

CRAFT BREWERS CONFERENCE[®] & BrewExpo America[®]

**Fruit Beers and Sours:
Made Simple and Delicious
with Fruit Brū**

GLCC Co.

- GLCC Co. is a juice blender and flavor house in Paw Paw, MI, about half-way between Detroit and Chicago.
- We've been in business since 1996. We are mostly known for true-to-name fruit flavors and juice blends, and for product development. We design a lot of beverages, both alcoholic and not, for customers all over the country.
- We're especially recognized for fruit wine bases, for juice blends, for a range of cocktail/mocktail concentrates called Mixer 1-1-6, and for our close product development partnerships with customers.

WHY MAKE BEER WITH FRUIT?

- Brewers have been adding flavors and extracts to ale since the ancient Sumerians, including numerous spices, herbs, fruits, flowers and barks
- The notion of beer as a pure product with 4 ingredients comes from the Reinheitsgebot beer laws in Germany in 1516
- ...Which promptly killed off a healthy fruit and spiced beer industry in Germany...

WHY MAKE BEER WITH FRUIT?

(Cont.)

- Of course, most craft brewers would ideally like to have a beer to suit everybody who visits their tasting rooms. It's what makes them fun to visit.
- So having a fruit beer and a sour is a great option.
- The only problem is, they're not so easy to make.

WHAT'S SO HARD ABOUT MAKING FRUIT BEERS?

- Beer yeasts – *S. cerevisiae*, *S. pastorianus*, *Kveik*, *Brettanomyces* etc., don't really have a problem fermenting fruit juice. If they can eat maltose they can usually eat fructose and sucrose.
- But when yeast ferments sugars it produces CO₂, which is a fabulous way to strip out flavor...

Feyecon D&I Supercritical CO₂ Extractor for flavors



WHAT'S SO HARD ABOUT MAKING FRUIT BEERS? (cont.)

- You can buy some really great quality fruit purees which are recommended for adding to beer to make fruit beer and sours



WHAT'S SO HARD ABOUT MAKING FRUIT BEERS? (cont.)

- Aseptic, in boxes or drums, easy to use... and no need to file the formula with the TTB.
- But somewhere between 80 and 100% of the flavor blows off with the CO₂ during fermentation, especially for non-citrus flavors.
- If you compensate and add 5, 10 times as much to the wort to try to get some flavor in the finished product, it gets very expensive -
- And usually very acidic too.

POSSIBLE SOLUTIONS

1) Adding fruit after fermentation. There are a lot of problems with this:

- Filtration is a nightmare. You could use clarified concentrates, but the flavor is much too weak to work well in beer
- Added sugars will re-ferment unless you can completely sterilize
- Added sugars will make the beer sweet

2) Adding aroma or distillates after fermentation.

- Tend to be weak in flavor and seasonally inconsistent
- Very expensive as used
- Sometimes difficult for brewers to add to brite tank
- Not always sterile, so some micro risks

POSSIBLE SOLUTIONS (cont.)

3) Adding flavors after fermentation.

- This works extremely well. Brewers usually hate the idea – with some justification
- A majority of brewers like the fermented beer to be the finished product, and not to mess with it or add adjuncts
- There is no juice added, and juice does provide some depth of flavor and other characteristics through fermentation
- Sometimes difficult for brewers to add to brite tank

POSSIBLE SOLUTIONS (cont.)

4) Fruit Brü from GLCC Co.

- Specifically designed to make fruit beers and sours
- A combination of malt syrup, clarified juice concentrates, natural flavors and sometimes citric acid
- Pre-tested – flavors guaranteed to last through fermentation
- Customizable - Unique fruit beers and sours made in combination with different malt bill and hops, different yeasts and acidity.

FRUIT BRÜ

- High Brix (71-72°B, actual solids are higher), so shelf stable – although prolonged storage above 70°F can damage flavor and color
- Available in 5 gallon pails or 52 gallon drums.
- 1 gallon of Fruit Brü is equivalent to 8.0 lbs of fermentable solids.
- We recommend replacing 20% of the fermentable malt solids with Fruit Brü. So a 5 gallon pail in a typical 5 barrel system will make 182 gallons of starting wort.
- Fruit Brü is clarified, pasteurized and readily fermentable, so it requires no additional brewing steps or filtration.

