

THE TIMES THEY ARE A-CHANGING...

 ANDERS KISSMEYER, TECHNICAL EDITOR. E-MAIL: ANDERS@KISSMEYER.DK



The title of my first editorial is a claim proved by the fact that 90 per cent of my readers know who wrote these lines some forty years ago, and twenty years ago probably only about 10 per cent knew this.

So, what does the knowledge of Bob Dylan's songs have to do with

the Scandinavian Brewers' Review? More than meets the eye at first, I would say. Our industry is definitely changing as it has, of course, always done, but, these years, the Bob Dylan generation is becoming of age, also in the brewing industry. I am referring mainly to the craft beer revolution that is no longer just a rebellious sub-culture snapping at the heels of the big brewers. The craft beer industry is now, in Scandinavia as well as in most other parts of the Western world, a well-established and thriving part of the brewing industry that even the most conservative lager fundamentalists probably have realised will not go away.

The board of the SBR has taken a bold decision in appointing me the new technical editor. Not just is Jens Eiken's achievements not an easy act to follow, but my background is not traditional. Well, for the first 16 years of my carrier as a Master Brewer at Carlsberg, it was, but since then I have been working in the craft beer industry and have, as most people who get in contact with this, lost my heart completely to the world of varied, flavourful beers and the people who inhabit it. Thus, I have my feet planted firmly in both fractions of our industry and I love and admire both. But I strongly believe that provoking and asking unpleasant questions are necessary to keep any industry vital and effective, and this will inevitably be felt also in my editorial role, and, thus, by the readers of this magazine.

I wish to stress as strongly as I can, that my ambition with the task of being editor is *not* to change the SBR into a craft beer only magazine. I see a big opportunity to make the SBR, even more than today, the magazine for the entire industry. My objectives with the contents of the SBR will have been reached when the curiosity of readers with a background in one of the sectors of the industry is sparked enough by the articles focusing on the other reader segment that they read them, and, subsequently, feel well entertained, enlightened and have picked up a bit of inspiration for their daily work, too.

Besides bringing a multitude of articles that are highly relevant to readers and advertisers, I shall also strive to make the SBR the forum where all professionals and others interested in our industry exchange their views on matters, big and small, of relevance to the industry. And that the SBR is where you turn to for short updates on what goes on within the beer world in each of the Scandinavian/Nordic countries. So, more debate and more news are high on my agenda.

Every part of and every individual involved in this gorgeous, multi-faceted and vital brewing industry in our small part of the big world deserves this!

For more details on my thoughts, plans and objectives for my role as technical editor, please see the article on this topic in this issue.

And, finally, let me stress that the quite overwhelming part of the contents of this issue written by me should not be seen as an indication of how the magazine will look in the future, but only as a consequence of the fact that this issue is the first under a new technical editor.

Anders Kissmeyer