

DANISH MICRO BREWING, WHAT'S UP?

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The story of the small and cute brewhouses' end is drawing near. The time where you could live on the news value and indifferent beer seems to be over. Already now, there are several examples of how local brewhouses have spent the money of the naive local people, on projects that never had a chance

to survive. In spite of this, you still see a number of projects being launched, with or without success. In my opinion, we have now reached a balance between openings and closures. I often get the question: 'What will the Danish microbrewery look like in five years?'

That is not easy to answer, because in our small line of business, many unexpected things happen. I look a lot at the American market when it comes to predicting the future. In my opinion, they are about 20 years ahead of us, and those who are left over there are not micro but mega. But if you take a look at the ones that have success, they have some common features. They are extremely innovative, they use a lot of raw materials and they challenge the materials and the brewing processes. Who in Denmark, five years ago, would have thought that beers could be dry hopped or barrel aged? This is a direction I'm very inspired by.

When I look at the beers in the Danish supermarkets, to my surprise, I see a lot of smaller breweries going in the opposite direction. It must be the purchasing manager who dictates price, taste, etc. It is odd that the Danish consumer should be cheated out of getting a beer at a reasonable price. I think of the beers produced in Eastern European countries and being sold 'disguised' as Danish micro brewed beers or Greenlandic beers. Today, it is not possible to buy a nice hoppy beer in a Danish supermarket. I hope to be able to do that in five years. It is only the case in the supermarkets though. In liquor stores and especially bars, things are developing rapidly. Here, the challenging tastes and the innovative brewers rule. These are also the places I want to be in, in five years.

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