

# The Advertiser

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## Frigid eyes US expansion after more than 20 domestic sign-ups

Adelaide start-up Frigid has set its sights on the lucrative US market after securing more than 20 craft breweries for its smart refrigeration platform.



Frigid co-founder Mark Gerschwitz, Brightstar Brewing head brewer Steve Brockman and Frigid co-founder Jassa Amir-Lang. Picture: Brenton Edwards.

Adelaide beverage technology start-up Frigid has set its sights on the lucrative US market after securing more than 20 craft breweries for its smart refrigeration platform.

Contract wine producer McLaren Vale Vintners is also rolling out the platform, which uses Internet of Things and cloud-computing technologies to provide craft brewers and other beverage producers with real-time information and the ability to control chilling processes remotely.

Having signed up brewing clients in Adelaide, Brisbane and Perth, the company recently completed Austrade's US export acceleration program, known as the San Francisco Landing Pad, and is planning trips to the US later this year and next year to meet with breweries and industry groups.

Frigid co-founder Jassa Amir-Lang said rising energy costs had caused many craft brewers to look at innovative ways to reduce their energy consumption and improve productivity.

“While energy consumption and savings were definitely a driver in developing this bev-tech for brewers, giving our customers their lives back by reducing their need to be constantly present during the brewing process was an equal benefit,” he said.

“Frigid was created to be a simple, intuitive interface that lets the beverage industry, whether they’re brewers or winemakers, concentrate on what they do best - making their fantastic beer or wine.”

[Frigid launched last year](#) following a pilot program with Stepney-based Little Bang Brewery.

It’s been designed to enable craft brewers to optimise their energy use in the brewing process by providing access to the type of detailed information that had previously been available to only the large multinational brewers.

The platform is built on top of the Amazon Web Services cloud system, and there are future plans to add artificial intelligence and machine learning components.

Independent Brewers Association chief executive Kylie Lethbridge said Frigid’s expansion was timely given the cost pressures facing craft brewers.

“Given the current economic climate many of our members are trying to find ways in which they can be more efficient and to save costs,” she said.

“Sustainability is important to our industry and so it is not surprising that Frigid is becoming a well-recognised name in the independent brewing sector.

“It is for this reason we are proud to support their efforts as they support our organisation

and lead the way in cost effective and innovative technology.”

McLaren Vale Vintners general manager Tara Madgett said the platform would improve the efficiency and productivity of operations, and help the winemaker achieve its sustainability targets.