

# BEER.

## Brooklyn Brew Shop's Beer Making Book

Brooklyn Brew Shop's Beer Making Book takes brewing out of the basement and into the kitchen. Erica Shea and Stephen Valand show that with a little space, a few tools, and the same ingredients breweries use, you too can make delicious craft beer right on your stovetop. Greenmarket-inspired and seasonally brewed, these 52 recipes include Everyday IPA and Rose Cheeked & Blonde for spring; Grapefruit Honey Ale and S'More Beer for summer; Apple Crisp Ale and Peanut Butter Porter for fall; Chestnut Brown ale and Gingerbread Ale for winter; and even four gluten-free brews. You'll also find tips for growing hops, suggestions for food pairings, and recipes for cooking with beer. Brooklyn Brew Shop's Beer Making Book offers a new approach to artisanal brewing and is a must-own for beer lovers, seasonally minded cooks, and anyone who gets a kick out of saying "I made this!"

## Beer

Written by one of the world's leading authorities and hailed by American Brewer as "\"brilliant\" and \"by a wide margin the best reference now available,\" Beer offers an amusing and informative account of the art and science of brewing, examining the history of brewing and how the brewing process has evolved through the ages. The third edition features more information concerning the history of beer especially in the United States; British, Japanese, and Egyptian beer; beer in the context of health and nutrition; and the various styles of beer. Author Charles Bamforth has also added detailed sidebars on prohibition, Sierra Nevada, life as a maltster, hopgrowing in the Northwestern U.S., and how cans and bottle are made. Finally, the book includes new sections on beer in relation to food, contrasting attitudes towards beer in Europe and America, how beer is marketed, distributed, and retailed in the US, and modern ways of dealing with yeast.

## Brewing Lager Beer

Everyone knows how to drink beer, but few know how to really taste it with an understanding of the finer points of brewing, serving, and food pairing. Discover the ingredients and brewing methods that make each variety unique and learn to identify the scents, colors, flavors, and mouthfeel of all the major beer styles. Recommendations for more than 50 types of beer from around the world encourage you to expand your horizons. Uncap the secrets in every bottle of the world's greatest drink!

## Tasting Beer

Greg Noonan's classic treatise on brewing lagers, New Brewing Lager Beer, offers a thorough yet practical education on the theory and techniques required to produce high-quality beers using all-grain methods either at home or in a small commercial brewery. This advanced all-grain reference book is recommended for intermediate, advanced and professional small-scale brewers. New Brewing Lager Beers should be part of every serious brewer's library.

## New Brewing Lager Beer

The book explains not only why beer is invariably safe to drink but also why it can make a significant and beneficial contribution to the diet. Finally the book explores how the brewing industry is likely to evolve in the coming years.\"--BOOK JACKET.

## **Beer**

Now seen as something to taste, savor, travel for, and talk about, beer really is the new wine. This new, up-to-date edition of *The Beer Book* features every significant brewery in every significant brewing nation, and showcases new beers and specialist beers, as well as the classics. With a visual catalog of more than 800 breweries, whistle-stop beer trails, and key beer facts throughout, *The Beer Book* is the indispensable guide to the world's favorite drink.

### **The Beer Book**

Pilsners, blonde ales, India pale ales, lagers, porters, stouts: the varieties and styles of beer are endless. But as diverse as the drink is, its appeal is universal—beer is the most-consumed alcoholic beverage in the world. From ballparks to restaurants, bars to brewpubs, this multihued beverage has made itself a dietary staple around the globe. Celebrating the heritage of these popular libations in this entertaining tome, Gavin D. Smith traces beer from its earliest days to its contemporary consumption. While exploring the evolution of brewing technology and how it mirrors technological changes on a wider economic scale, Smith travels from Mexico to Milwaukee, Beijing, Bruges, and beyond to give a legion of beer brands their due. He then delves into the growth of beer-drinking culture and food-beer pairings and provides information on beer-related museums, festivals, publications, and websites. He also provides a selection of recipes that will be enhanced with the downing of a glass or two of the amber nectar. Containing a wealth of detail in its concise, wonderfully illustrated pages, *Beer* will appeal to connoisseurs and casual fans alike.

