

MEAD: RETURNING TO THE WORLD

THE GROWTH OF MEAD IN THE 20TH AND 21ST CENTURY

VICKY ROWE, FOUNDER OF GOTMEAD, EXECUTIVE DIRECTOR OF THE AMERICAN MEAD MAKERS ASSOCIATION



AMERICAN
MEAD
MAKERS
ASSOCIATION

WHO AM I?

- I began following and learning about mead and the mead world in 1989 and kept notes of my research online, eventually creating GotMead in 1996 as others found my information.
- Submitted my first home mead to competition in the original Mazer Cup in 2003 (it was terrible!)
- Regular contributor on the Mead Lover's Digest email list
- Worked with David Myers of Redstone Meadery as part of the team holding the International Mead Festival in Colorado 2006-2008
- Helped found the Mazer Cup International Mead Competition in 2009
- Became Executive Director of the American Mead Makers Association in 2016



MEAD – THE MOST WIDE SPREAD BEVERAGE

- Mede
- Hydromel
- Idromele
- Chouchenn
- Honigwein
- Medovina
- Mjöd
- s'ajji
- Aquamel
- Metu
- 蜂蜜酒
- De Mederij
- Hidromiel
- Hidromel
- Miód pitny
- T'ej
- Medd
- Met
- 蜂蜜酒
- Υδρομέλι
- Medo
- Aguamiel
- Mōdu
- Sima
- Mjødur
- Meadh
- 𐌺𐌹𐍂
- Mézsör
- はちみつ酒,
ミード
- Mёд
- Bal şarabı

BRIEF HISTORY OF MEAD

8,000 YEARS OLD

- Anthropologists and Archeologists agree earliest known mead was produced about 8,000 years ago
- Honey was the most common source of sugar for most civilizations



MEAD IN HISTORY

- Honey beverages were mentioned in poem/song 19th century BC
- Honey wine found in King Midas' tomb
- In Rig Veda, soma was made with honey – 1500-1200 BC
- Both ancient Greeks and Romans enjoyed mead
- Africans have been making honey wine since the Paleolithic era

WHERE DID MEAD GO?

THE REASONS ARE MANY.....

- The cost of honey in Europe began to rise after 1000 AD
- Trade routes began bringing wine to various countries, and that diluted the mead market
- Once hops became acceptable in beer around 1400 AD, beer was storable, which made it easier to get, and cheaper
- Distilled beverages, which were always around, became much more available
- Helped found the Mazer Cup International Mead Competition in 2009
- Became Executive Director of the American Mead Makers Association in 2016

By the mid-1600's, mead had mostly disappeared in the world, except for a few places

