

RISKS AND IMPACTS OF

“Don't be fooled by scientific diagrams, here's the warm beer chart!”

INCREASING BEER TEMPERATURE



✱1960

Inappropriate serving temperature for most light beers.



✱1980

Only British ale, stout and strong dark ales can be served at this temperature.



✱2000

Some beers can no longer be enjoyed cold, beer lovers start to object.



✱2020

Many beers can no longer be enjoyed cold. People get annoyed.



✱2040

Only luke warm beer available. Beer officially start to suck. People are shocked and don't know why they can't find cold beer anymore.



✱2060

Only noticeably warm beer available. People who were shocked in 2040 are now pissed-off as they are forced to consider life without good beer.



✱2080

Micro and small breweries go kaput. Shock of 2040 and anger of 2060 lead to depression of 2080.



✱2100

The Depression never went away. People are still depressed. Life sucks.

* If we can pay as much attention to the Earth as we do to our beer, we probably wouldn't need to worry about global warming.

This infographic is loosely based on IPCC's 2007 report.