## **Beer**

A New York Times Best Seller A full-color, lushly illustrated graphic novel that recounts the many-layered past and present of beer through dynamic pairings of pictures and meticulously researched insight into the history of the world's favorite brew. The History of Beer Comes to Life! We drink it. We love it. But how much do we really know about beer? Starting from around 7000 BC, beer has emerged as a major element driving humankind's development, a role it has continued to play through today's craft brewing explosion. With *The Comic Book Story of Beer*, the first-ever nonfiction graphic novel focused on this most favored beverage, you can follow along from the very beginning, as authors Jonathan Hennessey and Mike Smith team up with illustrator Aaron McConnell to present the key figures, events, and, yes, beers that shaped and frequently made history. No boring, old historical text here, McConnell's versatile art style—moving from period-accurate renderings to cartoony diagrams to historical caricatures and back—finds an equal and effective partner in the pithy, informative text of Hennessey and Smith presented in captions and word balloons on each page. The end result is a filling mixture of words and pictures sure to please the beer aficionado and comics geek alike.

### **The Comic Book Story of Beer**

The Upper Hudson Valley has a long and full-bodied brewing tradition. Arriving in the 1600s, the Dutch established the area as a brewing center, a trend that continued well into the eighteenth century despite two devastating wars. The Erie Canal helped develop Albany into a beer capital of North America—"Albany Ale" was exported across America and around the world. Upper Hudson Valley breweries continued to thrive until Prohibition, and some, like Beverwyck and Stanton, survived the dark years to revive the area's brewing tradition. Since the 1980s, there has been a renaissance in Upper Hudson Valley craft brewing, including Newman's, C.H. Evans, Shmaltz and Chatham Brewing. Beer scholars Craig Gravina and Alan McLeod explore the sudsy story of Upper Hudson Valley beer.

### **Upper Hudson Valley Beer**

A homage to beer by Cheers actor and beer connoisseur George Wendt, better known as Norm Peterson.

## Drinking with George

“A wide-ranging volume that is sure to appeal to beer enthusiasts and casual consumers alike. Highly recommended.” —Library Journal (STARRED REVIEW) Go on a fun, flavorful tour through the world of craft brews with one of the most unique and fascinating voices in beer today. It's a great time to be a beer drinker, but also the most confusing, thanks to the dizzying array of available draft beers. Expert Joshua Bernstein comes to the rescue with *The Complete Beer Course*, demystifying the sudsy stuff and breaking down the elements that make a beer's flavor spin into distinctively different and delicious directions. Structured around a series of easy-to-follow classes, his course hops from lagers and pilsners to hazy wheat beers, Belgian-style abbey and Trappist ales, aromatic pale ales and bitter IPAs, roasty stouts, barrel-aged brews, belly-warming barley wines, and mouth-puckering sour ales. There is even a class on international beer styles and another on pairing beer with food and starting your own beer cellar. Through suggested, targeted tastings, you'll learn when to drink down-and when to dump those suds down a drain.

## The Complete Beer Course

Belgian beer styles & beer types with 133 beer descriptions. A comprehensive drink, food & travel guide with suggested beer restaurants & cafés and introductions to beer cuisine, serving temperatures & food pairing. “I love Belgian beer but until I picked up this book I never realized just how ignorant I was on the subject. The Belgian Beer Book grants you a ground floor view of Belgian Beer culture, Belgian Beer, and everything you might ever want to know about things related to Belgian Beer.” ? Nerd Rage News “This massive 704-page book is packed with photos, stories, food pairing ideas, and beer and brewery guides that dig deep into one of the most storied beer cultures on the planet.” ? The High Five Archive “This is the ultimate beer book, which, after reading, will have you packing your bags and getting on the first flight to Belgium.” ? Celebrator Book News “This massive eight-pound, two-and-a-half-inch thick volume gives you what you would expect from its simple, straightforward title.” ? Cleveland.com Belgian beer is famous throughout the world. Beer connoisseurs Erick Verdonck and Luc De Raedemaeker explain everything there is to know about Belgian beer culture. How does the brewing process work? How do you tap, serve, taste and conserve a perfect beer? What are the different styles and types of beer? Which beers are the best ones and how about the recent craft beers? This book explains it all!