FRUIT BRÜ

Available Flavors (so far):

• 50936.56	Blackberry	50852.97	Mango
• 50702.68	Blood Orange	50702.67	Orange
• 50924.93	Cherry	50913.65	Peach
• 51219.07	Coconut	50801.90	Pineapple
• 50202.21	Cranberry	50912.20	Raspberry
• 50401.17	Grapefruit	50923.39	Strawberry
• 50908.17	Hibiscus (Jamaica)	50954.05	Vanilla
• 50501.86	Lemon	50944.56	Watermelon



GLCC Co.

"As the fruit,
benefit!"
"If we must,
we can!"



39149 Red Arrow Highway Paw Paw, MI. 49079 USA
(269) 657-3167 Phone (269) 657-4557 Fax
www.glccflavors.com

Coconut Fruit Brū 51219.07

Lot: CBR012226

Net Weight: 56 Lbs

Net Volume: 5 Gals

Date of Manf: Jan. 22, 2026

Ingredients: Malt Extract; Apple, Coconut Water &
Pear Juice Concentrates; Water; Citric Acid;
Natural Flavors

Storage: Ambient, less than 70 °F. Extended storage
at higher temperatures may result in loss of flavor
quality and product browning



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Lemon Fruit Brū 50501.86

Lot: LBR101725

Net Weight: 587 Lbs

Net Volume: 52 Gals

Date of Manf: Oct. 17, 2025

Ingredients: Malt Extract, Apple & Clarified Lemon
Juice Concentrates; Water; Citric Acid; Natural
Lemon Flavors; Gum Arabic

Storage: Ambient, less than 70°F. Extended storage
at higher temperatures may result in loss of flavor
quality and product browning



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Strawberry Fruit Brū 50923.39

Lot: SFB012026

Net Weight: 28.2 Lbs

Net Volume: 2.5 Gals

Date of Manf: Jan. 20, 2026

Ingredients: Malt Extract; Apple and/or Pear,
Strawberry & Purple Carrot Juice Concentrates;
Water; Citric Acid; Natural Flavors

Storage: Ambient, less than 70 °F. Extended storage
at higher temperatures may result in loss of flavor
quality and product browning



FRUIT BRÜ

- Typical brew formula – Lemon Sour

Pilsener malt	72 lbs
Wheat malt	80 lbs
Lemon Fruit Brü	56.4 lbs (5 gals)
Rice Hulls	6 lbs
Lemon Juice Conc 400 GPL	8.8 lbs
Hops, Pils type	14 oz
Whirlfloc	1.7 oz
Yeast	1
Lacto Yeast	2
Water	to 182 gals

FRUIT BRÜ

- Typical brew formula – Strawberry

2-row	150 lbs
Wheat malt	30 lbs
Munich Light	20 lbs
Honey Malt	10 lbs
Dextrin	10 lbs
Strawberry Fruit Brü	56.4 lbs (5 gals)
Hops, strawberry character	14 oz
Whirlfloc	1.7 oz
Yeast	1
Water	to 182 gals

FRUIT BRÜ

- Plant tested. The range is brand new but we have run in a couple of breweries to date to prove that the product will work as promoted.
- You can taste the results!





















NEW FLAVORS

The current list is 16 Fruit Brū blends. We're happy to work on new flavors and other blends for you, so long as you plan on a reasonable volume. It will take a few weeks as we have to make sure that the product will ferment out and maintain the flavor. Some products might be just too delicate to survive fermentation.

TTB

- If you use Fruit Brü – or in fact any other essence, distillate, flavor or anything other than 100% fruit – you have to file the formula with the TTB
- GLCC Co. will supply you with the breakdown of the product and a FIDS (Flavor Information Data Sheet) for the flavor used.
- The TTB needs to know what goes in the product because it's a Federal law – and especially because they want to make sure excise taxes are paid on all the eligible alcohol.
- It's a hassle but not that big. We've been doing this with fruit wine customers for years and it is straightforward.

PRICING

\$230 per 5 gallon pail

\$2090 per 52 gallon drum

FOB Paw Paw, MI, 49079

Thanks for coming
to the session!



Jonathan