



The Redrock Brewing Company

The Redrock Brewing Company began brewing operations in May 2016, after an 18 month brewery design, technical development and building renovation period.

The brewery was contracted by Braukon of Germany, and the packaging line was designed and supplied by both German and South African technology partners. The installation of the brewery was managed by Alan Melville (Managing Director) with Project Management by Sue Melville, and technical/electrical/pneumatic engineering by local South African businesses.

The range of beers were crafted by Gordon Den, a Master Brewer of over 50 years brewing knowledge experience, including being International Technical Director of one of the largest brewing companies in the world as well as President of the Institute of Brewers and Distillers (London).

Redrock produces a range of premium beers that celebrate the non-conformity in the spirit of Rock 'n Roll music; taking inspiration from music legends and songs, the initial core range of five beers celebrates life, music and great times. For many, Rock is not merely about the music ... it is a way of life that symbolises freedom, rebelliousness and non-conformity – a universally shared history.

All of the Redrock beers are hand-crafted and master-brewed for absolute quality and consistency; they are also unashamedly sessionable and easy to drink.



Redrock won big at the IBD Africa Beer awards!

The IBD is the International Association of Brewers and Distillers, based in London. It is one of the main training and certification bodies for both Brewers and Distillers worldwide.

Redrock won 1st Place in the following categories at the IBD African Beer Awards:

- Best Lager (below 5% ARV)
 - Rusty Trigger Lager
- Best Dark Beer
 - Painted Black Dark Lager

The IBD Africa Awards therefore judge beer from all over Africa, including both the very big international brewers as well as small craft brewers. The majority of the judges are themselves Master Brewers.



Why Certification?

From the very outset, the brief to the brewery design team was to ensure that both actual machinery design, as well as the operation of that machinery, was done with both Occupational Health and Food Safety in mind.

Also, since the goal for the beers was absolute quality and consistency, the management team were adamant that the highest possible technical, quality and safety standards were applied.

One of the chosen standards was the FSSC 22000 Food Safety certification; but not just for the food safety aspect, but also because of the requirement of certification touch on all aspects of business management, thereby ensuring compliance across a wide range of disciplines.

MD, Alan Melville is categorical that Redrock's "loyal consumers should know with absolute confidence that the beer they buy is of the highest standard ... each and every time!".



Implementation Process

The initial management system work began prior to the opening of the brewery itself, during the design and construction phase. As soon as the brewery was installed and operational, the management team then concentrated on the inculcation of the safety-culture; a decision was made to start with the legislated Occupational Health and Safety Aspects, followed by the Food Safety Certification.

After bedding down the day-to-day operation, the focus turned to food-safety in 2017; initially, the HACCP principles were applied, as the start of the journey to FSSC 22000. In 2018, BSI was engaged to certify the brewery to FSSC 22000 standard ... a journey that involved the management team, external safety and food safety consultants, equipment and raw material suppliers, and of course the BSI certification team.

After almost a year of concentrated focus, the implementation phase was completed, and the brewery management team moved on the day-to-day maintenance of the food safety procedures.

Benefits

Alan Melville, MD of Redrock, believe that the international standards, and in particular the FSSC 22000 standard, offers a comprehensive management guide to good daily operational practice; he say "we chose this rigorous standard deliberately, as it enforced us to look holistically at all aspects of the business, many of which do not obviously relate to food-safety."

The main benefit of the system is the reputation of the Redrock Beers; they can be purchased with absolute confidence in the quality of the beer, and the consistency of that quality.

Why BSI?

“This really wasn't a difficult choice” says Melville; “when we looked at the landscape of certification bodies, BSI immediately popped out as being on the very top echelon – not only because they have intimate knowledge of the standard itself (having had major input into the actual drafting of this and many other ISO standards) but also because of their obvious expertise, not only a certification body, but also as educators in the field.

“In hindsight, this was not a walk-in-the-park” says Matthew Monteiro, Head Brewer, “the BSI team challenged us at every turn, forcing us to examine our own knowledge and preconceptions, continuously raising new perspectives on our operations that won't be found in books about brewing theory and brewery management. But they also coached us – very patiently in some instances – mentoring us into, in some cases, a whole new dimension of thought about what we do and how we do it. I have no doubt that following the certification process has made us a better brewery business!”

