



Craft Beer **deserves** Craft
Malt

What
is **MALT**?



Why **VERTICAL** Malt?



A close-up photograph showing a person's hands holding a white, crinkled bag that is pouring a stream of small, light-brown seeds into a dark, possibly black, container. The seeds are falling in a thick, continuous stream, creating a large pile of seeds at the bottom of the container. The lighting is bright, highlighting the texture of the bag and the individual seeds. The background is dark and out of focus.

It starts with
SEEDS



The **seeds** get
planted and start
to **grow**

The plants
flower and the
heads start to
emerge



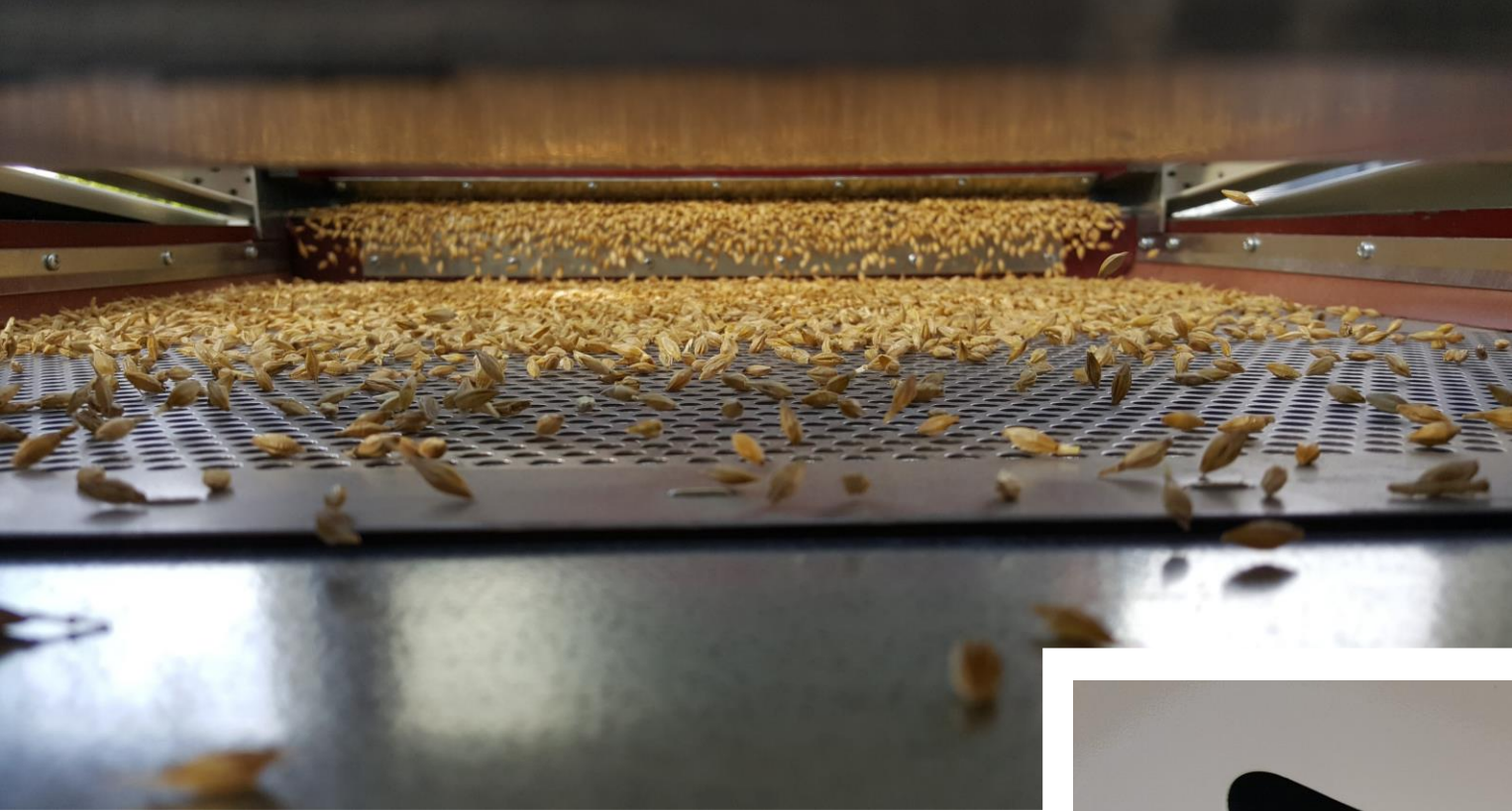
