



## **Brewers Association Food Safety Preventive Controls for Breweries Request for Proposal**

### **Overview**

The development, documentation and implementation of risk-based preventive controls for human foods is a relatively recent methodology documented in Title 21 Chapter 117 of the Code of Federal Regulations as part of the U.S. Food & Drug Administration's (FDA) Food Safety Modernization Act (FSMA). It is based on the principles of the Hazard Analysis and Critical Control Points methodology which has been embraced by the global food industry for decades. With the publication of FSMA, the definition of food was expanded to include alcoholic beverages and for the first time brought the manufacture, packing and holding of alcoholic beverages previously managed only under the U.S. Alcohol and Tobacco Tax and Treasury Bureau (TTB) under FDA jurisdiction, as well. Although there are some exemptions, manufacturers of alcoholic beverages are required to comply with multiple portions of 21 CFR 117 in order to ensure a safe and unadulterated product.

The Brewers Association (BA) wishes to develop a resource which will assist craft brewers of all sizes develop effective implementation of [preventive controls](#) in all aspects of their breweries and help brewers make informed decisions based on their current situation. In most cases, implementation of preventive controls for human food is not a mandated regulatory requirement for producers of alcoholic beverages. However, not only are brewers increasingly required by their customers to have comprehensive food safety plans in place as a condition of doing business (e.g., as part of a formal GFSI-recognized food safety management system or as a stand-alone food safety plan), it is recognized that brewers need more guidance in how and why they should take steps to protect the consumer. The BA proposes that the risk-based preventive controls methodology offers a more flexible way for craft brewers to develop a food safety plan which would not only help meet regulatory requirements but also comply with increasing customer requirements. Comprehensive guidance to implement preventive controls is available for many industries but is not applicable to the unique processes used in brewing and fermenting beer.

The BA desires to establish clear and understandable food safety guidance for craft breweries, with a specific emphasis on the small producers and develop a resource that will serve as the accepted "industry standard" addressing the implantation of a comprehensive preventive control program in breweries, including tools to allow brewers to more easily comply with FSMA.

The successful vendor will bring substantial experience with both preventive control programs and the brewing industry. The vendor will understand the various challenges in the brewing process, from raw materials to packaged beer, and emphasize compliance with the Food Safety Modernization Act, good manufacturing practices and preventive controls.

## **Scope of Work**

At the completion of the project, BA will own substantive content addressing preventive control standards for use by and of value to its many diverse members. BA brewery member operations range in size from very small (<100 bbls per year production) to relatively very large (> 2 MM bbls per year production) with differing process and packaging procedures. Member preventive control needs likewise vary accordingly. The successful vendor will work with the BA to identify the appropriate deliverables to produce the resource as described. Examples of the deliverables are:

1. Written content for one manual, delivered to BA creative department in final form as text or MS Word format documents.
2. Graphic content (such as images, charts, tables, spreadsheets, templates, flowcharts, decision trees, audit forms) in formats mutually agreed upon by vendor and BA graphics department.
3. Additional content needed for development of one or more web-based resources to be housed on BrewersAssociation.org

## **Work for Hire**

The work product results for this project will be considered "Work for Hire." All content and resources will become the copyrighted property of Brewers Association for use by BA staff and members at their discretion. Brewers Association will own all copyright to the resulting work product and content.

## **Expectations**

BA requires a vendor who has extensive knowledge with federal and state level food safety compliance, is knowledgeable in best practices in the craft brewing industry and who will work in collaboration with BA staff, BA quality subcommittee and BA member and other breweries. Therefore,

- Vendor will foster a relationship of trust and confidence between themselves and BA.
- Vendor will provide qualified personnel, dedicated to the success of the project.
- Vendor will use their expertise to accomplish the work within the schedule and budget term found in Project Information section.
- Vendor will organize topics with attributes as described in this RFP.
- Vendor will ensure information in the final document conforms with U.S. Food and Drug Administration preventive control program guidance.
- Vendor will work to identify craft brewer knowledge gaps, and then fill those gaps.
- Vendor will work to understand the diverse nature of BA membership.
- Vendor will need to understand the business drivers and basic requirements for developing an industry-recognized food safety plan for certification (e.g. a [GFSI-recognized -food safety management system](#) such as SQF, BRC, IFS or FSSC 22000 or perhaps the [GFSI Global Markets Programme for Manufacturing](#))

## **Proposal**

Please include the following information in your proposal of 5 pages or less:

1. List and describe individuals on the team who will participate in the project.
2. List similar project experience with references including contact name and email/phone.
3. Describe your approach to meeting the schedule and goals of the project defined in this RFP.
4. Describe how you will reach out to BA member brewers, non-member brewers, and vendors to identify best practices, knowledge gaps, and resources for gathering content.
5. Describe your vision of the manual – approximate length, amount of imagery, etc.
6. Describe what you need from the BA to achieve success.
7. Describe the values by which your company makes decisions.

## **Project Information**

### **Organization and Format**

BA desires that the final printed documents will have the look and feel of similar Brewers Association resources such as [Good Manufacturing Practices for Craft Brewers](#) and [Food Safety Plan for Craft Brewers](#).

Content organization should therefore follow a similar framework when possible.