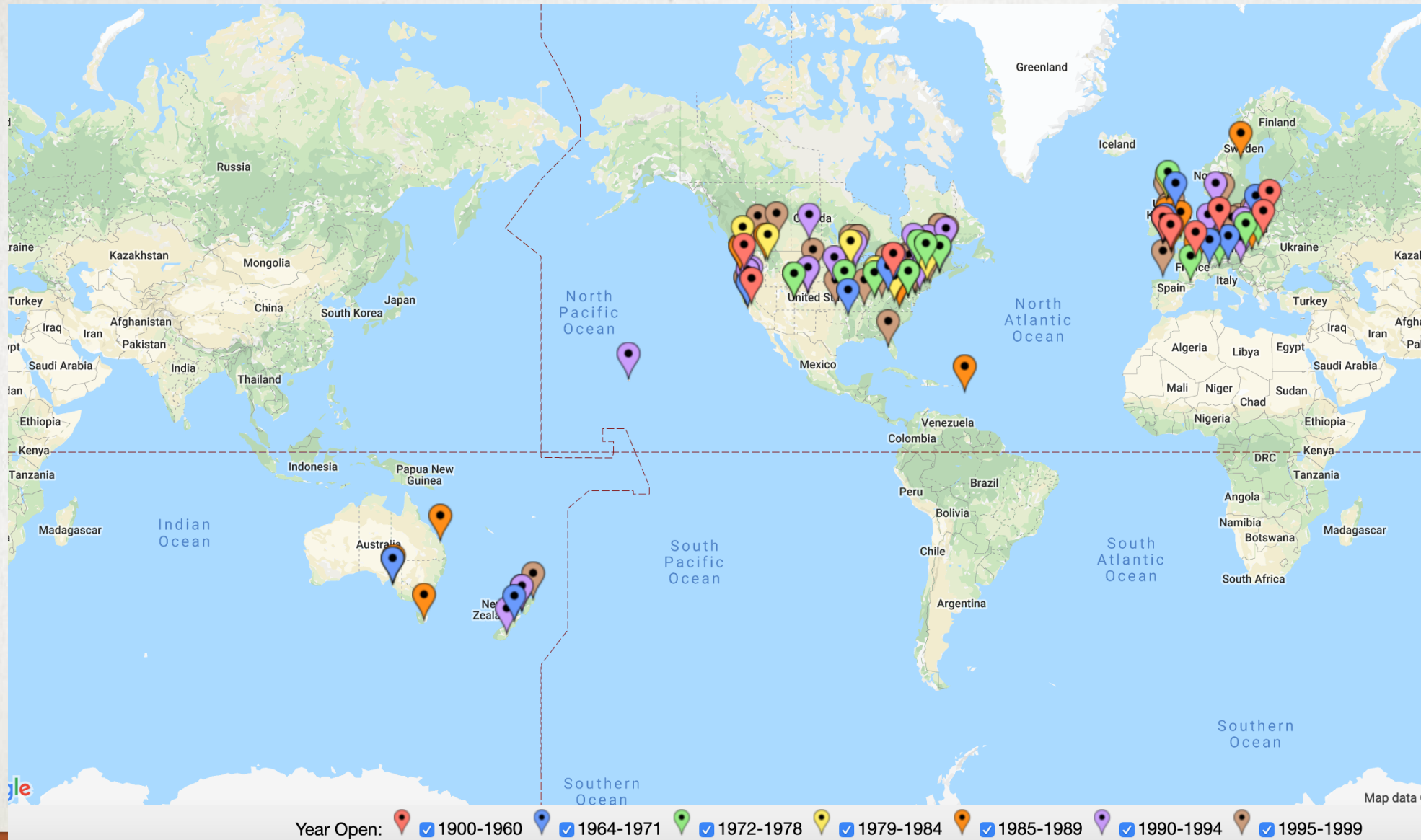
BUT PEOPLE KEPT THE STORY OF MEAD ALIVE

AND MEAD STARTED TO COME BACK

- Beekeepers have always made and shared mead
- Medieval historians find mead in much of their studies
- The Society for Creative Anachronism, founded in 1966, gives mead great prominence, and were instrumental in making mead popular again
- Monastic communities have kept the tradition of mead alive through the centuries
- In some areas, such as Poland and other Eastern European countries and Africa, wine and beer did not gain the prominence over mead as it did in many other countries
- In the US, Charlie Papazian and his book 'The Complete Joy of Homebrewing' contributed to the re-emergence of mead
- Pamela Spence and the American Meadmakers Association (AMA), which was in existence in the 1980's and 1990's, did a great deal to bring attention to mead, and by the time the AMA disbanded in 1997, there were over 70 meaderies in the US.



