

# **GENE-UP® PRO BREW**

Game Changing Beer Quality
Solutions for Actionable Results



**Your Trusted Partner in Augmented Diagnostics** 

Ensuring microbiological quality in breweries is critical to avoid spoilage before beer reaches consumers and safeguard brand reputation. Compatible with a wide range of beer styles and yeast slurry matrices, GENE-UP® PRO BREW uses advanced PCR technology to detect bacterial and yeast contaminants well before conventional methods — supporting proactive quality control.

Building on over a decade of leadership in beer quality, GENE-UP® PRO BREW reinforces our dedication to brewers by delivering innovative, brewer-centric solutions that elevate operations management.

#### **How It Works**















Sample Preparation

Transfer to PCR tube, Place in GENE-UP®

Results and Interpretation

ENRICHMENT (OPTIONAL): ~48 HOURS & SAMPLE PREPARATION : <1 HOUR

PCR & DATA ANALYSIS: ~1.5 HOLIR

## **GENE-UP® PRO BREW**

Developed With Brewers, For Brewers

#### THE SCIENCE

- Compatible with various brewing samples types
- Streamlined workflows and format
- Results in 3 hours after sampling
- Detects <1 cell/mL with 48-hour enrichment
- Novel biomarker for diastatic activity

#### THE IMPACT

- Helps ensure quality across all stages of the brewing process — from yeast slurry to final packaged beer
- Helps reduce complexity for everyday brewery testing, with storage at room temperature
  - Enables faster and proactive product release
- Helps ensure highly sensitive detection for timely production decisions
- Improves risk assessment of S. cerevisiae diastatic potential, together with STA1





# **How Victory Brewing Shortened Testing from 5-7 Days to 3 Hours**

Discover how Victory Brewing Company transformed its quality assurance process by upgrading to GENE-UP® BREW — enabling rapid, accurate detection of spoilage organisms **in 3 hours**, versus 5-7 days.

This innovation supports Victory Brewing's expanding production demands, safeguards brand integrity, and ensures consistent product quality — delivering peace of mind with every release.



### **ORDERING INFORMATION**

GENE-UP® PRO BREW BACTERIA GENE-UP® PRO BREW YEAST IS1119 | IS1120 | 96 Assays



# READ THE CASE STUDY

biomerieux.com/victory-brewing



### LEARN MORE ABOUT GENE-UP® PRO BREW

biomerieux.com/gene-up-pro-brew