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Contact: Bernadette Wasdovitch, Marketing Communications Manager  
Phone: 920.849.1329  
Mobile: 920.418.4227  
Email: [bwasdovitch@briess.com](mailto:bwasdovitch@briess.com)

### **Briess transitions to 100% 2-row malts**

Company officials at Briess Malt & Ingredients Co. have announced that starting in 2015 the entire Briess malt portfolio will be produced from 2-row malting barley.

Several factors lead to the elimination of 6-row products, said Vice President of Sales and Marketing Bob O’Connell. “We have been closely monitoring the ongoing decrease in 6-row plantings and yields for several years.

“We knew the time was coming when the 6-row supply would be low, pricing would be at par with 2-row, and we couldn’t effectively produce 6-row malts. This year a number of factors came together as a perfect storm which hastened our decision,” he continued. “Severe weather once again reduced the overall supply of 6-row to the market and, in many cases growers stopped planting 6-row all together. The shrinking 6-row supply coupled with craft and home brewers preference for 2-row over 6-row, escalating prices and future risks lead us to eliminate 6-row malting barley as a source of raw material.”

O’Connell further explained that Briess has a plentiful supply of 2-row malt to facilitate the transition, despite the generally poor 2014 North American malting barley crop, “In addition, it’s exceptionally high quality 2-row malting barley.”

Two years ago Briess acquired barley operations in Wyoming, and is now contracting with almost 300 barley growers in Wyoming and Montana. The region was spared harsh growing conditions that decreased the yield and quality of most North American malting barley, and produced an exceptionally high yield of high quality 2-row malting barley.

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## **Briess transitions to 100% 2-row malts, cont'd**

O'Connell reported that many Briess 6-row malts have also been offered as 2-row for years, and that many brewers were already using 6-row and 2-row versions of the same malt interchangeably.

Customers with questions are encouraged to contact Briess at [www.BrewingWithBriess.com](http://www.BrewingWithBriess.com) or 920.849.7711.

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