



# brewmaxx

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Success Story // Brewing industry // Birra Castello, Italy

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**ProLeiT**  
by Schneider Electric

# A step forward in digitalization

How ProLeiT and system integrator PSM are digitalizing Italian brewery Birra Castello with brewmaxx. With ProLeiT's support and advice, digitalization is moving forward in the "Fabbrica in Pedavena" plant: Under expert guidance, system integrator PSM has integrated the brewmaxx process control system for Birra Castello. Merely the first step on the road to ensuring the brewery is fit for the future.

At its production facilities in San Giorgio di Nogaro and in Pedavena, Birra Castello produces brews to meet the desires of Italian beer drinkers. Birra Castello S.p.A. was founded in 1997 in San Giorgio di Nogaro (Udine), taking over a historic brewery from a multinational. In 2006, it took over one of the most historic breweries in Italy, in Pedavena (Belluno), founded in 1897, acquiring quality, know-how and brewing tradition.

Today, the independent brewery is one of Italy's leading beer makers, selling 1.3 million hectoliters and recording sales over 100 million euros. Brews sold under different brand names include a lager, a double malt and an unfiltered beer.

Beer is brewed at two facilities: One in the headquarters and one in the town of Pedavena in the province of Belluno. After making significant investments in modern technology at the headquarters, the next step on the road towards digitalization was urgently required in Pedavena. Since the somewhat outdated process control system left a lot to be desired in terms of its future safety, upgrading capability and efficiency.

**CASTELLO**  
INDIPENDENTE CON GUSTO

## Info

Company:  
Birra Castello  
Sector:  
Brewing Industry  
Location: Pedavena  
Country: Italy



Exterior view of the plant "Fabbrica in Pedavena"



Product portfolio of Birra Castello

#### Local system integrator joins the team

ProLeiT was informed of Birra Castello's decision to upgrade the process control system by local system integrator PSM: The plan was to manage the project together, thereby incorporating the new process control system at Birra Castello. A joint presentation was given at a prior meeting with the client, which only helped to strengthen Birra Castello's decision in favor of brewmaxx.

After working out the technical details, the plan was to automate the entire brewery step by step in four phases. As the facility needed to be converted without impacting ongoing production and it was also important to ensure everything was working smoothly without any unplanned downtime. Further, this approach helped to guarantee that system integrator PSM, who was working with brewmaxx for the first time, could quickly become familiar with the software. Smooth implementation of the automation process with the help of ProLeiT was also down to the system integrator's excellent knowledge of the plant.

#### brewmaxx express in use

The first two project phases were successfully completed in spring 2022 and included integration of the fermenting cellar and the storage tanks. Use of brewmaxx express, a slender entry-level version without server hardware, enables modular system expansion. And that is the precise plan: Further project phases will see complete integration of the Birra Castello brewery in Pedavena.

## SUCCESS STORY // BREWING INDUSTRY // BIRRA CASTELLO

"We provided system integrator PSM with technical support and expert advice; both with regard to installing brewmaxx and in view of plant automation. Birra Castello is now benefiting from a modernization project that enables it to take crucial steps towards the future," says Markus Hauf, Sales Manager Brewing Industry & Spirits at ProLeiT, when explaining the action taken so far. And adds: "Gradual introduction gives operators the opportunity to familiarize themselves with the new sub-sector before proceeding with complete integration."

### Advantages integrated step by step

A key advantage of gradual integration is that the system is seamlessly expandable and easy to upgrade. Installation of new server hardware is also planned for the upcoming project phases. Further, the planned activities can be implemented smoothly and without the need for any re-engineering.

The brewmaxx express solution alone ensures Birra Castello benefits from increased transparency through process data acquisition, while visualization and intuitive operation make the lives of system operators much easier. An additional boost is the newly implemented recipe system, which allows the storage of a wide variety of parameters such as malt quantities for individual brews or cooling temperatures for specific beers. This all helps to keep quality high and required operator intervention low.

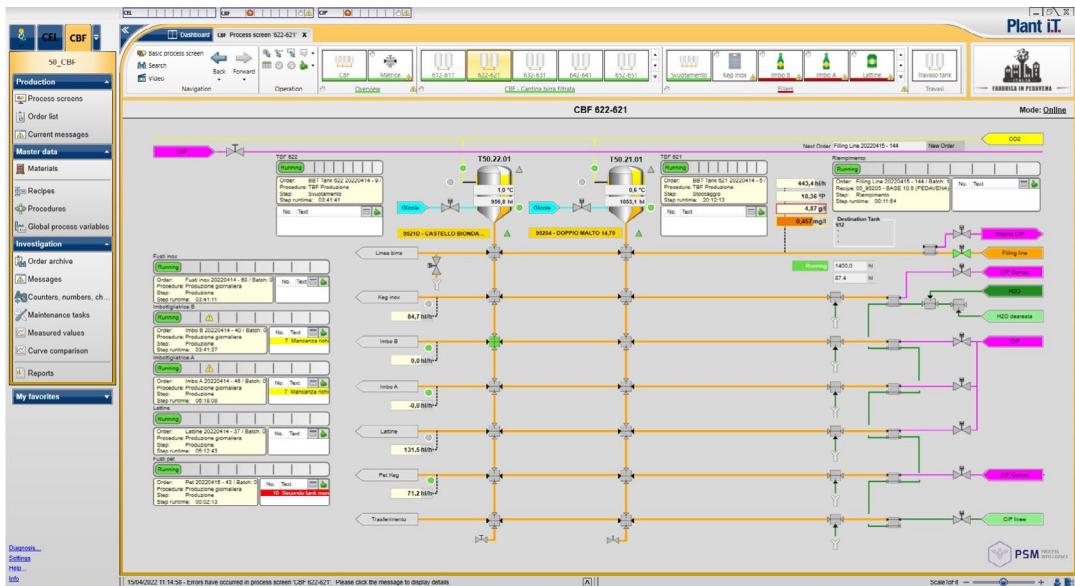
### A win-win situation for everyone

Obviously: By upgrading its process control system, Birra Castello has taken a significant step towards digitalization. And for the future, the brewery is considering to expand brewmaxx and install additional server hardware. Consequently, Eliano Verardo CEO at Birra Castello is delighted with the way things are going: "The key factors for successful implementation of the project were our complete trust in PSM's expertise and in ProLeiT's extensive knowledge of breweries, as well as the efficient and smooth communication between all the partners."

Everyone involved in the project benefits: ProLeiT was able to specifically enhance the know-how of local system integrator PSM, utilizing both synergistic and multiplier effects for future joint projects. Something also confirmed by PSM Managing Director Mirko Morgan: "We were totally inspired by the functionalities of brewmaxx. By incorporating brewmaxx, our customer is taking



Team photo PSM



brewmaxx express screenshot

a decisive step forward in its digitization plans.” Today, Birra Castello is well equipped for future challenges and expansion thanks to the cutting-edge brewmaxx process control system.

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