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It's a beer-drinker's market



Beer lovers who had to settle for half-liter bottles at home for seven weeks because pubs were closed have finally been set loose again. Alas, they were cooped up for so long that some of them were surprised yet again to be confronted with a mere 0.4-liter glass of beer, after indulging in man-size portions at home for weeks. That missing 20% boosts the margins of pubs and breweries under the marketing principle of product downsizing, but for many beer connoisseurs it's an unwelcome incursion into a tradition that goes back centuries. Sure, they can adapt, as they did pre-covid, but now they have the chance to break free from the shackles. "Never let a good crisis go to waste," said Winston Churchill and others. With pubs and restaurants dying left and right, and some owners in a fight with the government over closing hours, beer drinkers need to sober up to the fact that they are in control now. It's a drinker's market. So either lose the girlie 0.4 glasses, or lose them.

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