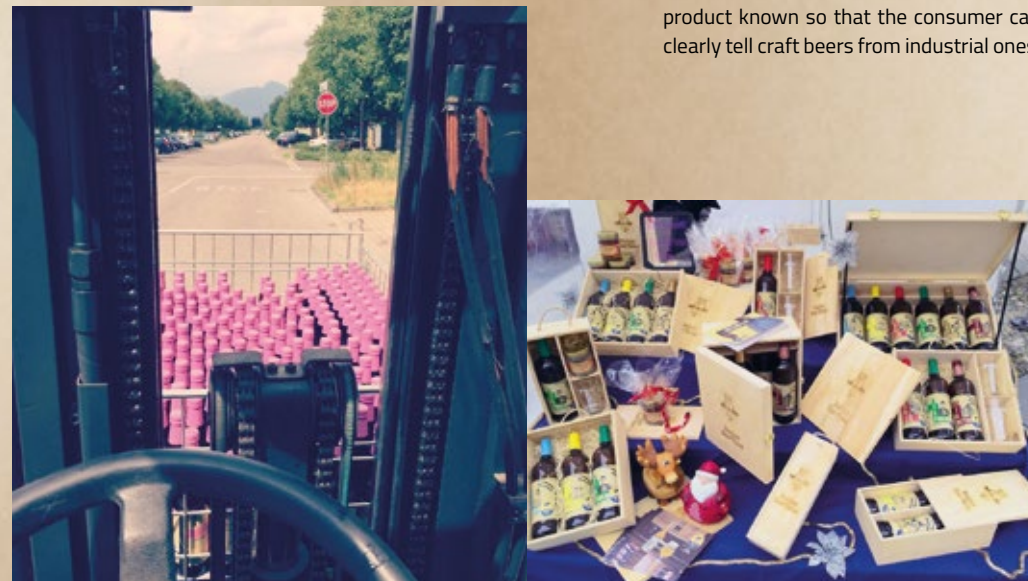
D: What are the significant events from 2001 until now, that have brought success to PBH and its beers?

R: In the beginning, our production was solely for use within the pub next to the brewery, then from 2004, we began to sell our beer in "tanks" of 500 and 1000 litres, supplying mostly to beer festivals, village fetes, festivals and events in general. In a short time, however, apart from these maxi containers, our beer began to be requested in bottles and barrels, making it necessary to increase production. So that we can maintain a high level of quality, we carry out continual micro-biological tests on the equipment and on the beer, we also use high quality technological systems and take part in refresher courses. From all of this we have our "mission", know what

we are doing and do it to the best of our possibility.

D: How did you come up with the idea of creating the Brew Pub next door to the brewery? How important is it to your activity?

R: It was my father Alberto and the architect who was designing the new building, who came up with this strange idea, we modified the use of the existing building, changing it from producing knitwear to craft brewing. The Brew Pub was created as a support for the sales of our beer and over the years it has become an important element for the growth of our company.



D: For quality beers you need quality equipment! What do you require from suppliers of bottling and packaging machinery?

R: I strongly believe that the packing line does not and cannot improve the product, but it must keep it the same from bottling to consumption, therefore the equipment is good quality, if it doesn't alter the product during filling, and if it can be sanitised easily.

D: What trends do you see the beer market taking, over the next 5 years?

R: For a few years now, the multi-national breweries have been taking more interest in the world of "craft beer", changing the Italian market. They are taking over some Italian brands and introducing pseudo-craft (the so called "crafty") beers onto the market, for consumers it's getting harder and harder, to understand if the beer has been produced by an independent brewery or by a big industrial brand. I believe that over the next 5-10 years the Italian market will be very divided between a few big brands, a lot of which are controlled by industry, and lots of tiny local producers restricted to the area where they come from. The work of artisans will always be the same, work hard to make your quality product known so that the consumer can clearly tell craft beers from industrial ones.

→ WAITING FOR CHRISTMAS WITH THE BEERENDAR

With the exclusive Advent BeerENDAR created by Palabrauhaus, the build up to Christmas is unique, all to be tasted. The 2017 edition was very successful with consumers, who, during the month of December, opened the relative window and each day found a 500ml bottle of one of the craft beers produced by PBH. Each morning, from the 1st to the 24th December, it is possible to "uncork" the cardboard lid from the box and put the bottle in the fridge so that it can be tasted during the day.



BREWER AND "BIER SOMMELIER", NICOLA VITALI BEGAN HIS FORMATION "HANDS ON" IN 2001 AFTER VARIOUS COURSES IN GERMANY (DIPL. DOEMENS AKADEMIE MÜNCHEN) AND SHORTLY AFTER HE LAUNCHED THE KASPAR-SCHULZ SYSTEM IN HIS BREWERY, WORKING WITH TWO "BRAUMEISTER" EXPERTS WHO GRADUATED FROM THE FAMOUS UNIVERSITY OF WEIHENSTEPHAN. THE FAMILY COMPANY CONTINUED PRODUCTION, CONSULTATIONS AND SAMPLING EVENINGS, TOGETHER WITH VARIOUS REFRESHER COURSES, CARRIED OUT WITH PASSION AND TEUTONIC FORMATION, ALL OF WHICH CAN BE SEEN IN THE COMPANY'S MOST FAMOUS BEERS: DUNKEL, HELLES, WEISS AND BOCK. IN 2012, NICOLA VITALI WAS AWARDED THE ACADEMIC TITLE OF BIER SOMMELIER WITH A MARK OF "EXCELLENT". UP TO NOW, EVEN AT HIS YOUNG AGE, THE PATRON OF PBH IS THE BREWER WITH THE MOST YEARS OF WORK EXPERIENCE IN THE PROVINCE OF BRESCIA AND ONE OF THE PIONEERS IN ITALY.

