

QUALITY MANAGEMENT SYSTEMS IN BEER PRODUCTION ENTERPRISES

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The work analyzed certain issues related to the implementation of quality management systems in beer and soft drink companies, including in the process of harmonizing local legislative and regulatory requirements with European Community legislation. The divergences which appeared at different stages of implementation of the new standards, certain gaps related to the substitution of postsoviet standards with international standards are described. The implementation of this model of production organization has faced certain reluctance, caused by the retroactive way of designing and treating processes. The key element, which reluctantly accepted the implementation of quality management systems, was the operator, which required a longer period, necessary for this phenomenon awareness. Continuous quality improvement has become applicable in terms of process and product quality control and monitoring only after the implementation of the KPI (Key Performance Indicators) system.

The transition from the traditional way of quality management to production companies beer and soft drinks has occurred over the past few decades, this process being quite slowly, due to a same resistance from the operators involved in production processes. The causes of this phenomenon are multiple. First, there have been (and still are) a number of regulatory inconsistencies, such as the application of outdated methods for analysis of product quality and safety, the existence of technological limitations, etc.

However, the key element that accepted the most difficult implementation of systems quality management was the operator, which required a longer period required to raise awareness of this phenomenon. Responsibilities established by procedures contributed to the accountability of each employee for any operation performed, which facilitated identification and traceability in all stages of production, a led to reduced complaints and product quality.

Keywords: *quality management systems, beer production, HACCP, standards, emotional oscillations, strategic and operational improvement.*

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