MEADERIES – 1900 TO 1999



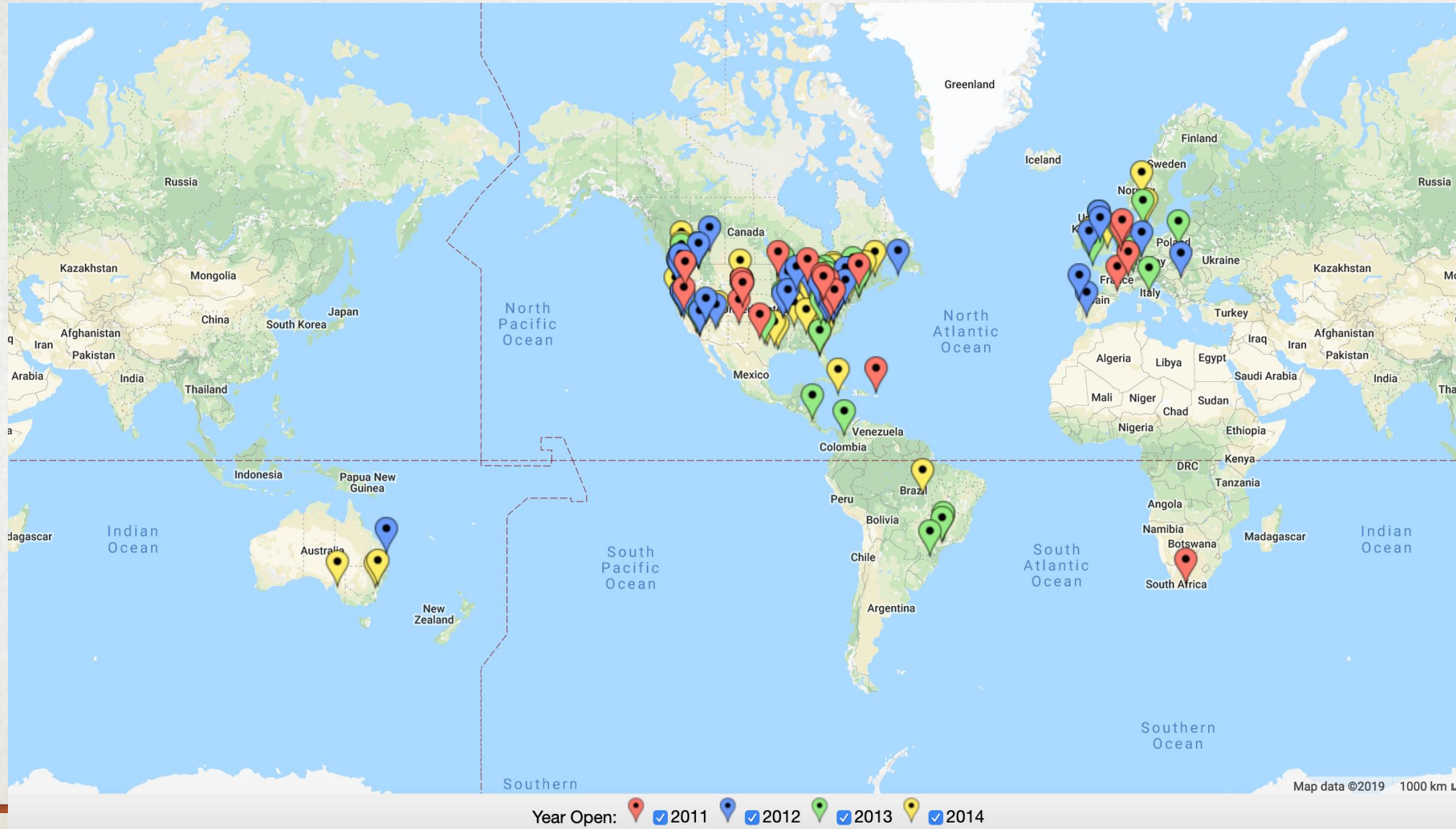
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Czech Republic - 4
Denmark - 2
France - 7
Germany - 4
Italy - 2
Lithuania - 1
New Zealand - 5
Poland - 5
Slovak Republic - 2
Spain - 1
Sweden - 1
UK - 16
US - 64

