

PUBLISHED ARTICLES & VIDEOS

SAY HI TO BATES — MEET OUR FIRST MAN OF FOOD BREWDOG BLOG, 6 MAY 2014



Bates has worked with food his whole life (really, he grew up butchering pigs in South Carolina!) and has joined the ranks of BrewDog bars to inject some seriously awesome foody goodness into our bars. He'll be heading up food evolution across our UK bars, working on menus and training up our kitchen staff to get quality and ingredients right up to the highest possible standard.

www.brewdog.com/lowdown/blog/say-hi-to-bates

LIFE INSIDE THE NEW GIG ECONOMY THE GUARDIAN, 20 NOVEMBER 2015



I definitely advocate this way of working, but it's not for the faint-hearted – if you're working three or four jobs in a day, you need to be very disciplined and have a keen sense of priority. You have to be a bit of a workaholic.

Kathryn Bromwich

<https://www.theguardian.com/society/2015/nov/29/life-inside-the-new-gig-economy-workers-stories>

PRIORY RUIN TO BREWERY DURATION BLOG, 19 JULY 2017



All going well, Duration will open its doors in summer 2018 in a sleepy rural Norfolk village that is home to just 260 residents. Abbey Farm in West Acre is on the neolithic Nar Valley - an idyllic pilgrim trail that spans 31 miles of unspoilt countryside along the idyllic chalk River Nar between Kings Lynn and Gressenhall.

Miranda Hudson

<https://www.durationbeer.com/single-post/location>



NEW BREW TO BE LAUNCHED DURING NORWICH CRAFT BEER WEEK EDP, JULY 23



On August 19, new brewing project Duration will release their first ever beer – made in collaboration with Cloudwater exclusively during Norwich Craft Beer Week. Bates and Miranda, the team behind Duration also plan to open their own venue in Norfolk in 2018.

Dominic Gilbert

<http://www.edp24.co.uk/news/new-brew-to-be-launched-during-norwich-craft-beer-week-1-5118264>

WEST ACRE FETE BREWS UP A STORM LYNN NEWS, 25 JULY 2017



Also on show was a new village venture, a micro brewery, the brainchild of brewer Derek Bates and his wife Miranda Hudson. Called Duration Brewing it hopes to be up and developing new beers next year with the early offerings including a pale ale and an IPA ale followed by pilsner lagers.

Julie Graham

<http://www.lynnnews.co.uk/news/west-acre-fete-brews-up-a-storm-1-8071944>

PROMO VIDEO DURATION YOUTUBE, 14 AUGUST 2017



Joined by their friends, contemporaries and supporters, husband and wife team Bates & Miranda show us their idea for Duration - a modern farmhouse brewery set to launch in Norfolk next summer. (6.20s)

Carlos Torres Film & Video

<https://youtu.be/iOTRgEf7qyU>



A LOOK AROUND DURATION BREWING CRAFT BEER HOUR BLOG, 15 AUGUST 2017



Compared to other parts of the country, Norfolk and Suffolk currently have relatively fewer breweries (or should I say a 'lesser density' of breweries), but believe me when I say the breweries we do have, are really, really, interesting.

This project is so enormous, so ambitious and so visionary, that I would be doing it a tremendous injustice if I tried to explain the detail. In fact, all the detail you could possibly need at this stage is provided in this **excellent blog post** on the Duration website. They've also got a **nice video**.

Tom Stapley <http://www.craftbeerhour.com/blog/2017/august/duration-brewing-west-acre-norfolk>

ANIMATION: FOOL FOR YOU - COLLAB BEER #1 - CLOUDWATER DURATION INSTAGRAM, 25 AUGUST 2017



Animation of the label from the first beer released by Duration Brewing opening next year in Norfolk. This gooseberry saison named Fool For You was made in collaboration with Cloudwater. (10s)

Ariane Torelli

https://youtu.be/ip5TWikDv_w



BITTER SWEET BREW DURATION BLOG, 1 SEPTEMBER 2017



Why Brixton? A strong sense of belonging is in our bones, it is how we both identify - and probably why we are setting up a farmhouse brewery to make beer that is of a place. Brixton is a special place for both of us so we had to make a beer here.

