

GREAT TO BE BACK...

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On behalf of the board and the editorial staff of the Scandinavian Brewers' Review, I would like to apologize to our readers for the long gap in the issuing of the magazine. We are now back again, full of enthusiasm and new ideas, and we hope the problems causing the lengthy silence are behind us.



My guess is that you, dear reader, have been wondering what on earth has happened to the SBR – specifically why it has not appeared regularly in your mailbox. And, from actual conversations with colleagues, I know that there is even bigger disappointment over the fact that no explanations have been offered as to why the magazine has not been issued and when – if ever – it was expected to be back in print.

Thus, the only relevant subject to focus this editorial on is just that: what happened to the SBR, and why were the subscribers not informed?

Back in 2012, a key member of DG Media's staff responsible for advertising in the SBR left the company due to health reasons, and the number of advertisements dropped dramatically during 2013, leading to a cancellation of the December 2013 issue. As you will probably understand, there is a lower limit to the advertising revenues that allow the production of any given issue to go ahead. Rosendahls Mediaservice was found to be a suitable new partner as they had started providing ads for, among other clients, Brauwelt in the Nordic region. By March 2014, it was clear that we at the SBR would be freed of the terminated contract with DG Media by May of this year, and we had to make a decision on a realistic date for the release of the first issue in 2014, the decision being to aim for August/September 2014. This was communicated by our chairman, Erik Juul Rasmussen, at the annual General Meeting of the Danish Master Brewers' Guild in March this year.

As outlined in my latest editorial from back in November 2013, it is not that those of us behind the SBR have been sleeping in class and not facing the challenges of ensuring a firm base of revenue through advertisements. In this editorial, I sketched

out the challenges and pointed out a range of ways for us to address them – introducing online versions of the magazine, increasing the industry news in the magazine, focusing on the craft brewing suppliers, opening the editorial focus to also include the various functions outside the actual brewing industry managed by Master Brewers, etc. The change of media agency does not make all these new initiatives any less relevant, and I for one look very much forward to the constructive dialogue with Niels Hass and Rosendahls Mediaservice on these issues in the future.

So when I told you last November that, with the coming of the New Year, you would see a series of changes materialize in the magazine, I was only right if we adopt a rather broad interpretation of what ‘the New Year’ means. But, nevertheless, the changes are coming. They are quite simply necessary in order for us to ensure the long-term survival of our magazine – the only one servicing the Nordic area with professional news and background information on the brewing and soft drinks industries.

I know that I have pestered you, my dear reader, several times about being a more active participant in the life of the magazine

by submitting articles or, quite simply, opinions to me. Not with much success, as you know. But I’m coming back to you now with yet another request. Yes, I would still like your contributions to the editorial content of the magazine, but this time the request is for something even more effortless and more important: help the SBR survive! You can do this in very simple and practical ways: talk to your colleagues and other people about the SBR, share your copy with anybody interested in seeing it, mention it to all your suppliers as the optimal platform for advertising targeted at the industry in our region, etc. The times are tougher than ever for anybody depending on advertising revenues, and making your medium – in this case the SBR – relevant to the potential readers and thereby to the advertisers is quite simply necessary for our survival. This recent ‘incident’ proves how fragile the economy behind our magazine is. So, if you want the SBR to survive in the longer term, you should make a small effort yourself!

Drop me a line or two to let me know your views at anders@kissmeyer.dk. ☺

Anders Kissmeyer



VIKING MALTS FOR ANY BREW

BREWING MALTS

Pilsner Malt
Vienna Malt
Munich Malt
Wheat Malt

CARAMEL MALTS

Crystal Malts
Cara Plus Malts

ALE MALTS

Pale Ale Malt
Dark Ale Malt
Melanoid Malt

ROASTED MALTS

Cookie Malt
Chocolate Malt
Black Malt

DISTILLING MALTS

Enzyme Malt
Peated Malt

ORGANIC MALTS

Pilsner Malt
Pale Ale Malt
Munich Malt
Crystal Malt 100
Black Malt

