

# Enquiry

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This time, I have taken the liberty of devoting my debate column to a rather ‘internal’ subject, namely my initiative to provide more news-related information in the SBR. This means that, recently, I have sent the following letter of enquiry to a large group of prominent people in and around our industry in and outside of Scandinavia and the Baltic States. I am posting it here, as well, for two reasons: To get your feedback on the initiative, as such, and as an attempt to attract volunteers who would be willing to act as regular correspondents for the SBR. So, please, contact me either way!



*Dear readers of the Scandinavian Brewers’ Review,*

*For some months now, I’ve been the technical editor of the Scandinavian Brewers’ Review, and just to give you the overall picture; The Scandinavian Brewers’ Review is currently, and has always been, the only journal*

*for brewing professionals in all of Scandinavia. It dates back to 1944 and was born as the member’s magazine for the Danish, Norwegian and Swedish Brewers’ Guilds. Some years back, the Fins joined, too, and about 10 years ago, it was decided to make the magazine truly international by switching from publishing it in the Scandinavian languages to publishing it in English. Beyond Scandinavia, we now have serious ambitions to also make the SBR an even more important and relevant magazine for the brewing communities in the Baltic states – Estonia, Latvia and Lithuania. The historical ties between Scandinavia and this region are close, and within the brewing industry, even closer. Both because the big Scandinavian brewing groups all have breweries and large market shares in the Baltic countries, but also because many of the local brewers are educated and trained at The Scandinavian School of Brewing.*

*Lately, the body of readers of our magazine has changed in other ways, too – in number, in background and with respect to their areas of interest. Obviously, all because of the Scandinavian (as of lately,*

*mostly Danish) craft brewing revolution. Appointing me the new technical editor very much proves that the board of the SBR wants to begin to cater more specifically to the craft beer segment of the industry and the people in it.*

*All in all, the Scandinavian Brewers’ Review is right now at a turning point offering some challenges, but many more fascinating new opportunities, as the potential group of readers now is much bigger with much more varied backgrounds than ever before. This means that the magazine has to adapt and step into this new reality in order to stay the undisputed choice of professional magazine for all brewing professionals in Scandinavia and the Baltic States.*

*I have taken on this transition of the SBR as my main ambition as an editor: To maintain focus on the subjects interesting the ‘big brewers’ in Scandinavia, whilst, at the same time, creating an equally important focus on subjects for the craft brewing community and for brewers of all sizes in the Baltic region. And on top of this, simultaneously making the magazine more relevant, entertaining, vibrant and up-to-date by introducing sections devoted to both relevant news and debate on some of the issues shaping our professional world.*

*This massive task is obviously one that I can by no means lift on my own, as an unpaid spare-time editor. I need the very active support and assistance from a large number of individuals in all geographical areas as well as within all segments of the industry served by the magazine. So, the purpose of this letter is to find those individuals amongst the many people in our industry who share our objectives for a new and better Scandinavian Brewers’ Review, and who agree on our plans for achieving this.*

Practically, what I am looking for are people who will act as voluntary and unpaid\* 'correspondents' for the SBR. The role as 'correspondent' is of course entirely voluntary and non-committing in the sense that nothing is strictly demanded of the 'correspondents'. Anything these at any given time will contribute with will be greatly appreciated. Two or three times a year, I will send the correspondents an e-mail, politely asking for their inputs, but there will be no sanctions or angry reminders in case a correspondent needs a bit more time, does not have anything of interest to report, or for other reasons wants to wait until their next turn.

The main area of interest in respect to material from our correspondents is local news – in the broadest sense of the word – of interest to the brewing community – in the broadest sense of that word. This may be written or translated by the correspondents themselves, or it may be taken directly from any source – newspapers, business magazines or commercial publications from companies. A very easy process in our electronic age.

In my efforts to create a really broad, interesting and competent debate in the SBR, I sometimes need to specifically ask individuals with key roles in specific areas for their short reaction to statements made by others. But, again, if a person, who is asked for a short

comment, is, for whatever reason, unable or unwilling to contribute, this will by no means be held against that correspondent.

It is therefore my hope that you will volunteer as correspondent. Whether you agree to do this or not, I hope that you will help by directing this letter to other individuals you think might be relevant, competent and willing to act as SBR correspondents.

I hereby wish, beforehand, to thank you very warmly for your assistance. Together, I am sure we can do great things for the Scandinavian Brewers' Review. And if we succeed, this will be to the advantage of the brewing industry in our areas and to our good friends and colleagues, as well as all other individuals working in or around the industry we love so much and want to thrive.

My kindest regards,  
Anders Kissmeyer,  
Technical Editor, Scandinavian Brewers' Review

\*) Our correspondents will of course receive free copies of the Scandinavian Brewers' Review, and the magazine will, as a small token of our appreciation, invite our correspondents to participate in an annual, professional and social event.

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