Miranda Hudson

<https://www.durationbeer.com/single-post/2017/09/01/Bittersweet-Brew>



A SNEAK PREVIEW FROM THE FARM MORNING ADVERTISER, 11 SEPTEMBER 2017



They might not even have a brewery yet, but Norfolk-based Duration Brewing has released its first beer from the wild thanks to a little help from its friends at Cloudwater. The collaboration beer, 'Fool for You' is a 6.5% saison made with 100kg of English gooseberries and made with 3 different strains of yeast.

James Beeson

(Print only)

ANCIENT MONUMENT BUILD HELD UP BY A TRAFFIC WARDEN DURATION BLOG, 15 SEPTEMBER 2017

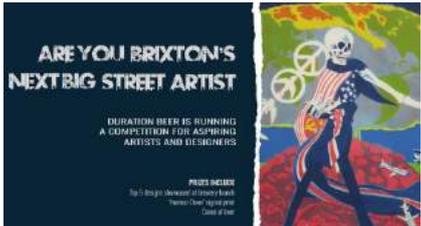


So sadly this week, while we had hoped to be jumping for joy or crying into our FV's, we are actually just a bit pensive and still waiting to move onto the next phase of bringing in finance, ordering kit and getting contractors in to tender for the build. Look like next week before a definitive verdict now.

Miranda Hudson

<https://www.durationbeer.com/single-post/2017/09/15/Ancient-Monument-build-held-up-by-a-traffic-warden>

BEER, ART & POLITICS DURATION BLOG, 24 SEPTEMBER 2017



Nuclear Dawn the mural has been obscured time and neglect but still remains uncomfortably current in today's turbulent times and both breweries behind the beer are looking of ways to raise awareness about the mural to support it's restoration.

Miranda Hudson

<https://www.durationbeer.com/single-post/competition>



DURATION BREWING GIVEN GO AHEAD FOR NEW BREWERY IN NORFOLK MORNING ADVERTISER, 3 OCTOBER 2017



Duration Brewing has officially received planning and building consent to commence work on a 'UK destination farmhouse brewery'. The team behind the brewery intend to build a 20hl brewhouse on a farm that stands on a 12th century priory site on the banks of the River Nar.

James Beeson

<https://www.morningadvertiser.co.uk/Article/2017/10/03/Duration-Brewing-given-go-ahead-for-new-brewery-in-Norfolk>

TRUMP THAT, BRIXTON HAS GOT IT'S OWN NUCLEAR DAWN BEER BRIXTON BLOG, 4 OCTOBER 2017



The beer takes more than its name from Brixton. Botanicals – including fennel seed and coriander from Nour Cash & Carry – add spice, while fruit flavours come from fresh mango and papaya sourced in the markets. Kettle sour beers use bacteria to give the beer a sharp lemony tartness that the fruit flavours complement.

Simon Still

<http://www.brixtonblog.com/trump-that-brixton-has-got-its-own-nuclear-dawn-beer/47500>

HOW A BARN SAT AMONG THE RUINS OF A NORFOLK PRIORY WILL BE TRANSFORMED INTO A BREWERY

EASTERN PRESS DAILY, 9 OCTOBER 2017



But American brewer and chef Mr Bates said coming to Norfolk felt more like being at home than expected. "We settled on Norfolk for the idyllic rural setting, beautiful farmland and expanse of space and isolation," he said. "I'm from the foothills of the Appalachians - a tiny town in South Carolina where people are connected to their land more than anything else.

