



COLLABORATE TO INNOVATE

Bulmers Case Study

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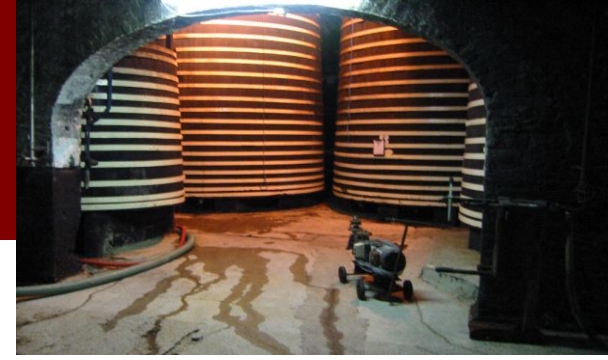
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Background



- **Bulmers Traditional Cider-Making Process - Wooden VATS.**
- **Natural Indigenous yeast strains - ONLY.**
- **Microflora only identified to species level by 1999.**
- **Strains - How Many? Most important? Fermentation Dynamics?**
- **BUSINESS CONTINUITY RISK - 1999** – In the event of a catastrophic incident (e.g. fire) at the Cider House - how would we replicate the unique characteristic flavour of Bulmers Cider ?



Why Collaborate ?

- **Phase 1 - 1999** – Prof. Bob Davenport – Expert Mycologist.
- **1 Fermentation** – 2 people - 3 months work to profile.
- **Only certain strains** could be identified. Results inconsistent.
- **Molecular Analysis** – the only way forward.
- How could we do this **cost effectively** and **on time**?
- **Key Objectives for C&C** – Replicate Flavour & the Process.



Applied Research Grant Scheme - EI

- EI offered funding for **ARGS 2000 – 2004**.
- Bulmers preferred University was **UCC**.
- **Sponsorship of a PhD**.
- **Integration** - with Team of Bulmers Technologists on-site.
- **Quarterly reviews** with UCC.
- Led to **further collaboration** e.g. Dr Amparo Querol – Valencia.



KEY ACHIEVEMENTS

- Comprehensive **Map of Process & the microflora**. (1999-2004).
- **Technology Transfer** to Bulmers.
- **Commercial success** – Ability to replicate the traditional process.
- **PhD** – for Dr. Bill Morrissey.
- Significant **Enhancement of academic expertise at UCC**.
- **Building relationships with a range of EU experts**.



Key Learning's

- **IP – ownership.**
- **Alignment of Objectives.**
- **Publication of results & findings.**





THANK YOU

Q&A