MEADERIES – 2000 TO 2010



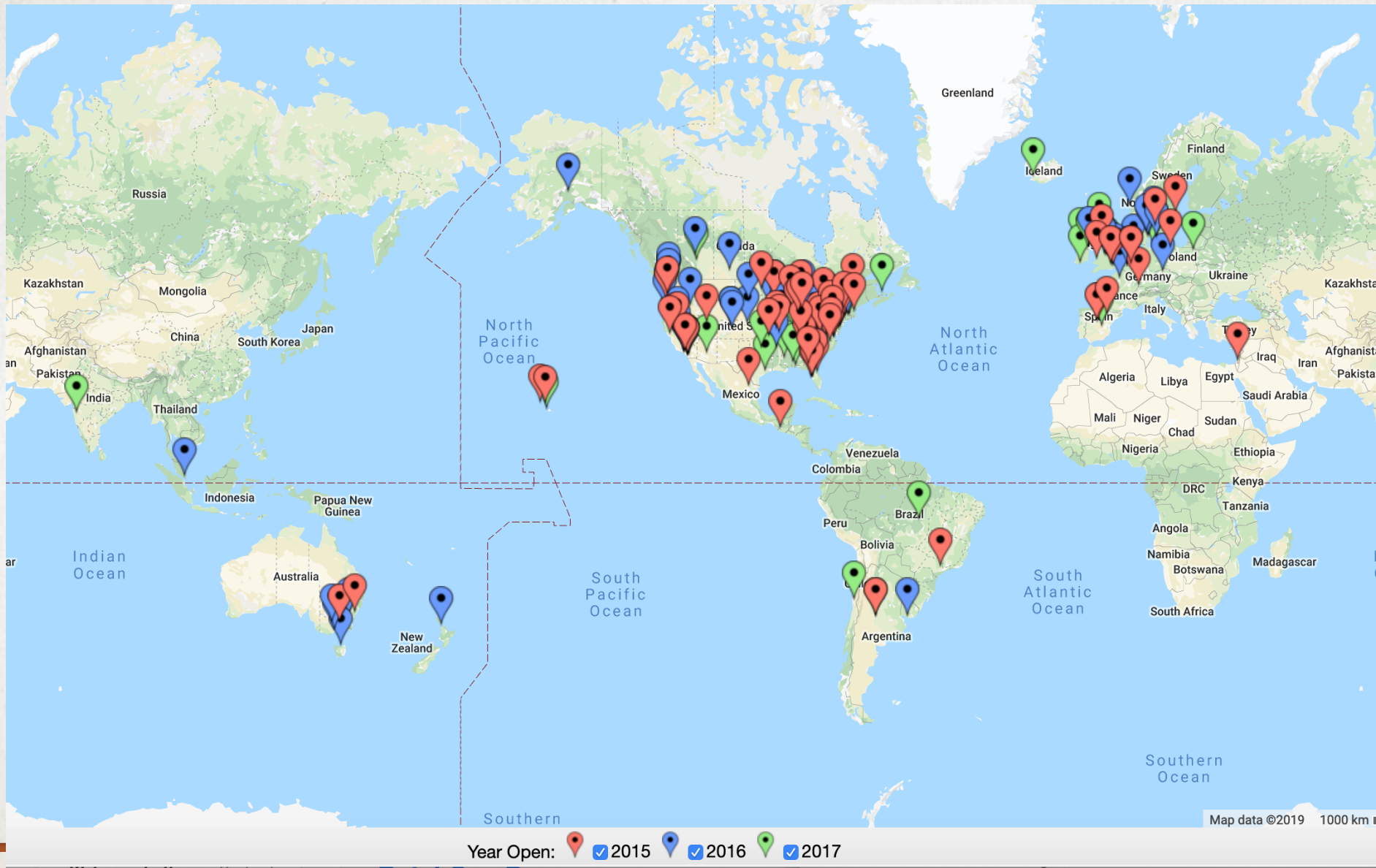
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 Brazil - 1
 Canada - 12
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 Denmark - 1
 Finland - 1
 France - 2
 Germany - 1
 Italy - 2
 New Zealand - 2
 Philippines - 1
 Poland - 1
 Russia - 1
 Slovak Republic - 1
 South Africa - 1
 Spain - 2
 Sweden - 3
 UK - 1
 US - 92

