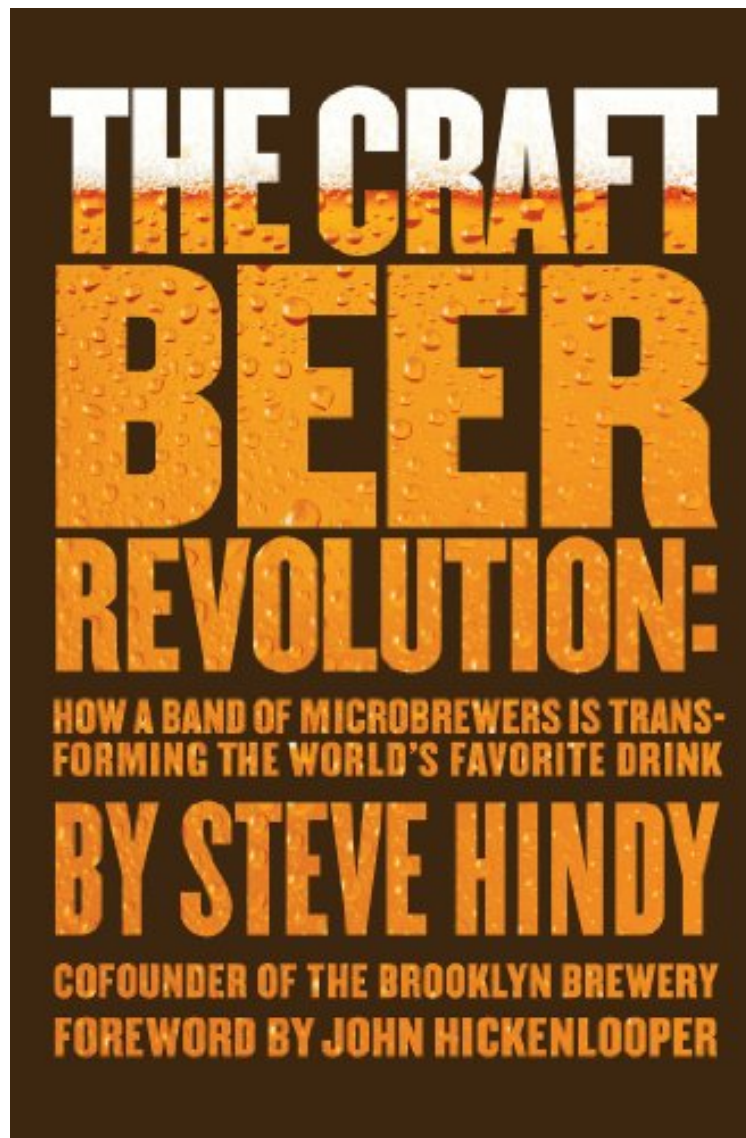


(Free pdf) The Craft Beer Revolution: How a Band of Microbrewers Is Transforming the World's Favorite Drink

The Craft Beer Revolution: How a Band of Microbrewers Is Transforming the World's Favorite Drink

Steve Hindy

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Steve Hindy : The Craft Beer Revolution: How a Band of Microbrewers Is Transforming the World's Favorite Drink before purchasing it in order to gage whether or not it would be worth my time, and all praised The Craft Beer Revolution: How a Band of Microbrewers Is Transforming the World's Favorite Drink:

1 of 1 people found the following review helpful. Politics is part of the Story.By Julian DouglassWhile some people

complain about the book being too political, I feel that there had to be some politics involved in this because of the countries asinine liquor laws being beneficial to AB InBev and SABMiller instead of helping out the craft brewers that are showing people that there is more to beer than Bud and Miller. Politics was part of the story. The History of the revolution is great, especially when I have drunk my fair share of Boulevard, Sam Adams, and other craft beers that Mr. Hindy talks about. It makes me realize the great history that the beers have gone through in such a small time, and got me thinking of finding places that serve craft brews only. The only problem was the editing in the book was really sloppy. Multiple typos and I am ashamed that Mr. Hindy thought that Jimmy Carter was president in 1972. If you think I am kidding, go to page 31 and read the last paragraph. "He graduated from the University of Virginia in 1972 in the midst of a recession that, together with the war, led President Carter to talk gloomily of a 'malaise' in America" (Hindy, 31). Sorry bud, Nixon was President at the time.

