



## EDITORIAL

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# Reflections

David E. Quain

Chartered Institute of Brewers and Distillers,  
London, SE1 2ND, UK

david.quain@cibd.org.uk



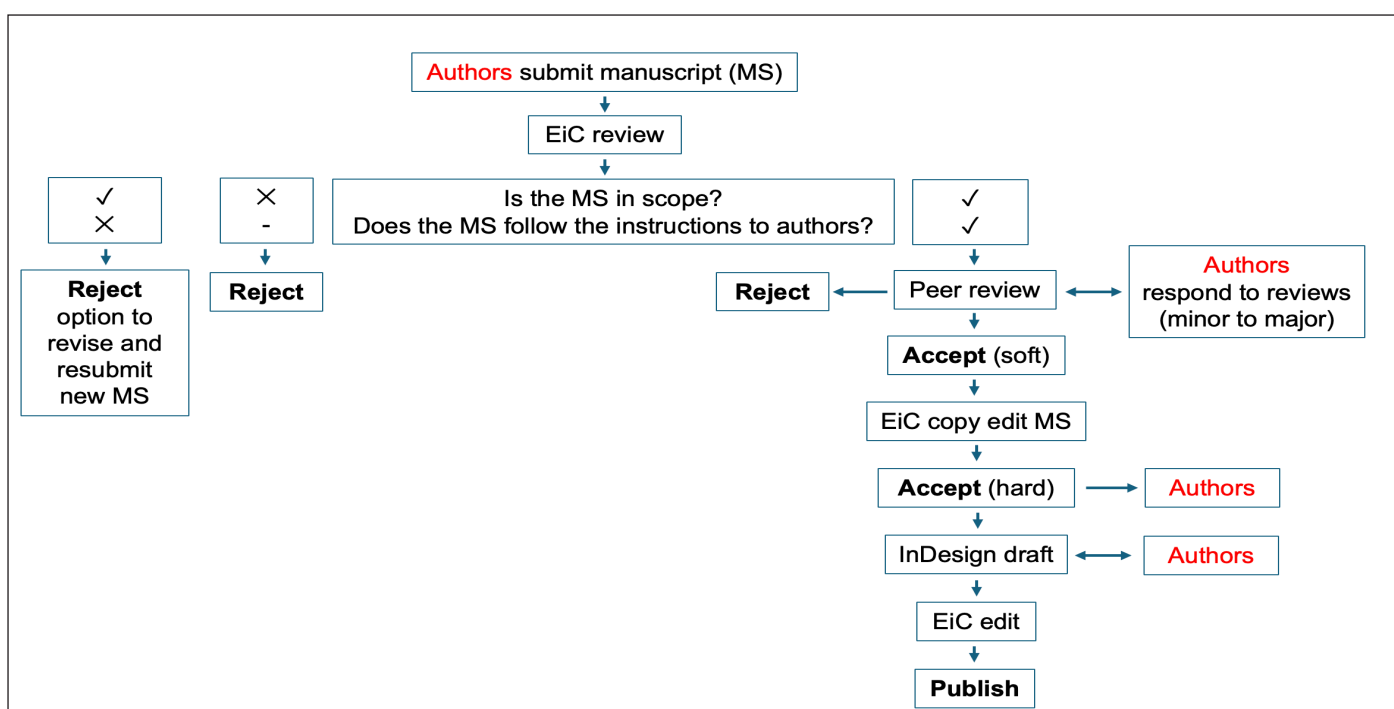
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## Headlines

This issue of Reflections considers the process from submission of a manuscript (MS) to (hopefully) publication of a paper in JIB. The process takes time and it makes sense for submitting authors to get the simple things right. There are two key questions for prospective authors to address. Firstly, is the work within the scope of the Journal? If not, it will be rejected. Secondly, have the instructions to authors been followed (to the letter?) If not, the MS will be rejected but with the option - post revision - to resubmit to JIB. Getting one or both wrong is frustrating and a waste of the time for the authors (and me). It makes sense to get these things right first time!

