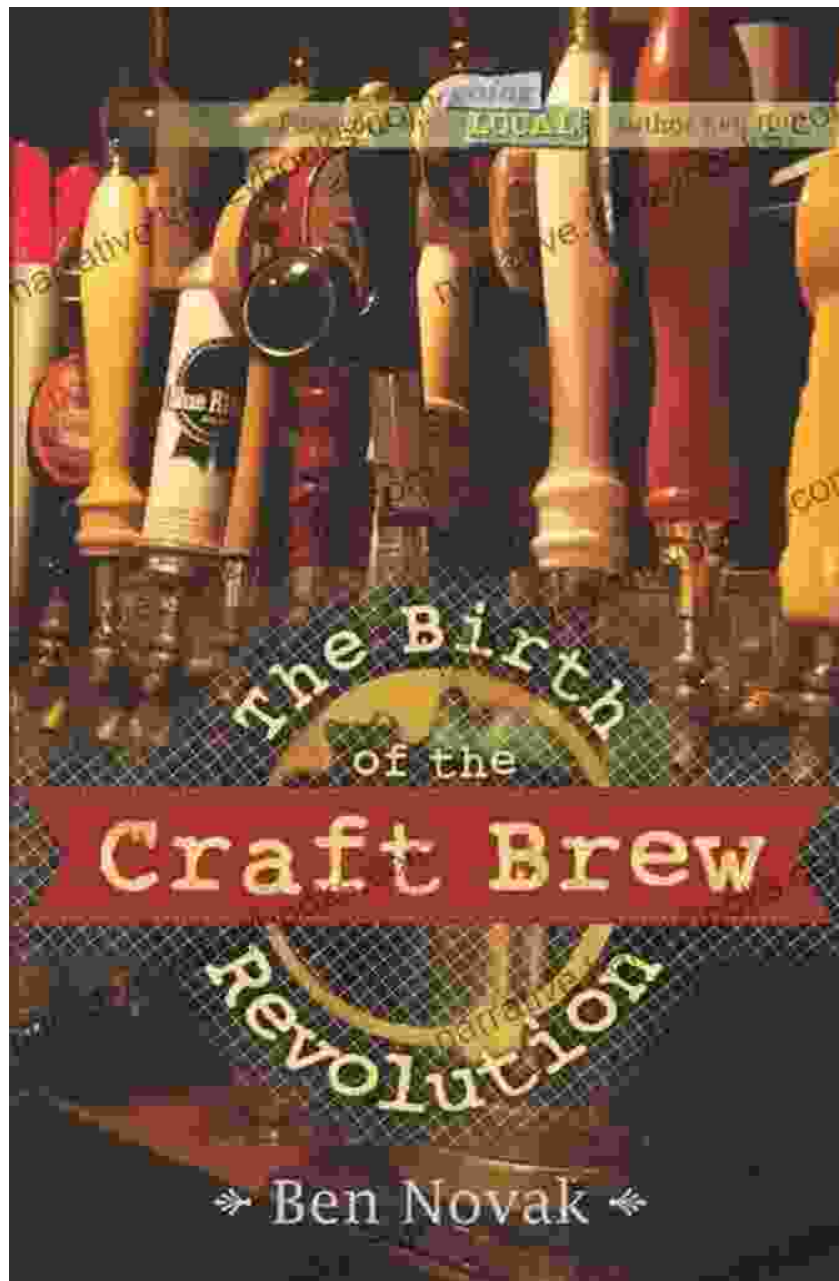


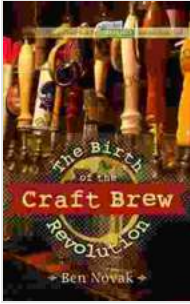
# The Birth of the Craft Brew Revolution: A Behind-the-Scenes Look at How Independent Brewers Changed the World of Beer



**The Birth of the Craft Brew Revolution** by Ben Novak

★★★★★ 5 out of 5

Language : English



|                      |             |
|----------------------|-------------|
| File size            | : 8964 KB   |
| Text-to-Speech       | : Enabled   |
| Screen Reader        | : Supported |
| Enhanced typesetting | : Enabled   |
| Word Wise            | : Enabled   |
| Print length         | : 325 pages |
| Lending              | : Enabled   |



In the early 1970s, the American beer industry was dominated by a handful of large, national breweries. These breweries produced a limited range of mass-produced beers that were often bland and uninspired.

But a small group of renegade brewers was about to change all that. These brewers were passionate about beer, and they were determined to create something different. They experimented with new ingredients, new brewing techniques, and new flavors. And they started to win over a growing number of beer drinkers.

The craft beer revolution was born.

In his new book, *The Birth of the Craft Brew Revolution*, author John Holl tells the story of this revolution. He traces the origins of the craft beer movement to the homebrewing boom of the 1970s. He explores the challenges faced by early craft brewers, who often had to battle with skeptical distributors and retailers.

But Holl also shows how the craft beer movement eventually triumphed. Craft brewers banded together to form organizations like the Brewers Association, which helped to promote and protect their interests. And they

found a growing audience of beer drinkers who were eager to try something new.

Today, the craft beer industry is a major force in the American beer market. Craft brewers now produce over 10% of all beer sold in the United States. And they have helped to create a more diverse and flavorful beer landscape than ever before.

*The Birth of the Craft Brew Revolution* is a fascinating and in-depth look at this important chapter in American beer history. It is a must-read for anyone who loves craft beer, or who is interested in the history of American business.

### **About the Author**

John Holl is a beer writer and historian. He is the author of several books on beer, including *The American Craft Beer Cookbook* and *Craft Beer for the Homebrewer*. He is also a contributing editor to *All About Beer* magazine.

### **Praise for *The Birth of the Craft Brew Revolution***

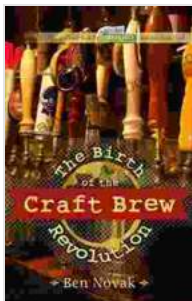
"A fascinating and well-written account of the birth of the craft beer revolution. Holl tells the story of the people and the breweries that made it happen, and he does so with a passion and enthusiasm that is infectious."  
—Stan Hieronymus, author of *Brewing Local*

"A must-read for anyone who loves craft beer or who is interested in the history of American business."

—Garrett Oliver, brewmaster of Brooklyn Brewery

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*The Birth of the Craft Brew Revolution* is available now from all major booksellers. You can also Free Download your copy directly from the publisher by clicking here.



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