MEADERIES – 2011 TO 2014



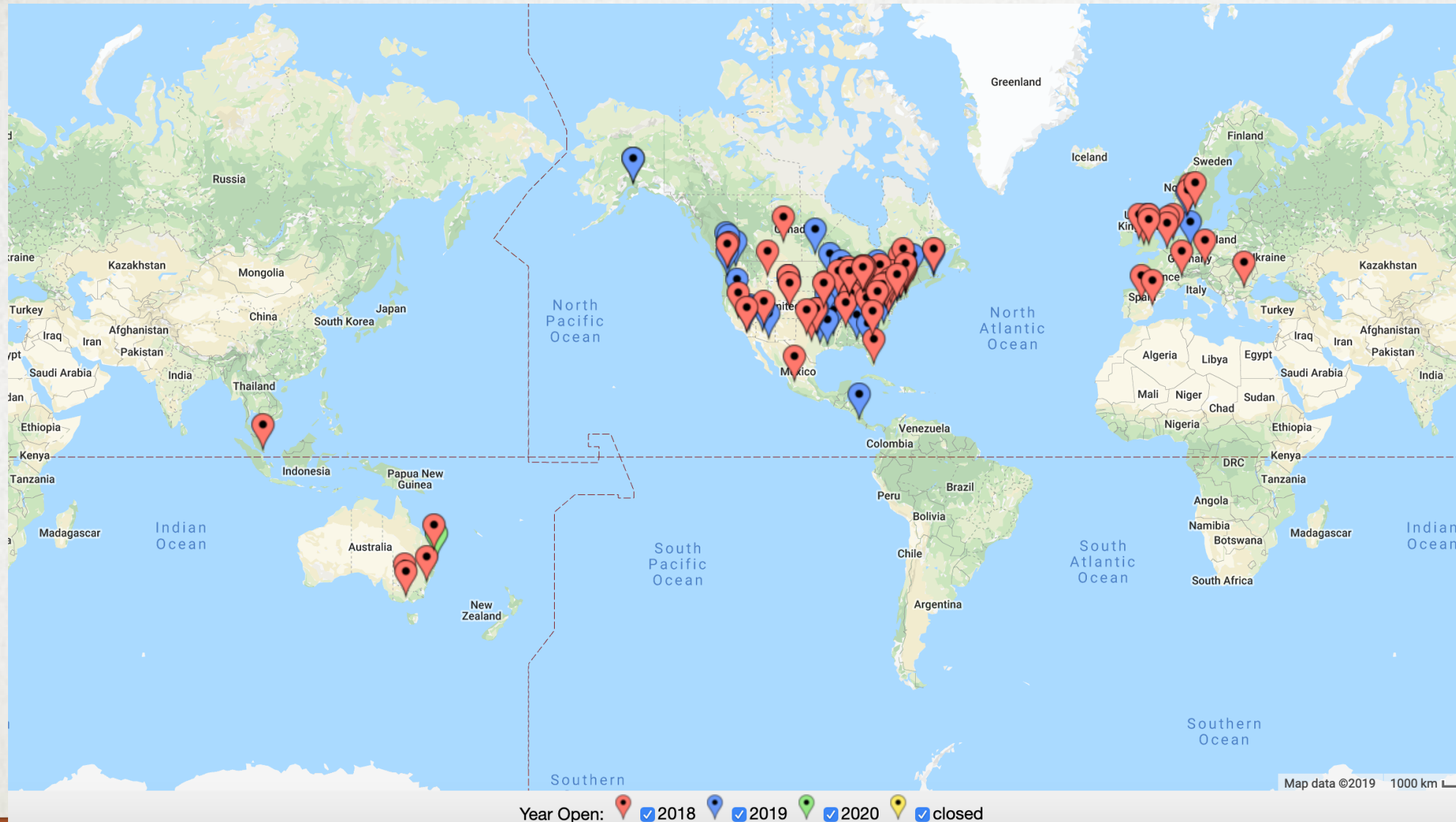
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Brazil - 5
Canada - 5
Columbia - 1
Costa Rica - 1
Denmark - 3
France - 3
Germany - 1
Italy - 1
Jamaica - 1
Netherlands - 1
Norway - 1
Nova Scotia - 1
Poland - 1
Portugal - 1
Puerto Rico - 1
Romania - 1
South Africa - 1
Spain - 1
Switzerland - 1
UK - 6
US - 106

MEADERIES – 2015 TO 2017



Argentina - 2
 Australia - 7
 Belgium - 3
 Brazil - 2
 Canada - 6
 Chile - 1
 Czech Republic - 1
 Denmark - 6
 France - 1
 Germany - 1
 Guatemala - 1
 Iceland - 1
 India - 1
 Ireland - 2
 Israel - 1
 Mexico - 1
 Netherlands - 3
 New Zealand - 1
 Norway - 2
 Poland - 2
 Singapore - 1
 Spain - 4
 Sweden - 2
 UK - 11
 US - 118
 Uruguay - 1