Lauren Cope

<http://www.edp24.co.uk/business/how-a-barn-sat-among-the-ruins-of-a-norfolk-priory-will-be-transformed-into-a-brewery-1-5228032>

ANIMATION: COLLAB BEER #2 BRIXTON BREWERY - NUCLEAR DAWN DURATION INSTAGRAM, 12 OCTOBER 2017



Duration Brewing x Brixton Brewery have teamed up to make a distinctly 'Brixton' flavoured beer. Named after a local landmark 'Nuclear Dawn' - a mural by Brian Barnes - this is a beer that celebrates Brixton's indomitable voice of protest over social injustice and the many artists of the area. (17s)

Ariane Torelli

<https://youtu.be/bsvsHDfLag>

BREW DAY FILM: COLLAB BEER #2 BRIXTON BREWERY - NUCLEAR DAWN DURATION YOUTUBE, 15 OCTOBER 2017



Our second pre-launch beer 'Nuclear Dawn' is a berliner-weiss with a distinctly Brixton Town feel made in collaboration with our friends at Brixton Brewery. A kettle sour packed with the tropical fruits of papaya and mango and other botanicals all found in Brixton Market. (60s)

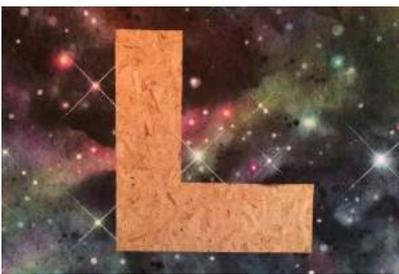
Carlos Torres Film & Video

https://youtu.be/Ylo3Nk3f_5c

INTERVIEW WITH BRUCE GRAY: COLLAB BEER #3 LEFT HANDED GIANT - STRATEGIC PARTNERSHIP



DURATION YOUTUBE, 19 OCTOBER 2017



Bruce Gray (Left Handed Giant Brewery - Bristol) talks to Miranda Hudson (Duration Brewing - Norfolk) about the brew day for 'Strategic Partnership' an IPA they made together on 15th September. Read the full blog post about why they named the collaborative brew Strategic Partnership at www.durationbeer.com/blog (7.20s)

5HT

<https://youtu.be/ZAA0OY3m-WI>

ANIMATION: COLLAB BEER #3 LEFT HANDED GIANT – STRATEGIC PARTNERSHIP



DURATION INSTAGRAM, 25 OCTOBER 2017



A promo animation featuring hop character (from Duration Brewing) getting into a Left Handed Giant's beer. To promote a collaboration beer call Strategic Partnership that plays on how the two breweries met at an industry event discussing craft beer in the landscape of big producer acquisitions of smaller craft brands (17s)

Ariane Torelli

<https://www.youtube.com/watch?v=0dbKPhi7CME>

SELLING OUT DURATION BLOG, 27 OCTOBER 2017



Meeting Bruce and the entire LHG team and having a heckle along the way was great. We got to sample their full range of beers, hear more about the route they took from wholesaler and bar owner to gipsy brewer, and also how they were about to finish the install on their own brewery in Bristol.

Miranda Hudson

<https://www.durationbeer.com/single-post/LHG>

GOING THE DURATION ALES BY MAIL BLOG, 23 NOVEMBER 2017



A new light is emerging into the Craft beer arena and given the pedigree of the brewing mind behind the venture, it has the potential to make some tidal sized waves in the ever growing ocean of Craft Beer.

We sat down with Bates, who hails from South Carolina in the States to find out what plans he and Miranda Hudson his partner in life and the power behind the brewer, have in the pipeline with farmhouse brewery Duration set to open next year in Norfolk.

