

Eyeball Brewing – lagers but not like the others!

EDINBURGH-based brewer James Dempsey believes it is great to be a beer drinker in Britain just now but argues that lager continues to look like a poor relation.

That is why he has set up Eyeball Brewing near Edinburgh with the aim of redressing the balance.

✘ Currently, he has two brands, Yellowball, a pale, intensely malty lager, and Blackball which is smooth and complex and inspired by the Munich Dunkel style.

He said: “They are lagers, but not as you know it.”

The duo – which are suitable for vegans – are on sale at selected outlets in Bridge of Allan, Kelso, Haddington, Musselburgh (The Brunton) and in outlets in Edinburgh.

The former Stirling and St Andrews University PhD student aims to extend his outlets in the next few months.

And he is using his expertise as a former business and management consultant to progress the business which is housed in a former school in Cockenzie, East Lothian.

James has defined his target market and said: “Yellowball is an easy drinking, crisp beer whereas Blackball showcases the flavours of coffee, chocolate and dark roast from the dark malts from which it is made.

“Blackball goes with food, particularly spicy food, and I am trying to appeal to the craft beer market.

“By that I mean the type of people who might be into their IPA, who may be tempted to try something different and who may not normally pick up a lager.

“Hopefully people will drink the products in bars and pubs but I’m trying to make the products taste well with different types of food.

“It’s going well so far. I’m into a mixture of bottle shops and pubs but a lot of cafes, bars and restaurants and I’m hoping to tap into the recent trends in the market of people having a beer with a meal or with something in a coffee shop.

“I’m really aiming to get out there in the next six months, talking to people and letting them taste the product.”