**Restructuring Craft celebration**

**PwC’s shout**

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**JOIN PwC FOR A BEER TASTING TO CELEBRATE THE CRAFT OF RESTRUCTURING**

**Small batch handcrafted microbrews**

**Lagers & Ales**

**Date:** XX August 2016

**Venue:** HK BREW CRAFT | 4/F Kwok Lun Commercial House | 15 Cochrane Street Central

**Time:** 6.30pm – 9.30 pm

**RSVP:** alister.f.berkeley@hk.pwc.com

**PwC Restructuring Craft celebration**

Over the last thirty years Restructuring has emerged as a profession that requires particular skills and knowledge where it can now be considered a special skill or “craft”.

At the same time Restructuring was emerging as a profession in the business community a similar evolution was taking shape in global brewing.

On Novemeber15, 1983, The New York Times [published an article](http://www.nytimes.com/1983/11/15/business/a-high-tech-beer-from-silicon-valley.html) on a new brewery in Northern California’s technology hub of Silicon Valley. The article suggested that the operation fit with a new trend called “micro-breweries”.

Many microbreweries’ beers were hit or miss, and a lot of the early micro-brewery founders were mostly self-taught “beer lovers,” toiling in near-obscurity, just trying to make a brew that wasn’t Budweiser.

About two years after the Times’ first usage of “micro-brewery” a beer writer out of Seattle, started throwing around the terms “craft beer,” “craft brewery” and “craft brewer.” He used the terms in a 1986 beer guide to breweries to describe a small breweries using traditional methods and ingredients to produce a handcrafted, uncompromised beer that is marketed locally.

The details included a discussion of the ingredients and process that resulted in a True Beer. Ultimately, True Beer described “the ideal, uncompromised beer, beer that’s hand-made locally in small batches using quality natural ingredients, served on draft fresh and unpasteurized.

By 2000, the term “craft” was everywhere. “Micro” would stagger on, but its day had passed. Like many trade and consumer publications in the late 1990s — including ones on the emerging internet — The New York Times would start using the descriptors “micro” and “craft” interchangeably to mean the same smaller, independently owned breweries using traditional ingredients and methods.

Fast forward to today and in Hong Kong and there are more than a dozen local craft breweries producing high quality beer including; City Brew, Kowloon Bay Brewery, Gweilo Beer, Young Master, Mak’s Beer, Yardley Brothers, Moonzen, Nine Dragons Brewery, Tipping Point, Lion Rock, Black Kite, Fat Rooster and Hong Kong beer Co.

In addition international breweries and brewpubs have opened in Hong Kong in recent times including Second Draft, Little Creatures, Craftissimo, Brewdog, TAP the Ale Project, The Roundhouse, Craft Brew & Co and the Kowloon Taproom to name a few.

Some come and celebrate the Hong Kong craft revolution with PwC and fellow restructuring professionals that have mastered their craft!











