



## NEWS RELEASE

# Hyaline Malting (Yantai) Joins CMBTC

**WINNIPEG, October 24, 2016 – For immediate release –** The Canadian Malting Barley Technical Centre (CMBTC) is pleased to announce Yantai Hyaline Malting Co., Ltd. as a new member. This marks the third company from China to join the CMBTC in the last three years, highlighting the importance the malting and brewing industry in that country places on the supply of Canadian malting barley. In 2015 – 2016, China’s malt barley purchases were valued at approximately CAD \$250 million representing Canada’s largest export market for the raw material.

“Canadian malting barley is viewed as a superior quality product in China, and demand continues to grow as consumer preference shifts to more premium quality beer. CMBTC’s growing membership from China demonstrates the value placed on the technical expertise and independent quality analysis offered by the CMBTC. We are honoured to have Hyaline Malting join the CMBTC and welcome other international customers,” said Peter Watts, Managing Director.

Hyaline Malting, founded in 1989, is based in Shandong, China and operates an additional facility in JiangSu province. With a combined annual capacity of 250,000 metric tonnes their principal business is the manufacture of barley malt destined for the brewing industry. Hyaline Malting joins 24 other organizations as members of the CMBTC in 2016.

*Founded in 2000, the Canadian Malting Barley Technical Centre (CMBTC) is a national, independent non-profit organization with funding provided by members of the malting barley, malt and brewing industries, producers as well as provincial and federal governments. The CMBTC conducts applied malting and brewing research providing technical support to members and customers. Based in Winnipeg, MB, the CMBTC facilities include a state-of-the-art malting plant and pilot brewery. The CMBTC operates Canada’s only Malt Academy that offers courses on malt processing and brewing.*

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**High resolution image of Hyaline Yantai Malting Co., Ltd. attached for publication.**

For more information, please contact:

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