**The plants
mature and
ripen**



Then it's time to
Harvest







**The Grain is
Cleaned**



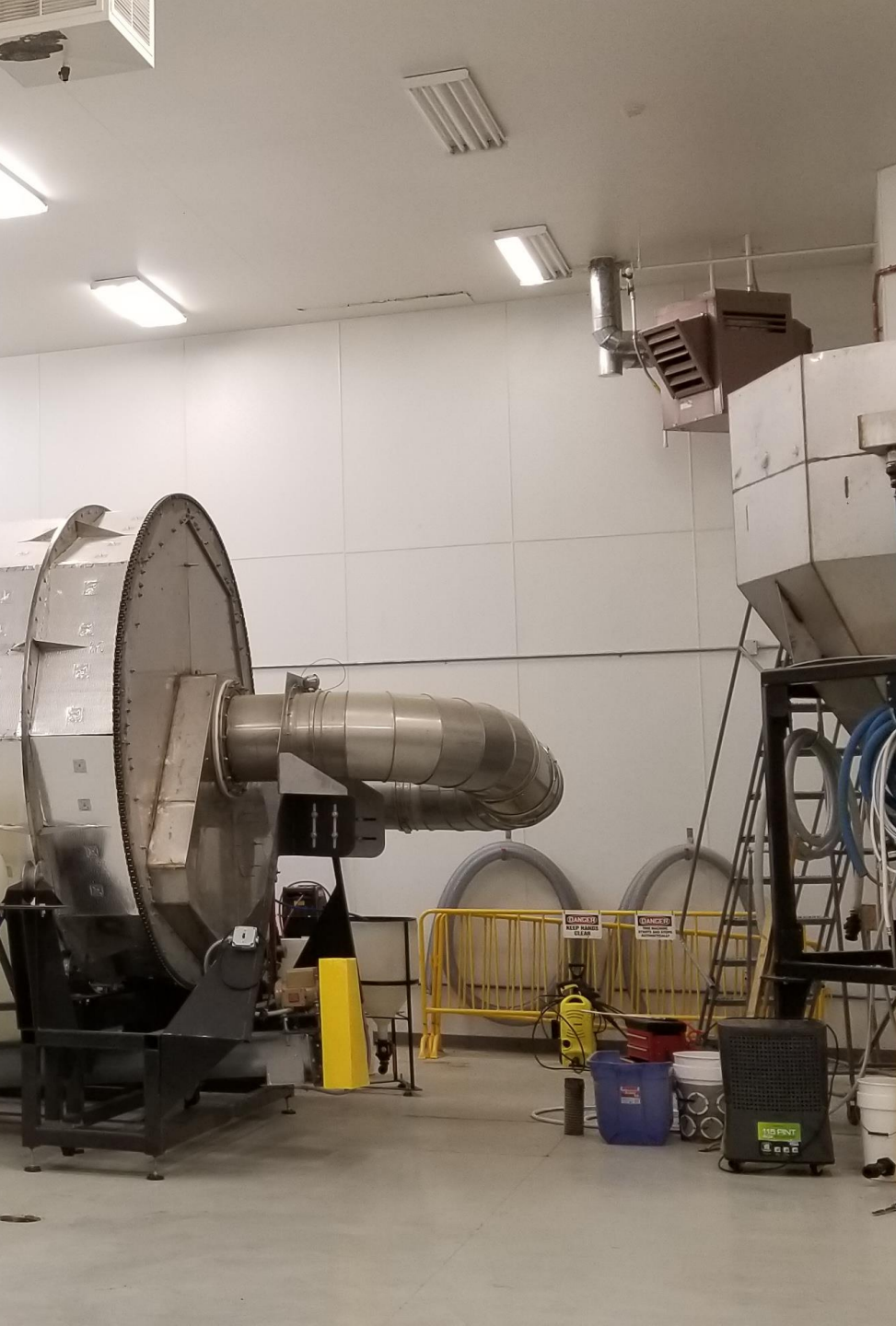


then
Stored



The clean grain
is moved to the
malthouse





**This is where the
barley becomes
malt**

The grain is **Soaked**
and starts to **Grow**





The grain **continues to Germinate** under closely controlled conditions



The Green malt is Dried,
Cured, and cleaned |



**Sometimes roasted or toasted
for added flavor**









The end result is the same



Great Beer with Vertical Malt

Farm to table - Field to glass

Seeds to Suds - Augers to

Lagers

Field to Froth - Bales to Ales

KNOW THE

PROVENANCE

Taste **THE Difference!**