## The Belgian Beer Book

Sharing a beer or two with friends after work or play is one of life's many joys. Session beers, whose mild strength invites more than one round, adhere to high quality standards and are dedicated to balance and drinkability above all. Some naturally low-alcohol beer styles were “sessionable” long before that word was coined, but brewers have reinvented traditionally stronger classic beer styles to make them, too, well-suited to casual drinking sessions. Responsible consumption of these high-quality, easy-drinking beers gives beer lovers the freedom to celebrate community and friendship while consuming less alcohol. Such beers can be challenging to brew, but they present many opportunities to showcase skill, flavor, and refreshment. *Session Beers* explores the history behind some of the world's greatest session beers, past and present. Learn about the brewing processes and ingredients to master recipe development. Explore popular craft session beer recipes from some of the best brewmasters in America, and discover why beer drinkers enjoy exploring and drinking session beers.

## Session Beers

Join authors Dick Cantwell and Peter Bouckaert as they tell the story of the marriage between wood and beer from Roman times through medieval Europe to modern craft brewing. Cooperage is a long and venerable craft and here the authors give a description combining the evocative and technical. The smells, the heat, choosing the wood, drying, fashioning staves, steaming, firing, and assembling into a perfect container—at

least perfect until the bung hole is drilled to accommodate the precious contents. Barrels and foeders have gone from an oddity of traditional breweries to a commonplace feature at the heart of the craft brewing industry. It is estimated that 85% of US breweries now use wood as part of their process. Maintaining wooden vessels requires care and meticulous organization of cellar space. The authors discuss the vagaries of temperature, humidity, seasonal changes, mold, and evaporation, and how breweries new and old deal with these challenges. The basics of selecting, inspecting, cleaning, and maintaining barrels are detailed. Finally, of course, the wood must be united with the beer. The complexity and variations that govern how wood imparts flavors to beer can be overwhelming. The authors guide the reader through wood's characteristic flavor compounds and the nuances of toasting and charring. Oak is the focus, American, French, and Eastern European, but other woods get their due. As well as intrinsic flavors, the microflora that take up residence in a barrel or foeder are the living, beating heart of a barrel-aged beer, able to create sour and unique beers of fascinating complexity. The authors pepper the text with stories and experiences from some of the giants of the craft brewing scene, discussing how they monitor their barrel programs and taste and blend their beers to create something truly special. All this will inspire professional and amateur brewers alike. At the end of the book the authors give some helpful advice on wood aging for homebrewers, including the uses for chips, cubes, spirals, staves, powders ... and the odd chair leg. Get ready to embrace the mystical complexity of flavors and aromas derived from wood.

## **Wood & Beer**

Brewing with Cannabis introduces the convergence of marijuana and brewing in the modern craft beer movement. Explore the varied history of how the cannabis plant became federally illegal and dive into both historic and current laws on decriminalization and legalization of cannabis in the U.S. Learn about the agriculture and biology of cannabis, unique characteristics of the plant, and the similarities between cannabis and hop plants. Find out all that is needed to successfully grow cannabis plants in the comfort of your own home (where state legal). Examine the active components of cannabis and the chemistry of how they interact with beer. Discover how to de-carboxylate THC-A into the fully psychoactive form of THC and learn methods of adding cannabis and CBD to non-alcoholic beer and homebrew for different effects. Delve into how and why the plant produces compounds such as cannabinoids and terpenes, how they function, and how to incorporate them into beer recipes. Both homebrewers and professional brewers will be inspired by a wide-range of extract-based and all-grain recipes they can adopt or use as guidance when creating non-alcoholic beer or homebrew. Designed as a practical guide to use in brewing, the final chapter will inspire readers on how the discovery of new cannabinoids and terpenes may be used in the future. This book will be especially useful to brewers seeking information on the responsible and state legal use of cannabis in brewing.