Paul Kruzycki

<https://www.alesbymail.co.uk/blog/going-the-duration/>

ANNOUNCING OUR PARTNERS FOR GOOD COMPANY BEER MERCHANTS BLOG, 24 NOVEMBER 2017



We're very proud to announce that to make our own lambic-inspired blends we'll be using three of the most exciting new spontaneous producers in the world – Wild Beer Co, Burning Sky and the soon-to-open Duration. All of whom have built or are building their own coolships to cool the wort, and are delighted to be on board for the UK's first dedicated sour blendery

Jonny Garratt

<https://beertoday.co.uk/good-company-blendery-brewing-partners-1117/>

GOOD COMPANY BLENDERY REVEALS BREWING PARTNERS BEER TODAY, 27 NOVEMBER 2017



Beer Merchants has announced the three British breweries providing wort for its blendery project at the soon-to-open Beer Merchants Tap in Hackney Wick.

Wild Beer Co, Burning Sky and Duration will all supply the blendery with spontaneously fermented wort from their breweries, as well as offering technical advice, in-keeping with the blendery's open and collaborative approach.

Darren @ Beer Today

<http://beertoday.co.uk/good-company-blendery-brewing-partners-1117/>

CAVE DIRECT ANNOUNCES PARTNERS FOR GOOD COMPANY BLENDERY MORNING ADVERTISER, 28 NOVEMBER 2017

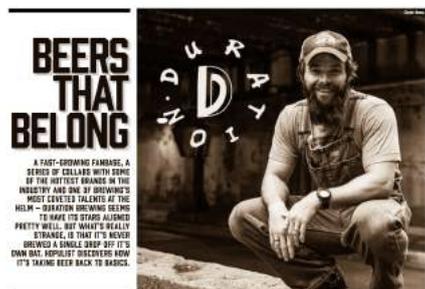


Pushing boundaries and expectations. All three brewers have expressed delight at being included in the project. "It's great spontaneous beer is getting the renaissance it deserves". Added Derek Bates, founder of Duration Brewing. "We will be doing all we can to help the blendery come into being and to be a roaring success. We will be providing the wort made in our coolship for starters and, when operational I'll give training and some practical sessions on the coolship, using foeders and all the mother strain good stuff we'll have going on."

James Beeson

<https://www.morningadvertiser.co.uk/Article/2017/11/28/Cave-Direct-announce-partners-for-Good-Company-Blendery#.Wh7lcsnn17w.twitter>

BEERS THAT BELONG HOPULIST MAGAZINE, 1 DECEMBER 2017



A fast-growing fanbase, a series of collabs with some of the hottest brands in the industry and one of brewing's most coveted talents at the helm – Duration Brewing seems to have its stars aligned pretty well.

But what's really strange, is that it's never brewed a single drop off it's own bat.

Hopulist discovers how it's taking beer back to basics.

David Guest

<https://www.yumpu.com/en/document/view/59577391/hopulist-issue-3>

BREW DAY FILM: COLLAB BEER #4 DEYA BREWERY - THIS AIN'T MY FIRST RODEO DURATION YOUTUBE, 24 NOVEMBER 2017



Collab #4 with @deyabrewery and @ravecoffee is an oatmeal coffee porter. Thanks to DEYA for having us over @batesbrewing says... 'We kept the hop bill pretty tame and complimentary to the coffee - using Bramling Cross at 10kg in the whirlpool which lends a light berry note to the aroma. When we brewed up a batch on brew day I got a big hit of a raspberry/blackberry vibe on the nose and a smooth light taste of what I felt was more in the hazelnut/almond territory. The coffee had a medium acidity so that shouldn't really shine through in the richness of the beer (1min)

Carlos Torres Film & Video

<https://www.youtube.com/watch?v=vVGk3h8yL0o>

ARE THESE LABELS SEXIST? EYE BREWERY UNDER FIRE FROM NORFOLK COUNTERPART EASTERN PRESS DAILY, 2 DECEMBER 2017



In a post on Twitter, West Acre-based Duration Brewing - run by Derek Bates and Miranda Hudson - flagged up the Suffolk brewery in a discussion over sexist labelling on bottles and cans. The tweet said: "Interesting to learn about @PortmanGroup and regulatory standards in beer. Two questions. 1. No policy on sexism in alcohol labelling - will this change soon? 2. Has station 1-1-9 been flagged to you as flouting the #sexualsuccess clause?" The post attracted comments from people agreeing with Duration Brewing.