3 of 3 people found the following review helpful. Despite the politics, this is an excellent book. By Aaron If I had to sum it up, about 75-85% of this book is fantastic. It shows a lot of the drama and issues that came up as the craft beer industry evolved from an impossible dream into a real, honest-to-god industry (as opposed to just a simple niche market), and it all comes from the view of one of the craft beer industry's most central figures, the co-founder of the Brooklyn brewing company. Of course, that last part is this book's greatest weakness: the author's point of view. Even though he portrays events fairly evenly, it's not a truly objective history of craft beer, as the author gets up on his soapbox quite a few times (especially at the end), and most of it is railed at the Boston Brewing Company and Jim Koch (in particular). This was not as bad as I thought it was going to be however..... In fact, in most of the book he paints Jim as a rather misunderstood person (ex, showing that all evidence points to the fact that his company's medals were won fairly and square, his dedication to the industry and passion for his business, and his regrets of alienating many of the smaller brewers in the industry). In short, the book seems to show that a lot of the flack that Jim has gotten in the past is not earned, but seems to portray a negative view of the company's future (ex, saying that he feels that Jim wants to own the craft beer revolution and his need to have an enemy with big beer). It's a bias, and to read the book properly you have to know that it's their so you can think about his opinions as he goes along and come up with your own.....but does this make the book a bad buy? Not at all. It's a highly recommended book that I feel needs to be in any brewer's or beer lover's library. It's especially useful if you ever have to talk craft beer history in a bar and want something that gets the record straight. It also works as a GREAT companion to *Ambitious Brew*, and reading one after the other is highly recommended. If the book wasn't so opinionated, I would have given it 5 stars. Highly recommended. Check it out for yourself!

0 of 0 people found the following review helpful. Interesting History of the Craft Beer Business By J. Groen Although at times, this book does get involved in the craft beer politics, this, I think, is important because it provides the challenges of what was necessary for these entrepreneurs to survive. The craft beer business, at this time, is one of the few areas of the US economy where entrepreneurial spirit is successful. Small companies are in fact taking a growing share of the business and providing the customer, the beer drinker, with a better product. The challenges that these organizations needed to surmount is important to understand. These challenges included the large brewers (which at this time are not even US companies), the large distributors, the federal and state governments, etc. This is an important part of the book but not the only part. The author also reviews some of the craft brewers, the individuals who started them and how they got started and succeeded. For these two reasons, I highly recommend this book. If you want a book that reviews the types of craft beers, I recommend: *Tasting Beer*.

Over the past 40 years craft-brewed beer has exploded in growth. In 1980, a handful of "microbrewery" pioneers launched a revolution that would challenge the dominance of the national brands, Budweiser, Coors, and Miller, and change the way Americans think about, and drink, beer. Today, there are more than 2,700 craft breweries in the United States and another 1,500 are in the works. Their influence is spreading to Europe's great brewing nations, and to countries all over the globe. In *The Craft Beer Revolution*, Steve Hindy, co-founder of Brooklyn Brewery, tells the inside story of how a band of homebrewers and microbrewers came together to become one of America's great entrepreneurial triumphs. Beginning with Fritz Maytag, scion of the washing machine company, and Jack McAuliffe, a US Navy submariner who developed a passion for real beer while serving in Scotland, Hindy tells the story of hundreds of creative businesses like Deschutes Brewery, New Belgium, Dogfish Head, and Harpoon. He shows how their individual and collective efforts have combined to grab 10 percent of the dollar share of the US beer market. Hindy also explores how Budweiser, Miller, and Coors, all now owned by international conglomerates, are creating their own craft-style beers, the same way major food companies have acquired or created smaller organic labels to court credibility with a new generation of discerning eaters and drinkers. This is a timely and fascinating look at what America's new generation of entrepreneurs can learn from the intrepid pioneering brewers who are transforming the way Americans enjoy this wonderful, inexpensive, storied beverage: beer.