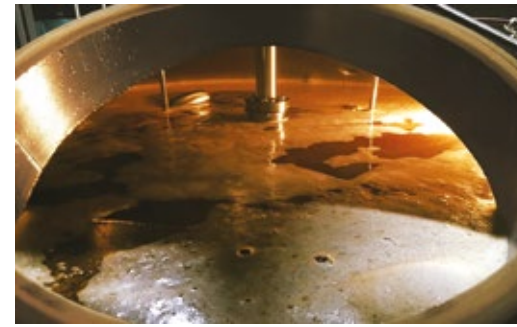
NOT ONLY BEER.

PALAZZOLO SULL'OGLIO ART, CULTURE AND NATURE.

The Palabrauhaus company has its headquarters in Palazzolo sull'Oglio, a beautiful town with around 20,000 inhabitants, that is situated in the province of Brescia on the banks of the river Oglio. It is rich with art and historical

testimonies bound to its past, which saw it invaded by Romans, Venetians, Neopolitans and Austrians. The town, as it stands at the moment, was established in 1192 by a fusion of fortified hamlets from Riva and Mura, which, over the previous centuries had had varied clashes

over the control of the river. On the left bank of the Oglio you can see the square tower of Mura called the "Rocchetta", fortification that marks the beginning of the medieval hamlet of Mura, that is the heart of Palazzolo. On the right bank you can see the Castle of Palazzolo, the "Rocha Magna", military fortification of the medieval era, built from large stones from the river, formed by four towers joined



together by imposing walls, surrounded by a wide moat. Leaning on the circular tower of Mirabella, you can see the Torre del Popolo, which is still the symbol of the town, and with a height of 92 meters it is the tallest, circular civic bell tower in Italy. The town is part of the North Oglio Park circuit, that, with its seven nature reserves, is fascinating with its variety of flora and fauna on the land and in the rivers. For a few years there has been an event called "The wonders of the land and the river", which publicises, values and promotes the historical patrimony. During this event all public representative buildings and monuments in Palazzolo sull'Oglio, are open to the public and there are also lots of events such as musical shows, concerts, public readings, games for children, sport events and ... naturally a visit to the brewery to discover where and how PBH beer originated.

➤ STOP AT THE BREW PUB: FROM THE FACTORY TO THE CONSUMER!

Not far from Lake Iseo, PBH has created, next to its brewery, the Brew Pub, a place to go for a delightful work lunch or an evening with friends, spent happily and tastefully. The pub has a unique touch, a place where you can feel the welcoming family atmosphere. Rivers of PBH Craft beer flow from the 16 taps at the counter, tapped from the tank into the cell (cask conditioned method) to maintain the natural carbonation of the products. Between one beer and another you can try sandwiches, focacce, piadine, various fried dishes, plates of typical cold meats or the special "spianata", a type of soft easy digestible pizza. At the moment PBH beers are available in 0.33, 0.5 and 0.75 litre bottles or in kegs of 10 and 30 litres and in 500 and 1000 litre "tanks".



LAKE ISEO: A GEM OF RARE BEAUTY

Straddling between the provinces of Bergamo and Brescia, right at the end of Val Camonica, you will find Lake Iseo, a prealpine basin formed by water from the river Oglio, in the middle of this lake there is the largest and tallest lake island in Italy: Monte Isola (or Montisola). Lake Iseo is a gem of rare beauty, ancient hamlets rise on its banks, such as Pisogne, beautiful squares like that of Porto in Lovere, and pretty towns like Riva di Solto. Iseo is the ideal place to go for a walk on the lakeside, or to throw yourself into art, visiting the nineteenth century square, home to the evocative Pieve di Sant'Andrea, while Clusane di Iseo is the queen of local cuisine, thanks to its characteristic restaurants where you can try baked

tench or doctor fish and other typical local fish. Nature and art work together harmoniously on Lake Iseo, a bond that became even more evident in 2016 when the surface of the lake became an enormous natural canvas on which the Bulgarian artist, Christo, showed the world his new temporary installation, The Floating Piers, a temporary floating pier, that allowed people to walk on the lake and which could be seen from the surrounding areas. A boat ride on the lake is a must for a beautiful experience and to explore the basin from a different viewpoint. The pearl of the lake is Montisola, a mountain on an island, that divides the lake in two (the banks of Brescia from those of Bergamo) and which is fascinating for the peace and slow rhythms that distinguish it.