Marc Betts

<http://www.edp24.co.uk/news/are-these-beer-labels-sexist-eye-brewery-under-fire-from-norfolk-counterpart-1-5305194>

ANIMATION: COLLAB BEER #6 VERDANT BREW CO – IF WE MUST DURATION INSTAGRAM, 4 DECEMBER 2017



Out soon....If We Must a banging double IPA made down in Cornwall with @verdantbrew. We added 250l of fresh grape pressings into the primary fermentation using local grapes from @polgoon_vineyard Expect the malt bill to be clean and crisp using Pils Malt, Wheat Malt, and Flaked Wheat for the grist it should let the grapes shine through, not the chewy oat mouthfeel common in this beer style. (10s)

Ariane Torelli <https://www.youtube.com/watch?v=ltBKkuSbtXw>

BREW DAY FILM: COLLAB BEER #6 VERDANT BREW CO – IF WE MUST DURATION INSTAGRAM, 8 DECEMBER 2017



In this video we filmed the last brew of the year (for us). Meet Adam and the team @verdantbrew who were kind enough to host us for a collab brew in Cornwall. Watch Adam talking about how they started and what went into our double IPA (made with @polgoon_vineyard. To the UK craft and Independent Beer scene....Thanks for the warm welcome and for your passion. We have felt, while on our journey to build a farmhouse brewery from inception to operational, that there is a genuine excitement to see Duration happen. Perhaps borne from a real desire and drive to shape the industry that 'we' want - inclusive and pioneering. (2mins)

Carlos Torres Film & Video

<https://youtu.be/OvGMT5z8WHk>

ANIMATION: COLLAB BEER #5 GIPSY HILL BREWERY - BARNSTORMER DURATION INSTAGRAM, 11 DECEMBER 2017



Remember #Deliverance? Banjo this! Our animation for #Barnstormer our latest Beer made in collaboration with Sam, Simon and Charlie (the band) and the whole @gipsyhillbrew crew. Out in the world next week in beautiful 440ml can and keg. Come and get first pours this Sat 16th @the_douglasfir. Huge thanks to the talented @ariane_torelli@joejconway who brought the artwork by Gipsy Hill and @harrymaldrawing to life brilliantly. (1.37s)

Ariane Torelli

<https://www.youtube.com/watch?v=Ub3OA2Lq-zo>

BREW DAY FILM: COLLAB BEER #5 GIPSY HILL BREWERY - BARNSTORMER DURATION INSTAGRAM, 12 DECEMBER 2017



This our collab #5 is a real experimental brew that used cherry wood in the boil to add a little barrel aged flavour and complexity without throwing a whole load of mixed ferm or funky yeast about the place and risking infection. (1min)

Carlos Torres Film & Video

https://youtu.be/Ylo3Nk3f_5c

BEER IN NORWICH 2017 : BREWERIES

HOT BREAK BLOG, 21 DECEMBER 2017



Then there's Duration. Clearly the most exciting prospect on the horizon, Duration's plans for a destination brewery are big potatoes for the national brewing landscape, let alone Norfolk. British drinkers casting jealous glances at the US craft scene will be flocking to tiny West Acre, which is both weird to anyone from Norfolk, and very cool. It's a move with the potential to change things round here. While nothing is guaranteed, Duration seems to have all the tools to become a star of UK craft beer. The hope is that others will be drawn into its gravitational pull. Certainly, anyone with an entrepreneurial bent should see the potential in picking up on the scraps, with either the wide open plains of Norfolk countryside available for another destination spot, or space for a taproom in any of the highfalutin tourist draws of North Norfolk, or Norwich

Andrew Fitchett

<https://hotbreakblog.com/2017/12/20/beer-in-norwich-breweries/>