



# BEERSTORY

## The Beer Show With A Serious Thirst For History

Genre: Factual Half Hour Series

How did competition between brewers lead to people drowning in the streets of London

How was the German Beer Purity Law connected to Druids, Pagans and Witchcraft

Why is everything you think you know about the origin of India Pale Ale completely wrong

**Beerstory** (Rhymes with History) is **Geography, Culture, Science and Technology** but primarily **History** as it relates to beer. Brewing is inescapably linked to great events throughout history. Over time the development of particular beer styles has created intriguing stories and adventures. Advances in brewing have revolutionized industry and commerce. Each episode provides the context and knowledge about a specific aspect of beer history. Except that it is not a straightforward telling. It is a voyage of discovery that is entered into by the presenters.

**Characters and How the Story is Told:** A male Brew Master and a female Historian explore a unique subject from beer history in each episode. They are **Imperfect Presenters** whose rivalry arises from their different perspectives. This is intensified by the fact that while she is quite focussed, he is much more fun loving. He is very knowledgeable about brewing techniques but beyond that he is very much a playful smart aleck. As for her, she could learn to loosen up a little. His brewing knowledge is an opportunity for her to speak about actual historical events. As the story unfolds paintings, imagery and reenactments help to broaden the scope. These will be sourced through an image bank, reducing the need for filming on location.

**Setting the Scene:** Each episode begins and ends in the Brew Space which looks like a demonstration bar at a popular craft brewery. When the topic is explored in conversation by the two presenters, points become punctuated by the paintings and images. This becomes a jumping off point for the story to come alive with graphics and reenactments. The reenactments are silent and look archival as a result of their washed out tones. To back this up, historians and experts from the industry are included to give some context. Before the fourth act an individual with a unique perspective appears in order to give non beer related context that rounds out the subject.

**Why this Subject:** History is most fascinating when it is specific but also when it is relatable. Beer is a ubiquitous aspect of culture. It is often a badge that we wear. It also provides a conduit that helps us to relate to people from different times. The main purpose of this series is to provide accurate information about a serious subject. But given that that subject is beer, no one will fault it for having a little fun along the way.

View the Sizzle: <https://vimeo.com/412412986>

© Michel Poirier January 4, 2021

