

MAD OLD MEN, OR?

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Have we just gone completely mad? Two old men who believe that we can edit a printed magazine and distribute it to a small but dedicated audience that is scattered all over the world? And, moreover, in the belief that it might be a good business?

Over the New Year, Technical Editor Anders Kissmeyer and I have signed a new agreement with the Danish Brewers' Guild. An agreement that gives us great freedom to develop the magazine, but which also means that we will have to bear the financial risks that comes with publishing magazines.

It's no secret that it takes courage and optimism to believe in the printed media in these years when digital media have their great advancement. Maybe we're foolish. But we believe in the fact that it is feasible to publish a magazine for professionals in the brewing scene.

A magazine that does not depend on news stories, but rather gives space and time for immersion and exchange of knowledge.

In some way, you can compare our magazine project to a microbrewery. We stick to the original craft, but are not afraid of adding new and surprising ingredients to our master brew: Scandinavian Brewers' Review. We do hope that you will like the flavour and the colour of our magazine and will be inspired by the articles and comments from around the world.

We want to make a 'brew' of 4+1 issues of the magazine in 2012. The first four issues covering the brewing scene wide and deep, large and small – and the last issue will be a special issue focusing on the craft brewing industry.

Anders Kissmeyer is the magazine's undisputed professional expert and, thus, also the magazine's public face. We can hardly get a better representative and networker than Anders. The undersigned will contribute with knowledge about the editorial process. But – as Anders Kissmeyer undoubtedly will thunder from his column space – we are heavily relying on both our readers and our advertisers. We create the framework, but you must fill it out.

Welcome to a new season. Enjoy your reading.

Andres Tue Møller