## Flowchart for publication in JIB

I suspect most authors get bits but not all the 'ins and outs' of the publication process. The chart (below) is how it works with JIB. Regrettably it is complicated and takes time. There are a couple of 'gates' which submitting authors should consider and act on. Firstly,



is the MS in scope - i.e. studies on beer, wine and spirits made from 'grasses' (the Poaceae family includes cereals and sugarcane). If not, the MS is rejected without review. In 2025, this happened with 58% of submitted manuscripts. If the MS gets through the 'scope gate', does the MS scrupulously meet the requirements of the [instructions to authors](#). If not, the submission is rejected with the option of resubmitting the revised MS. This is particularly painful, as the authors have once again to navigate the demanding submission process via ScholarOne Manuscripts. Of the 48 papers published in the *Journal of the Institute of Brewing* since 2023, 13 (27%) went through the 'reject, revise and resubmit' route. This is unnecessary, requiring further time and effort for the authors (and me).

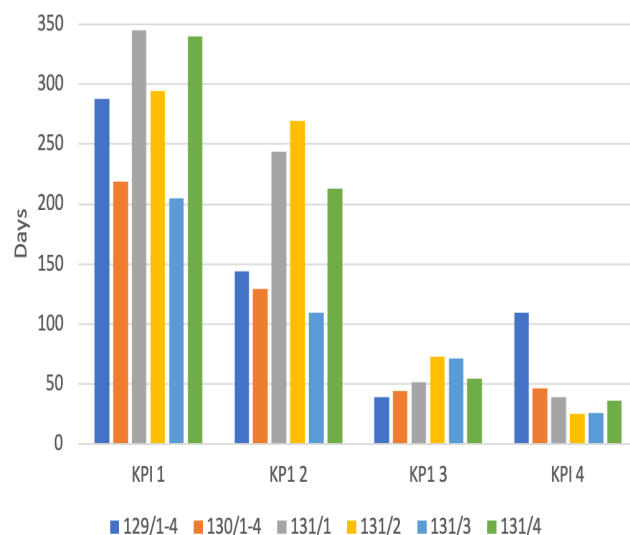
I am acutely aware that the time to publication is an important metric for authors. This is reported (KPI 1) by issue and by year. To be frank, this may vary but will remain broadly constant. There are plenty of Journals where the time for the end to end process is substantially shorter. They invariably cost and - to my mind - the review process is disturbingly quick.

The peer review process takes time. Without doubt, the job that Reviewers do makes manuscripts better to the benefit of authors and readers. They are busy people, who give their time and expertise freely. I'm regularly delighted when some one signs up to review a MS. They oil the wheels of scientific publication and deserve a debt of gratitude.

Ideally the review cycle turns once, with the edited MS hitting the spot and progressing to 'soft accept'. This was the case with 30 (63%) of the 48 papers published since 2023. Some papers (14, 18%) required two rounds with - unusually - two requiring three and a further two requiring four rounds of review. This prolongs the process with the total process time (KPI 1) being an average of 227 days (one round) increasing to 307 (2), 321 (3) and 515 days (4).

## Publication KPIs

For the benefit of readers and authors, four 'key performance indicators' (KPIs) are routinely reported in *Reflections* which capture 'how long' the steps take between submission of the MS to



publication of the paper. These are;

1. Total process time from submission of the MS to publication.
2. Time from submission of the MS to 'soft' accept
3. Time for copy editing of the MS by the EiC. On completion 'hard accept'.
4. Time for creation of the draft pdf, review by authors, final edit and publication by the EiC.

These KPIs (above) are reported for each issue published in 2025 together with consolidated data from 2023 (volume 131) and 2024 (132).

## To conclude

In this issue, there are four research articles. These cover 'hop creep and hop variety, quantity, origin, and product type', 'long chain esters and the aroma of traditional whisky and analogous age-accelerated spirit', 'the use of malted faba beans to enhance beer sustainability' and 'the impact of the rate of spirit distillation on floral aromas in whisky'. The corresponding authors hail from the USA, Denmark, Finland and France.

Cheers,

David Quain

Editor in Chief