"[A] shaggy little history of the craft beer industry; at once a tribute to its loose-limbed entrepreneurs and an airing of their familiar frustrations and triumphs." The New York Times
Hindy offers insights and glimpses only someone deep behind the lines could provide. Part of what makes his book feel fresh is his depiction of how little

those involved early on were aware of where they were headed or how successful or influential they would ultimately be. . . . Hindy's explanation of the complex, often fraught ecosystem behind all those bottles will make whichever one you choose taste a bit more like victory. . . . The Wall Street Journal. . . . The Craft Beer Revolution is a great read. . . . And he does a nice job doing what he set out to do -- telling us, in an easy-to-take way, how . . . breweries across America got your favorite artisanal suds into your mug at your local pub, and how these craft brewers developed a community that sparked a worldwide revolution. . . . The stories of the craft brewers--such as Fritz Maytag of Anchor Steam and Jim Koch of Sam Adams--featured in the book are engrossing, but what I find most interesting about this story is the evolution of the beer industry, and the lessons it might hold for the big players in other industries. . . . Strategy+Business. . . . Hindy balances reverence with realism, resulting in a vigorous. . . . genealogy of the burgeoning world of craft beer. . . . Kirkus. . . . A serious and important work. . . . Domestic Craft Beer Corner. . . . This is a wonderful story of the rebirth of the American brewing industry written by one of the entrepreneurs who helped make it happen. I once mused that one day there would be a brewery in every city in America. It is happening much more quickly than I ever imagined. . . . Fritz Maytag, Former owner, Anchor Brewing Co. . . . The Craft Beer Revolution is a must-read for any beer lover or liquid locavore who cares to know how and why so many remarkable choices exist for those who want their beer to taste like where it was brewed. Steve Hindy has been at the center of the revolution from the beginning, and his authoritative and entertaining report shares the back-, mid-, and front-stories of the pioneers who have given us the gift of craft beer. . . . Danny Meyer, Restaurateur and Author, Setting the Table: The Transforming Power of Hospitality in Business. . . . What an engaging wander through a fascinating contemporary history! Steve Hindy artfully fills in the blanks on some of the greatest entrepreneurial stories of America's craft breweries and the iconoclastic cast of characters involved in this movement, while also rewarding us with new, never-before-told tales. Altogether a marvelous read. . . . Kim Jordan, Cofounder and CEO, New Belgium Brewing Co. . . . Who better to chronicle the history of the craft beer revolution than a former reporter and founder of one of the country's seminal craft breweries? Steve was there and lived it, and he tells the fascinating story of how craft beer turned an industry like only an insider could. The Craft Beer Revolution reads like a thriller--I couldn't put it down. . . . Harry Schuhmacher, Publisher, Beer Business Daily. . . . While Steve Hindy and I still disagree about many things, including some of his stories in this book, no one has done a better job of bringing to life the cast of characters who created the craft beer revolution. He does a great job of telling the story of how American beer went from also ran to the envy of the world. . . . Jim Koch, Founder and Chairman, Boston Beer Co. . . . A lively, entertaining history by an insider. Steve Hindy portrays colorfully and knowledgeably the people who created the new breweries and the new beers. It's a compelling story of the craft beer revolution, a phenomenal flowering of American entrepreneurship. . . . Jerry Steinman, Founder, Beer Marketer's INSIGHTS. . . . Steve's position in the craft industry puts him in a unique position--he both grew alongside it as an owner of Brooklyn Brewery and helped steer its course as an active Brewers Association member. He very accurately depicts the craft revolution's highs and lows and the camaraderie, challenging to maintain at times, that underlies it all. . . . Ken Grossman, Cofounder and CEO, Sierra Nevada BC. . . . Balance. It's a desired trait in the brewing world. That perfectly comforting zone created through the interplay of hops and barley. Steve Hindy has found the equivalent space as a beer-journalist-slash-brewing-pioneer in his book The Craft Beer Revolution. Combining entertaining doses of craft brewing history with approachable descriptions of the brewers art and the fearless exploration of these entrepreneurs who changed the face of American brewing. A delicious and session-able read. . . . Sam Calagione, Founder President, Dogfish Head Craft Brewery. . . . Steve Hindy weaves a vivid mix of passionate advocacy and cold hard journalism to describe the disruption which occurred first to large brewers, and now to small brewers grown big. The Craft Beer Revolution is a fascinating and entertaining read, revealing the idiosyncrasies and passion of the players who built the movement. If you love beer, you have to read it! . . . Tom Long, CEO, MillerCoors. . . . The rise of the American craft beer movement is one of the greatest business stories of all time. As a founding father and one hell of a writer, Steve weaves an amazing story of innovation and imagination that is truly unique to the world. . . . Dolf Vandenbrink, CEO, Heineken USA. . . . With great passion and creativity, a generation of new American brewers is elevating the status of beer in the culinary world. The Craft Beer Revolution is the compelling inside story of their rise. . . . Dr. Tim Ryan, CEO, The Culinary Institute of America. . . . The Craft Beer Revolution has captivated the imagination of the Media, Wall Street, and Big Beer, as well as the attention, minds and hearts of the consumer. Hindy's history, research, real-life experience and story-telling ability paint an accurate picture of how this movement got started and what propelled it to its current heights. It's been a great ride for craft brewers, and this is a great read! . . . Gary Fish, Founder CEO, Deschutes Brewery and Chairman, Brewers Association. . . . The craft beer revolution, the most exciting development in the beer industry since the birth of lager beer in the 19th Century, now has its chronicler. Steve Hindy tells the story as only a skilled journalist and an important player in the revolution could tell it. For decades going forward, this will be an important book for those who want to understand this transformative business story. . . . Daniel Bradford, Publisher, All About Beer magazine. . . . Steve Hindy brings a war-tested reporter's journalistic skill and a veteran insider's perspective to the good beer story, making his new book, The Craft Beer Revolution, compelling. This book is an

