

## **Kombucha Brewers International Publishes New Handling and Testing Protocols Shown to Significantly Reduce Errors during Ethanol Compliance Evaluation**

**FOR IMMEDIATE RELEASE**

Los Angeles, CA - April 1, 2015 - Kombucha Brewers International, the trade association for commercial Kombucha beverage producers worldwide, is pleased to announce the publication of newly developed, critical handling and testing protocols required to produce accurate and repeatable alcohol readings when conducting compliance testing.

Developed by TTB certified Cornerstone Labs (TN) in cooperation with KBI member Live Soda Kombucha, it is built on the current TTB testing standards and includes additional specific measures regarding how the sample is handled in order to prevent the unintentional introduction of human error and subsequent inconsistent readings that have plagued the industry, even at TTB labs. "It is incredibly difficult to measure very low levels of alcohol with consistent accuracy. Working closely with the Kombucha industry allowed us to make the adjustments needed to create a process that reduces the margin of error. For most testing a margin of error of +/- 1% would be considered reasonable but in the case of Kombucha we have to get it exactly right and that's what these sample handling protocols ensure," says Sam LaBonia, President of Cornerstone Labs and developer of the process.

Deviation from these techniques has been shown to result in much greater testing variation and repeated false positive results. Adhering to stricter standards is critical for accuracy and repeatability in testing, the hallmarks of effective evaluation. With the gracious cooperation of LaBonia and Cornerstone Labs, KBI has made this information publicly available on their website and has invited all TTB certified labs and technicians to reach out to KBI or Cornerstone for more information or assistance with the protocol. The full protocol as well as a one page summary may be viewed here:

<http://kombuchabrewers.org/resources/approved-alcohol-testing-methods/>

Since its inception 14 months ago, KBI has been committed to establishing standards for the Kombucha industry that also include defining best practices and preparing members for successful interactions with inspectors at all levels. This includes proactively providing HACCP plans and other food safety practices, which along with the testing protocols are part of a larger verification program KBI plans to roll out later this year.

"We know that customers and retailers will build trust in KBI members as they learn more about our industry through education and outreach, and through experiencing the vitality of a living beverage like Kombucha," said KBI President Hannah Crum. "Our commitment to compliance and responsible food safety production at all levels of our membership is paramount to our future success and our membership not only understands that, they welcome and embrace the ability to demonstrate that they are already meeting and most of the time exceeding the standards required of them."

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Kombucha is naturally sparkling fermented tea. For more information about the testing protocols or to learn more about the Kombucha industry, please contact KBI President Hannah Crum at [info@kombuchabrewers.org](mailto:info@kombuchabrewers.org).