



## microbrewing the new mavericks

Coined in the United Kingdom in the late 1970s, the term 'microbrewing' described the new generation of small breweries that were sprouting up across the country, each of them dedicated to producing traditional cask ale. While the term's original meaning may have related to the actual size of the brewery concerned (generally limited to around 15,000 barrels a year), it gradually began to take on a whole new meaning: it stood for an alternative attitude to brewing, and an approach that was refreshingly different flexibility, adaptability, experimentation and good service were order of the day, and the cornerstones of a counter culture.

By the 1980s the 'revolution' was spreading. As a concept, 'microbrewing' caught on in the United States, and from there spread to the likes of New Zealand, Australia, Canada - and although still in its infancy, South Africa.

The beer market in this country is as challenging as they come. Dominated by the brands of a few corporate giants, the 'little guy' has a hope in hell of succeeding in a head to head with the 'big boys'. Who can begin to compete with their enormous marketing budgets, endless advertising spend and vast distribution networks?

Well, no one. Which is why Ross McCulloch and Meghan MacCallum, the founding partners of newcomer Jack Black Beer, are intent on inspiring a whole new category instead, in what they hope will be a "microbeer revolution".

These Cape Town based 'infidels' are confident that times they are a changing, and convinced that the tide is turning in the microbrewers' favour. And looking at current market trends, this certainly seems to be the case...

There's no doubt that people are becoming ever more conscious of their own health and that of the environment:

they want to know more about what they're buying. How it's made, what it contains, where it's made - these are questions they care about, and giving them the right answer could well swing the decision to purchase.

The original Jack Black was a maverick brewmaster in 1920's America. At a time when the beer industry was going through a period of consolidation and was in the hands of big business, he was a rebel with a cause - intent on bringing quality beer to his fellow patriots at all costs. Inspired by the obvious parallels, McCulloch and MacCallum had found a name for their brand.

Recently launched Jack Black Brewers Reserve is made from the finest natural ingredients: purified spring water, Pale malt, Crystal malt and special hops. Slowly brewed in small 2000 litre batches to produce a high quality, full flavoured premium beer, it is free from artificial additives. Committed to a green approach and minimising their carbon footprint every step of the way, Jack Black are also set on raising the bar when it comes to customer service, offering reliable next day delivery.

Realising that the conventional channels of marketing and distribution are closed to them, Jack Black has adopted a grass roots strategy that targets markets and areas where they know consumers will be interested in new products and premium beers. And it's an approach that seems to be working, with Jack Black being sold in a number of key locations within the Western Cape (not to mention it being a weekly sell-out at the insanely popular local Neighbourhoods market in Woodstock).

All natural. All local. All flavour. No compromise. By giving all the right answers, microbrewers may well be sparking a revolution. Jack Black would have been proud.



Other Microbrewers in South Africa include: Bavaria Brau, Birkenhead Brewery, Boston Brewery, Drayman's Brewery, Gilroy Brewery, Hops Hollow, Mitchells (Knysna and Cape Town), Nottingham Road, Paulaner, Perry's Bridge Beer, and Zulubeer.