



The Weihenstephan QualityStandard

The Weihenstephan Research Center is part of the Technische Universität München. The purpose of this organization is to support and advise the brewing industry in matters concerning technology, engineering and operational efficiency through the application of scientific knowledge and practical expertise.

Furthermore, the Weihenstephan Research Center for Brewing and Food Quality is an independent, public enterprise and is authorized and accredited to perform laboratory analysis and testing according to DIN EN ISO/IEC 17025. Laboratory services include chemical analysis, chemical and technical as well as microbiological analysis.

Within the framework of these activities, a seal of quality has been developed at the Weihenstephan Research Center, known as the Weihenstephan Quality Standard (see picture at right). Beverages, which exhibit a particularly high level of quality and are regularly analyzed at the Weihenstephan Research Center according to defined parameters, may display this seal of quality on their labels.

This seal therefore represents a certificate of quality for finished products that have been evaluated according to specified parameters. The Weihenstephan Quality Standard is intended to signify to health-conscious consumers that products bearing this seal are regularly tested and exhibit a high standard of excellence. Additionally, it documents the special attributes of products, distinguished by the use of carefully selected raw materials and the production process. Furthermore, consumers may access information about the analysis parameters and the scheduled intervals for testing products on the home page of the Weihenstephan Research Center.

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Figure 1: Examples of the seal of quality from products currently available on the market.

