

COMPANY SPOTLIGHT

Interview with Rob Williams from Alliance Hose & Rubber Co.



Q Tell us a little bit about you and your role with Alliance Hose & Rubber Co.

A I am originally from Chicago's South side. We moved to Northwest Indiana to raise our three children, who are now grown. I have been with Alliance Hose & Rubber Co. for over 18 years. During this time, I have been expanding our capabilities in various industries such as food and beverage, large bore dewatering, construction, industrial manufacturing, and chemical processing and transfer.

Q Where is your company headquartered? Give us a fun fact about the city.

A Alliance Hose & Rubber Co. is in Elmhurst, Illinois, a suburb just outside of Chicago. It is home to many food manufacturers, from Keebler to Kellogg to Famous Amos cookies.

Q What role does your company play in the beer industry?

A Alliance Hose provides custom cut and coupled hose and tubing to the beer industry. Whether you need a transfer hose for beer or spirits, a grain transfer hose, or a washdown hose, we have a complete line of options, which includes the most up-to-date technology in attachment methods and fittings for a vast variety of connections needed by beer and spirits producers. Along with hose we supply many other products such as hose reels, valves, custom-made adapters, pumps, and fittings.

Currently, we are members of multiple guilds in the Midwest states, the Brewers Association, and the MBAA, for which we are on the safety committee providing safe use projects. We do speaking engagements both face-to-face and virtual.

Q How has the Covid-19 pandemic affected Alliance Hose?

A Being an essential business, we have been open during Covid meeting our customers' needs. The pandemic has slowed things down, but we've still seen a pretty decent demand in the food and beverage industry. The level of concern in replacing old hoses, and especially brewers looking into hose and tubing with higher levels of bacteria resistance, has been a common question and need. We also saw a higher demand for high-proof hose for hand sanitizer production in many distilleries.

Q How have you seen the brewing industry unite in these unusual times?

A One thing I have always seen and am certain I will continue to see is brewers coming to each other's aid when in need. The various discussion boards, guilds, and associations have given brewers a sounding board to ask for or trade goods like hops, malts, grains, and even brewing solutions. It's an incredibly strong community of individuals who encourage and support one another to share their passion for craft beer and lately to help keep their breweries open and taps running.

Q How have Alliance Hose's priorities shifted for the remainder of 2020?

A One of the main priorities is communicating with our customer base. Visiting face-to-face with the beverage industry has been a little hindered, so reaching out to meet with clients or show new products and capabilities has moved us into virtual meetings. More like fast tracked us into electronic social connecting. The use of webinars had started in early 2018 and really took off in late 2019.

Q What are Alliance Hose's top priorities for 2021?

A Alliance Hose's top priority is how we are going to continue to grow. We have plans to expand our staff in manufacturing as well as sales. This growth allows us to expand our hose and tubing system capabilities and offer more cost- and time-saving products for our customer base. We will also look to expand our safety education to a larger range of hose system users. You can't be selective when it comes to safety—it belongs to everyone.

Q What is your favorite aspect of Master Brewers or World Brewing Congress?

A My favorite aspect is that we can reach out to each other at any time for a question or help with anything. The library of information is so large and the diversity among its members allows everyone to participate on sharing knowledge and unity globally.

Q What is the best way for someone to connect with your team?

A We can be reached by calling 630-607-1900. Our website is www.alliancehose.com. Or email sales@alliancehose.com. You can also connect with us on LinkedIn or Facebook.