

# THE TIMES ARE STILL CHANGING OUT THERE...

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The title of my first editorial in the SBR back in August 2010 was stolen from a Bob Dylan song, and very similar to the title of this editorial. The reference back then was, of course, mainly to how the brewing industry in our parts

of the world has been and still is changing with the growing craft beer segment having very firmly established itself as a permanent feature of the brewing world. But it was also very much a 'programme statement' from me, as a back then very new technical editor of the SBR, announcing my ambitions to make significant changes in the contents of the SBR. Not just in order to make the magazine also appeal to the many new readers from the craft segment of the industry, but just as much to reflect that in this modern age of information technology – internet, social media, smartphones, etc. – it takes a whole lot more from a professional periodical to maintain its relevance to its potential readers than it did just a few decades ago.

My idea back then was to broaden the scope of contents of the Scandinavian Brewers' Review significantly. To introduce material and articles with news – subjectively chosen, with a view to highlight the not so often heard news from our industry – from around the globe, but obviously with a strong focus on Scandinavia and the Baltic States. When my general request to you, the readers, to contribute voluntarily with such material showed no success, I reached out to a large number of individuals within the Brewers' Guilds in our home countries, as well as to a lot of people in my own global network. I specifically asked these people to become unpaid 'correspondents' for the SBR. I am deeply grateful to all of them for their invaluable contributions, but with very, very

few exceptions, I only receive contributions from them when I specifically ask for it.

Another essential new element in the magazine – introduced by me, but very strongly encouraged by the board of the SBR – is the debate section. Because the board and I believe in the positively rousing effect of being provocative and asking unpleasant questions, I have now done so in my regular debate column in the magazine in every issue since I took over. But I regret to have to say that the experience with this has been precisely as discouraging as with the news material; with a few noteworthy, positive exceptions, I have received nothing voluntarily from you, my readers. And it has even been very difficult to get responses from several individuals in spite of me asking them – politely and personally – for it.

I have repeatedly asked for your feedback as to where you want the magazine to go, what you would like to see more of, and what you would like to see less of. Again, no answers...

In situations like that, one obviously has to turn the gaze inward and say: You cannot have done this well enough, as you have been utterly unsuccessful in getting the average readers – or even just a small minority of them – to react whatsoever. However, the only thing I can do about that is to ask you for advice and guidance once again: What should I do and how should I do it? If the reply is total silence as usual, I shall have no choice but to hand over the editorial responsibility to someone more suited and better qualified for the task than myself. I am not nearly content with the magazine as it appears today, and unless I'm able to facilitate significant further evolution in the direction of an engaging and engaged magazine, enthusiastically supported by its readers, then spending the number of unpaid hours, which I currently put into it, is just not worth it.

Our great industry and the wonderful people in and around it deserve a much more vital and lively SBR. Please help me create this!

Anders Kissmeyer