essential resource and a great read not only for those of us who participated in the craft beer renaissance, but also for a new generation of brewers and beer enthusiasts thirsting for the real story." Tom Dalldorf, Publisher, Celebrator Beer News; "A lively, entertaining history by an insider. Steve Hindy portrays colorfully and knowledgeably the people who created the new breweries and the new beers. It's a compelling story of the craft beer revolution, a phenomenal flowering of American entrepreneurship." Jerry Steinman, Founder, Beer Marketer's INSIGHTS; "Steve's position in the craft industry puts him in a unique position--he both grew alongside it as an owner of Brooklyn Brewery and helped steer its course as an active Brewers Association member. He very accurately depicts the craft revolution's highs and lows and the camaraderie, challenging to maintain at times, that underlies it all." Ken Grossman, Cofounder and CEO, Sierra Nevada BC; "Balance. 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Tom Dalldorf, Publisher, Celebrator Beer News; "The *Craft Beer Revolution* is a great American success story, told from the front row seat of Brooklyn Brewery cofounder Steve Hindy. The book shows an industry of brewers and distributors that is great because of the goodness of its people. Hindy entertains the reader with wonderful portraits of the people involved. The book is part high school yearbook and part Tom Wolfe's "The Right Stuff." It shows us an industry that is being transformed and still works well for all involved, most importantly the consumer." Craig Purser, President and CEO of the National Beer Wholesalers Association; "Steve Hindy is a pioneer, visionary and tireless advocate for the craft beer industry. His extensive background as a journalist coupled with his experience and passion for the craft beer industry result in a fascinating and most interesting perspective of the last six decades of a dynamic and colorful industry. Steve captures both the makings of a craft beer revolution and more recent evolution of the industry as a whole. I applaud Steve for this great work, his tireless commitment to this wonderful industry and congratulate all those that make this such a great and unique business." Bill Hackett, President, Crown Imports LLC; "This book serves as a great history lesson about how craft brewing has changed the beer industry and captivated consumers. Through innovation and meeting customers' demands craft brewers have grown far beyond their niche and now own a sizeable piece of the beer market, once controlled by a select group of larger breweries. As this trend has grown, it's consumers that have been the real winner as unique craft beers are now an important part of any culinary experience. Steve has written a book drawing from his incredible expertise as a true trail blazer in the industry, focused on how to not only make great beer but how to gain respect and notoriety when brewing." Scott Crawford, Executive Coordinator of Purchasing, Whole Foods Market Northeast Region; About the Author Steve Hindy is the author of *Beer School* and co-founder, chairman and president of Brooklyn Brewery, one of America's top 20 breweries. A former journalist, he became interested in homebrewing while serving as a Beirut-based Middle East Correspondent for the Associated Press. He and Brooklyn Brewery have been featured in *The New York Times*, *The New York Post*, *Crain's New York Business*, *New York* magazine, CNN, *The Huffington Post*, and countless beer blogs and specialty publications. Hindy is a member of the Board of Directors of the Beer Institute and the Brewers Association. He lives

in Brooklyn, NY.