

Maine Brew Guide

Themes and “Big Picture”

Focus

When the fall/winter drops in late September, it will encompass September to March. Particularly in the fall, many locals and visitors to Maine will be centering their time off around socializing around beer and cocktails, hitting the Maine Beer Trail, being outdoors and enjoying life. We want this issue to reflect the best of Maine in the fall and winter and to answer the question “What do you do all winter?” We also look to tell the story of breweries old and new, tackle issues they are facing and what is trending in the beer biz. See departments below for related story ideas.

Regions to cover

Maine has eight regions. Here’s the latest Beer Trail put out by the Maine Brewers Guild and the latest Distillery Trail. Our focus for the fall/winter issue is partly outdoors/partly indoors. We want to also make sure we represent Portland, Bangor (and north of that in The County), something in the western regions and something in the Mid-coast (a good mix of urban and rural) to make sure all bases are covered.

Departments

Right now, we have a tentative list of “regular” departments including:

- Brewery profiles
- Cooking with Craft Beer and Liquors Recipes
- Distillery profiles
- Tasting Directory
- Brew News/Brewers Guild Info (already assigned to partner)
- Brew Road Trip
- Seasonal Beers/Review
- Events
- Beer Biz Issues

We invite our established writers to pitch us one or two ideas in any of these categories. See our [Writer’s Guidelines](#): we’re looking for a unique angle. Content comes first so if it’s a tiny one-man operation in the woods you want to write about and it works for this issue, we might be interested, but in the back of our mind, we’re naturally inclined toward anything that will give us advertising possibilities (such pulling a unique angle out of a big sponsored event). We are also interested in hearing from you on any ideas you might have for new departments in the future.

Note: with the Brew Road Trip, we’re looking for pitches for a fun mid-week getaway such as a one-day road trip or a three-day journey ending with a festival.

ACTION ITEMS

Specific interests for this issue not yet assigned:

- How is craft brew changing Maine’s economy? (We have sources from a panel dedicated to this subject if anyone is interested in interviewing multiple people.)
- Angles around local ciders and meads. This is a big focus for fall..... (cranberries, apples and seasonal ingredients.) On our radar: Urban Farm Fermentories Meads & Ciders -or- Sean Bailey of Fat Friar’s Meadery in Newcastle
- Food trucks. With many new brewery openings, food trucks seem to be part of the package deal. Who are they, and how does their role fit so perfectly with the beer crowd? (Need a rundown of three or four)
- Fall day trip: Where to go for the perfect day trip, iconic fall spirit or beer and what to do in that town while you’re there?
- Flight or Fight: You’re trapped on a desert island. This is your Fantasy Football, only you get to choose the flight. What do you choose? (Can be a mix from any brewery.) Maybe it’s all stouts. Maybe it’s a liquid version of playing piano scales. Whatever it is, have fun with it with a casual voice and humor is always welcome.
- Cannabis-infused beer? Is anyone brewing with this experimentally? (https://munchies.vice.com/en_us/article/4x533n/legalized-marijuana-means-weed-infused-booze-is-just-around-the-bend)
- Best brew story. A brief memoir told in first person about your best brew story. We’re not looking for “Here hold my beer while I did something dumb.” But, more a good old-fashioned storytelling feature-- something that happened to you or a friend, told as though you were relaying the story at a bar. Looking for humor and a lot of “Wow, can’t believe that happened.” The voice in this piece is what we’re really looking for. (500-600 words?)

Pitch Deadlines

We’re giving our established writers a first crack at the fall/winter issue with this internal memo with story pitches needed by August 1. After that, we’re opening the [Writer’s Guidelines](#) up to the general public. If it’s something that will work for the issue, we’ll let you know with a [Writer’s Assignment](#). If it’s not this time around, don’t worry, we might ask you for some more ideas. The content deadline is August 30.

*Thanks for being a valuable part of
the writers’ team.*