CERB

Is Italy’s only Official Research Center on beer focusing on establishing a stable partnership between Industry and University, like its other 15 Official European Research Center counterparts.

The choice of Perugia as the location for CERB was due to Perugia University’s experience in this field when, in 1983, it was selected by ASSOBIRRA (the Italian Association of Beer and Malt Industries) to develop a new variety of barley suitable for the Italian microclimate. Additionally, in 1998 the University won a strategic National Research Project on the nutritional quality of Italian beer thus demonstrating its dual scientific capabilities.

Over the past ten years, CERB has promoted excellence in the fields of research, analyses, training and consultancy in the agro-food arena with particular emphasis on beer and its raw materials.

It is currently the reference site for research in the field of beer production, development and quality control, providing sound support for farmers and manufacturers and enhancing consumer satisfaction by improving products.

The high level of scientific and professional expertise on hand enables CERB to give specific and qualified training in malting and brewing to university students and technicians alike.

Moreover, the liaison with foreign companies and universities serves to underline the international aspects of activities in recent years.

Since 2010, the Center has been a member of the Brewing Science Group and of the Analysis Committee of the European Brewery Convention.

Prof. Paolo Fantozzi  
CERB Director

10th Anniversary  
CENTRO DI ECCELLENZA  
PER LA RICERCA SULLA BIRRA  
Italian Brewing Research Center  
University of Perugia

13th of September 2012  
Aula Magna — Faculty of Agriculture  
Borgo XX Giugno, 74 PERUGIA

(http://www.agr.unipg.it/cerb)

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This event will also host the 53rd AITBM  
National Conference, on 14th of September 2012
Programme

10:00 Registration

10:30 Opening:
Welcome by Francesco BISTONI, Rector of the University of Perugia and Paolo FANTOZZI, CERB Director

Speeches:
- Francesco PROFUMO, Minister of Education, University and Research*
- On behalf of Mario CATANIA, Minister for Agriculture: Giuseppe BLASI, Director General for Rural Development
- On behalf of Corrado PASSERA, Minister of Economic Development, Giuseppe TRIPOLI, Director of the Department for the Enterprise and Internationalization
- On behalf of Catiuscia MARINI, President of Umbria: Fernanda CECCHINI, Councillor for Agriculture
- Wladimiro BOCCALI, Mayor of Perugia
- Marco Vinicio GUASTICCHI, Province of Perugia President
- Alvaro VERBENA, Mayor of Deruta
- Giuseppe AMBROSIIO, Director General of the Agricultural Research Council (CRA)
- Giorgio MENCARONI, Perugia Chamber of Commerce President
- Carlo COLAIACOVO, Perugia Savings Bank Foundation President

* to be confirmed

12.00 Presentations
Chairman: Francesco Pennacchi, Dean of Faculty of Agriculture
- Daniele ROSSI, FEDERALIMENTARE Director: “Food Industry: Research and Innovation”
- Alberto FRAUSIN, ASSOBIRRA President: “Italian Beer: opportunities for foreign markets”
- Paolo FANTOZZI, CERB Director: “The CERB activities, ten years after creation”

13:30 Lunch offered by Assobirra and poster exhibition

14.30 Presentations
Chairman: Alberto Frausin
- Caroline WALKER, Campden BRI (Nutfield – GB): “Brewing research at Campden BRI and collaboration with CERB”
- Annika WILHELMSON, VTT-Tech. Res. Centre of Finland: “European research activities in the barley-to-beer chain: Recent advances and trends”
- Thomas BECKER, TUM - Technische Universität München: “Modern aspects of hop technologies”

16:00 Coffee break and poster exhibition

16.20 Presentations
Chairman: Paolo Fantozzi
- Teo MUSSO (Birrificio BALADIN): “Italian Microbreweries: a new economical reality”
- Giuseppe PERRETTI (CERB): “Official researches presently carried-on by CERB”
- Simona FLORIDI (CERB): “The Analysis Committee of the EBC activities”

17:00 Discussion and conclusion of the event