

# Humans of New Yorkshire – Magic Rock Tap

[ATMOSPHERIC MUSIC PLAYING]

(DESCRIPTION)

Scenic countryside covered in fog.

(TEXT ON SCREEN)

HUMANS OF NEW YORKSHIRE

MAGIC ROCK BREWING

(SPEECH)

**Man:** I've always drunk real ale and I think when I had kids my personal time became a bit more precious so me and my friends started putting a bit more value into where we were going and the kind of drinks we were drinking.

(DESCRIPTION)

A sign for Magic Rock Brewing. A man behind the bar, there's a huge blackboard behind him listed events and a menu. The man is at a table he raises a pint of beer and takes a drink.

(SPEECH)

**Man:** I turned into a bit of a nerd, bit of a geek with it and I thought yeah... I'm not sure how healthy this is, I ought to do something with this knowledge I'm building up about beer.

(DESCRIPTION)

The camera scrolls passed the bar, and there are various drink glasses filled with ale of different colours. On the wall is a list of ales, their names, descriptions ABV and prices.

(SPEECH)

**Man:** I worked in a family business that sold crystals and rocks and minerals actually hence the 'Magic Rock name, that's kinda where it comes from, but I was looking for other things I could do on my own.

(DESCRIPTION)

Beer cans move down a conveyor belt. A brewery store room with crates of the beer being moved using forklifts.

(SPEECH)

**Man:** When I started the brewery I was hoping people would my kinda journey with beer so I was into real ales but I didn't think it would become so mainstream. I didn't think there would be beers like our in Tescos and Sainsburys and big supermarkets. Y'know you go into any sort of bar in a city centre now and there has to be a craft choice really.

(DESCRIPTION)

Fridges with brightly coloured cans of beer.

(SPEECH)

**Man:** There was never any chance I wasn't gonna do it in my hometown. I'm a local lad born and bred in Huddersfield, and I love the community element of what we do.

(DESCRIPTION)

A rack of t-shirts, the one on the front says "HUDDERSFIELD."

(SPEECH)

**Man:** I think beer and community are sort of really undeniable things aren't they? Everyone says, every good town or every good city needs a brewery and a football team, I think they say and we're doing alright with both of those.

(DESCRIPTION)

The man stands proudly holding a pint of beer.