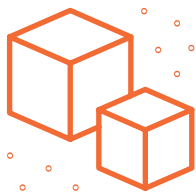


NEUTRAL ALCOHOLIC BASES WITH JUST ADD SUGAR



HARD SELTZERS AND RTD COCKTAILS MADE EASY

ONE ALCOHOL BASE - MULTIPLE PRODUCTS

Consumer tastes, preferences, and trends are changing – constantly! Expanding into new product offerings gives access to new markets and customers, helps to increase brand awareness, and provides a lucrative opportunity to both craft and large-scale brewers.

Murphy's 'Just Add Sugar' was specifically designed to make your very first clean, dry and clear neutral alcohol base or ready-to-drink hard seltzer.

JUST ADD SUGAR YEAST NUTRIENT KIT

'Just Add Sugar' is a bespoke yeast nutrient formulation to provide the building blocks - a blend of nitrogen, vitamins and minerals - required for fermenting low to even high gravity sugar washes. The Just Add Sugar kit also comes with our in-house blended magnesium sulphate solution, as well as a buffer, for optimum fermentation performance and yeast health.

PH CONTROL - FOR HEALTHY AND SUCCESSFUL FERMENTATION

Sugar fermentations do not have buffering capacity, thus a rapid drop in pH is expected in the absence of a buffer, which could impair fermentation performance and result in a very slow or stuck fermentation. Murphy's Just Add Sugar Buffer will keep the pH during the fermentation between 4-4.5, allowing healthy fermentation, dry product, and acidification with a food-grade acid of your choice to taste after the fermentation.

DID YOU KNOW ?

Generally, a reduction in pH to 2.3-2.5 with small amounts of the appropriate acid (e.g., malic acid, or citric acid or AMS to avoid flavour addition) accentuates the great array of flavours used, but also aids (microbiological) stability of the product.



BENEFITS



- Fast Fermentation
- Flavourless base to paint your flavour masterpiece
- The simple way to expand your target customer base
- High ABV achievable

APPLICATION



HOW MUCH TO ADD

1.4-3.2 g/hl

2.3-5.2 g/bbl [UK]

WHEN TO USE

To achieve the best results, the product should be added cold side after sugar solution boil (< 40°C).

COMPONENTS

JAS nutrient mix, Buffer, and Magnesium Sulphate

STORAGE



TEMPERATURE

1-5°C

Do not allow to freeze.

LOCATION

Cool, sealed, and away from sunlight.

SHELF LIFE

At the recommended storage temperature, from date of manufacture (overleaf).

HOW DOES IT WORK?

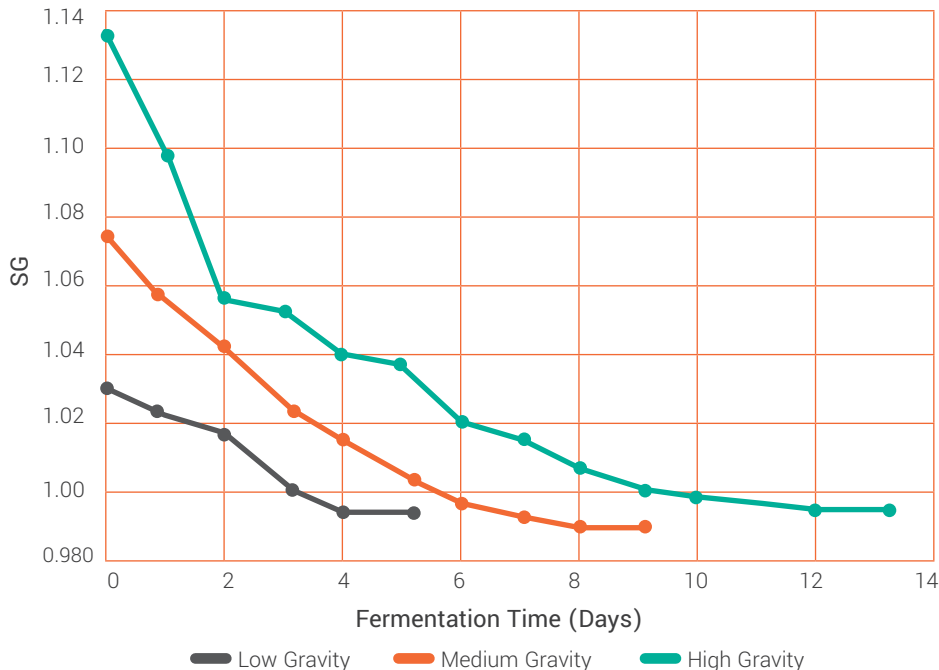
Malt is a key component for beer production - it is the key starch source, delivers amino nitrogen, vitamins and minerals. A simple sugar wash, on the other hand, solely delivers the carbon source and would thus result in a fermentation that is incredibly slow and most likely incomplete.

'Just sugar' is not enough to keep the yeast happy! It requires the addition of sufficient amounts of YAN (yeast assimilable nitrogen), vitamins and minerals - the essence for a successful, healthy fermentation.

TOP TIP ☆

The higher the gravity of the sugar wash, the more effort the brewer's yeast has to successfully ferment all sugars present, whilst adding an increasing amount of flavour and aroma compounds. Thus, it is recommended to use Wine or Distiller's yeasts for fermentation trials targeting >10% ABV or >8.0% ABV with or without the option of flavour/odour removal post-fermentation (e.g. activated carbon), respectively.

PRODUCTION RESULTS



	OG	PG	ABV (%)	Colour (Abs430)	pH
High gravity	1.131	0.997	17.8	0.019	4.2
Medium gravity	1.072	0.989	11.3	0.015	4.4
Low gravity	1.03	0.992	5	0.012	4.2

Product	Shelf life	Available in (kg)
Just Add Sugar	12 months	5 20
Buffer the Acid Slayer	36 months	5 20
Magnesium Sulphate	24 months	1 5 25

WANT TO KNOW MORE? GET IN TOUCH

If you would like to know more about what we do, head to our website murphyandson.co.uk or to speak to our technical support team, email techsupport@murphyandson.co.uk



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@murphys1887



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