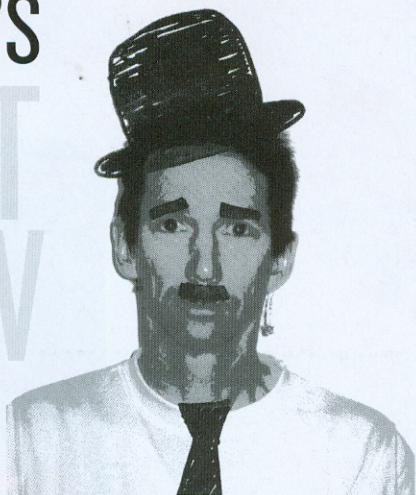


NORMAN'S FIRST BREW BLOG



→ **Hello world, Norman Crank-Jester here.** Yes, I have finally done it. I am launching my soon-to-be -world-famous brewing blog! My plan is to enlighten the world about the gentle art of home brewing beer. If you like the sound of that, you should. Beer is good for you and there are many good reasons you should take up the practice of this most esteemed and blessed of arts.

WHY YOU SHOULD BREW

Brewing is the perfect hobby for people who like to experiment and to learn new things. You can tweak and tinker. You can follow a recipe or make up your own. Its is extremely satisfying to be able to make something for yourself that – until now – you thought you needed a big corporate machine to provide you with. Brewing belongs in the home, on the farm, or in the pub. It is only in recent times that it has been co-opted by the corporates. Mainstream beers have been dumbed down. You can smarten yours up.

Home brewing is very eco-friendly. You can use locally grown ingredients. You can use organic ingredients. You can grow your own ingredients. It feels good to recycle all those bottles rather than seeing them go off to who-knows-where.

Best of all, you can create you own distinctive styles and flavours. Some people like to follow recipes that attempt to clone commercial beers. Norman suggests you start there but then go on to create your own variations. The possibilities are limitless.

WHO SHOULD BREW

Monks should brew. Students should brew. Staff should brew. Anyone who appreciates good beer should brew. Anyone who is willing to spend \$7-8 for a pint of good craft beer definitely should brew.

Does Norman think that everyone should brew then? No.

WHY YOU SHOULD NOT BREW

For cheep beer. This is not a good enough reason to brew. No no. If all you want is cheep go and buy a budgie. Take it from me, home brewing does not save you money. It is an obsessive hobby and you will be wanting to upgrade your plant, give away your beer, share your beer at social functions, create social functions at which you give away your beer etc. You will not spend less on beer than you do now, but you will have more fun.

WHO SHOULD NOT BREW

Alcoholics should not brew beer. People prone to excessive weight gain should not brew beer. What my brewing mate Jim calls “rough buggers” should not brew beer. It takes time and patience to brew good beer. If you are a corner cutter your beer will not be good.

Hey, I did it! My first blog. Bookmark this page and I'll be back with how to put down your first batch, tips and techniques, special features, and... other... things I have not thought of yet. ←

Yours in brewing
Norman Crank-Jester