### **Tone and Level of Communication**

Concepts and standards will be communicated in a manner that will be understood by and applicable to:

1. Brewery members who may not be trained in food safety, preventive controls and development and documentation of Standard Operating Procedures (SOPs).
2. Brewery members who have advanced training and education in food safety and preventive controls and who may have qualified staff.

Verbiage must be developed sufficiently to accomplish this important goal. Concepts and standards will be conveyed with heavy usage of images, diagrams, photos, drawings, templates and sample forms.

### **Attributes**

Final content will contain information applicable to many sizes and types of members. For example, material must be usable by the following brewery types:

- Brewpubs
- Tap Room Breweries
- Small packaging brewing companies (1-15,000 bbls annually)
- Mid-size packaging brewing companies (15,000 - 50,000 bbls annually)
- Bigger regional & national packaging brewing companies (over 50,000 bbls annually)

Attributes will:

- Identify food safety hazards in the brewery and strategies to control them.
- Contain best practices for both capturing and managing various packaging types, for example kegs, cans and bottles.
- Provide language, flowcharts and rationale that will allow brewers to easily identify which regulations and programs are relevant to their specific operation(s).

- Address the unique business model of brewpubs wherein a manufacturing facility for beer exists within a restaurant.
- Provide a functioning template of a fully developed preventive control plan, providing brewers with a model for their individual program.
- Address the importance of prerequisite programs, such SOPs, GMPs and TTB formula approval and labeling requirements.
- Address the importance and execution of proper documentation and record keeping.
- Include focus on control of allergens, sanitation, supplier and process controls.
- Include examples of training programs and training documentation materials.
- Contain references and links to relevant CFRs and FDA guidance documents.
- Produce programs and materials in a manner that will satisfy typical requirements of current certification programs.
- Provide a functioning template for breweries to provide to customers as proof of a food safety program.

The resource will address and include additional attributes determined to be relevant by the vendor and the BA Quality Subcommittee

**Preliminary Schedule - Can be adjusted as necessary**

- 10/15/2018 – RFP advertising date.
- 11/15/2018 – Proposal submission deadline.
- 12/15/2018 – Vendor proposal to be chosen by BA.
- 1/2019 – Meetings with vendor and BA representatives as necessary.
- 3/1/2019/2019 – Initial draft submitted to BA for input and review by quality subcommittee and BA staff.
- 4/1/2019 – Draft fine-tuning with BA staff and Quality subcommittee complete.
- 5/1/2019 – Final documents delivered to BA in pdf, spreadsheet and other formats to BA graphics department. Exact formats of each text, graphic, and any other content will be mutually agreed upon by vendor and BA graphics and web departments. BA graphics and web departments will then convert documents into formats to be delivered to/published in a web-based home.

**Budget**

\$50,000.00 is available in 2018-19 for development of Preventive Controls – Standards for Breweries resources for use by BA members.

**Process:**

By the 15th of each month status updates will be provided by the vendor to the BA during development of the resources as outlined in the schedule above. Updates will be in the form of periodic project summaries, outside or in addition to ongoing correspondence between vendor and BA staff.

**Payment:**

Payments from BA to vendor will be roughly matched as in the following example scenario.

- 1/1/2019 – \$12,500: Initial payment
- 3/1/2019 – \$12,500: Initial draft submitted to BA
- 5/1/2019 – \$25,000: Final documents delivered to BA

Payments will be made to vendor within two weeks of receipt of required documents being received by the BA. Final documents will be in a form mutually acceptable to vendor and BA staff, web and graphics teams.

### **About the Brewers Association**

The Brewers Association is a 501(c)(6) not-for-profit trade association. The Brewers Association is an organization of brewers, for brewers and by brewers. More than 4,800 U.S. brewery members and 45,000 members of the American Homebrewers Association are joined by members of the allied trade, beer distributors, individuals, other associate members and the Brewers Association staff to make up the Brewers Association. The BA homepage can be found at <https://www.brewersassociation.org/>.

### **Purpose**

To promote and protect American craft brewers, their beer and the community of brewing enthusiasts.

### **Core Values & Beliefs**

- At the Brewers Association we believe in:
- Promoting and celebrating the small, independent, traditional and innovative culture of American craft brewers
- Vigorously defending our industry and providing craft brewers with a unified voice
- Fostering transparency within our own organization
- Supporting and encouraging the responsible enjoyment of beer
- Providing stewardship for 10,000 years of brewing history
- Educating brewers and consumers about the diversity, flavor and quality of beer  
Improving the economic health of American craft brewers
- Working to build a collegial community of brewers, homebrewers and brewing enthusiasts
- Promoting ethical and legal trade practices
- Building relationships and collaborating with our industry partners

### **About the BA Technical Committee and the Quality Subcommittee**

BA members include hundreds of start-up companies, which by definition are small, as well as established companies with years or decades of maturity. Members include brewpubs and taproom breweries as well as packaging breweries. The primary focus of the Technical committee is to support members in their businesses by creating best practices for the industry in the areas of draught quality, quality, safety, sustainability and other brewery operations. The Quality Subcommittee's overriding mission is to continue the advancement of quality within the craft brewing community.

### **Contact:**

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