

BIOMÉRIEUX

GENE-UP[®] PRO BREW

Game Changing Beer Quality
Solutions for Actionable Results



Your Trusted Partner in Augmented Diagnostics

PIONEERING DIAGNOSTICS

INNOVATING TO ADVANCE THE BREWING INDUSTRY

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



Enrichment
(Optional)



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 HOUR

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

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