



PRESS RELEASE - FINAL

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LAST BEST BREWING RELEASES TRACEABLE 'BOCK CHAIN' BEER

A farm-to-glass collaboration from Alberta

CALGARY, Alberta Alberta-based companies Hamill Farms, Canada Malting Co., Red Shed Malting and Last Best Brewing & Distilling have teamed up with technology provider TE-FOOD to deliver a new and engaging consumer experience.

“Bock Chain” – a new beer officially launching Friday February 1st at the Jasper Beer & Barley Summit in Jasper, Alberta – uses block chain technology to trace the beer grain ingredients from field to can. Block chain technology is being used increasingly to facilitate traceability in food ingredients, giving consumers greater visibility over where their food comes from, how it’s been processed what it has been in contact with.

“It’s very rewarding to see the entire process, and to know what’s in this beer and that it came from my Dad’s farm,” said Matt Hamill, Owner of Red Shed Malting “It was so much fun working with the people who are part of the whole supply chain.”

For Bock Chain, the barley was grown and harvested at Hamill Farms in Penhold, Canada then traveled to Canada Malting in Calgary Canada for malting, then to a third-party lab for quality assurance, on to Red Shed Malting in Penhold for roasting and finally to Last Best Brewing & Distilling in Calgary for brewing and packaging.

“Block chain technology allows drinkers to trace their beer all the way back to the farm,” said Phil Brian, Director of Brewing at Last Best Brewing & Distilling. “With brewery supply chains becoming more complex, it’s fantastic to work with local farmers and see exactly where the barley in our beer comes from.”

The Bock Chain can features a QR code on the label, which users scan on their phone to view details about the product and its origins. The QR code unlocks a microsite containing videos, photos, maps, data, timestamps and more to capture the journey from farm to retail.



A time-lapse video shows the barley growing in the field and animated maps illustrate the journey from location to location. Each location features photos, videos and descriptions of the processing at that site, including timestamps and analysis.

The microsite also enables consumers to share their Bock Chain experience via a social link. “We encourage everyone who drinks this beer to appreciate not only the flavor, but the local story through this experience,” said Kyran Flett, Canada Malting Co.

A video highlighting the project can be viewed on Canada Malting’s website:

<http://www.canadamalting.com/>

Note: Bock Chain is a lager with 5.7% alcohol by volume. The beer is being distributed throughout Alberta in cans and available at Last Best Brewing while supplies last.

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About Hamill Farms

Hamill Farms is a fourth-generation grain farm located just outside of Penhold. John and his wife Susie are proud to carry on the family tradition of growing world class malt barley in the heart of Central Alberta. They are good stewards of the land ensuring they have a sustainable farm to pass on to the upcoming generations.

About Canada Malting Co.

Canada Malting Co. Ltd. is the leading provider of malted products and grains harvested from prime growing regions throughout Canada. We operate three malting plant locations, nine Country Elevators and distribute through three warehouses across the country. www.canadamalting.com

About Red Shed Malting

Red Shed Malting is a family owned business dedicated to producing premium quality, specialty malt for the craft brewer. We are committed to delivering excellent service to our customers, while providing traceability back to the local field and farmer. Our goal is to create a deeper understanding and appreciation for great beer which will promote and grow the craft beer industry. www.redshedmalting.ca

About Last Best Brewing & Distilling

Last Best is a brewery, distillery and restaurant in downtown Calgary at 607 11th Ave SW. We've been defining the spirit of the last best west in Alberta since 2014. <https://lastbestbrewing.com/>

About TE-FOOD

TE-FOOD is the most popular blockchain based farm-to-table food traceability solution. It serves over 6,000 business customers and handles 400,000 business transactions each day. TE-FOOD provides a wide range of tools for food companies to track and trace food quality and logistics data throughout the supply chain. www.te-food.com