MEADERIES – 2018 TO 2020



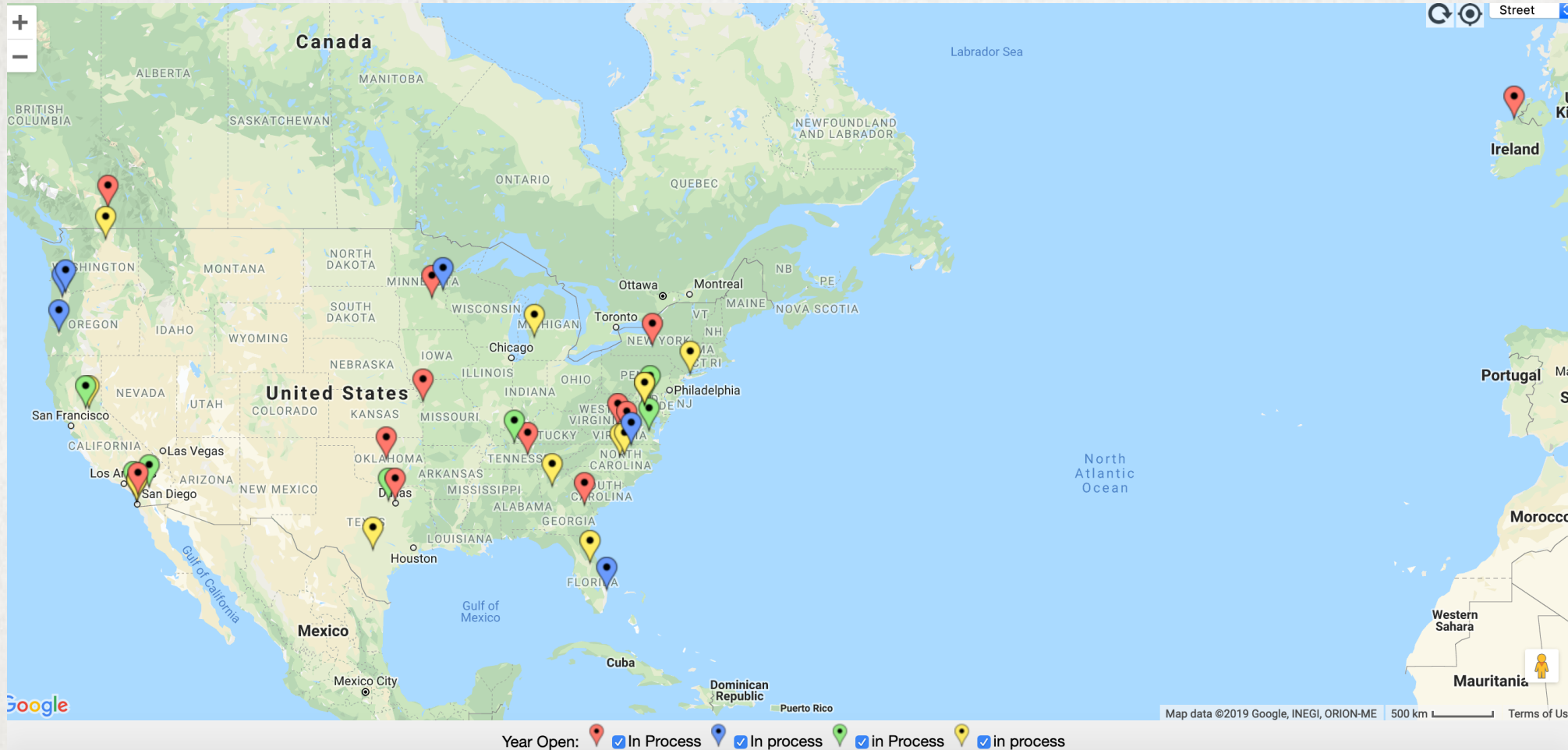
Australia - 5
Austria - 1
Belgium - 1
Bulgaria - 1
Canada - 6
Costa Rica - 1
Denmark - 3
Germany - 1
Italy - 1
Mexico - 1
Netherlands - 2
Nova Scotia - 1
Singapore - 1
Spain - 2
Sweden - 1
UK - 5
US - 90

MEADERIES – UNKNOWN DATE OF EST.



Argentina - 2
Australia - 4
Brazil - 3
Canada - 3
Croatia - 1
Czech Republic - 1
Denmark - 4
France - 8
Germany - 8
Israel - 1
Italy - 1
Japan - 1
Netherlands - 1
Poland - 1
Russia - 2
Singapore - 1
South Africa - 1
Spain - 1
UK - 6
US - 21

MEADERIES – IN PROCESS OF OPENING



QUESTIONS?