## **Brewing with Cannabis**

Lithuania has one of the most interesting beer cultures on earth, but it's a beer culture that is almost wholly unknown outside the country itself. This guide explains what is so special about Lithuanian beer and helps you choose the right places to go and the right beers to drink. I've travelled to Lithuania a number of times over the last four years to learn as much as I can about Lithuanian beer, and this book summarizes what I've learned. It describes the various styles of beer made in Lithuania, the main breweries, and where to find the beers. It also gives some cultural, linguistic, and historic background.

## **Lithuanian Beer**

One of the most successful and respected homebrewers in America and highest ranking judges in the BJCP, there are few candidates better placed than Gordon Strong to give advice on how to take your homebrew to the next level. In *Brewing Better Beer*, the author sets out his own philosophy and strategy for brewing, examining the tools and techniques available in an even-handed manner. The result is a well-balanced mix of technical, practical, and creative advice aimed at experienced homebrewers who want to advance to the next

level. The book is also a story of personal development and repeatedly mastering new systems and processes. Strong emphasizes that brewing is a creative endeavor underpinned by a firm grasp on technical essentials, but stresses that there are many ways to brew good beer. After mastering techniques, equipment, ingredients, recipe formulation, and the ability to evaluate their own beers, the advanced homebrewer will know how to think smart and work less, adjust only what is necessary, and brew with economy of effort. The author also pays special attention to brewing for competitions and other special occasions, distilling his own experiences of failure and (frequent) triumphs into a concise, pragmatic, and relaxed account of how judging works and how to increase your chances of success. The author's insights are laid out in a clear, engaging manner, deftly weaving discussions of technical matters with his own guiding principles to brewing. Learn to identify process control points in mashing, lautering, sparging, boiling, chilling, fermenting, conditioning, clarifying, and packaging. What are the best ways to control mash pH, which mash regimen suits your process, how can you effectively control your process through judicious equipment selection? Other tips on optimizing your brewing include ingredient and yeast selection, envisioning a recipe and bringing it to fruition, planning your brewing calendar, and identifying the critical path to ensure a successful brew day. There is also a detailed discussion of troubleshooting to address technical and stylistic problems advanced homebrewers often face. Through it all, Strong highlights you are the ultimate arbiter, giving advice on how to judge your own beers and understanding how balance takes many forms depending on style.

## **Brewing Better Beer**

Best-selling author Jeff Alworth takes serious beer aficionados on a behind-the-scenes tour of 26 major European and North American breweries that create some of the world's most classic beers. Learn how the Irish make stout, the secrets of traditional Czech pilsner, and what makes English cask ale unique by delving deep into the specific techniques, equipment, and geographical factors that shape these distinctive styles. Contemporary brewers carrying on their traditions share insider knowledge and 26 original recipes to guide experienced homebrewers in developing your own special versions of each style.

## **The Secrets of Master Brewers**

"The first major reference work to investigate the history and vast scope of beer, The Oxford Companion to Beer features more than 1,100 A-Z entries written by 166 of the world's most prominent beer experts"--  
Provided by publisher.

## **The Oxford Companion to Beer**

The first fully illustrated guidebook for craft beer drinkers, pairing hyper-detailed photography with profiles of 50 of today's most popular hop varieties. Hops are the most important ingredient in the beer we love, offering a spectrum of distinct aromas, flavors, and bitterness. Whether it's a floral Cascade, spicy Saaz, juicy Citra, or a combination of different varieties, hop character has become the driving force behind craft brewing. The Book of Hops profiles fifty of the most sought-after hops from around the world, with intricate photography and notes on taste, composition, use, and origin, plus examples of the wonderful beers that showcase them. With contributions from today's most important brewers and growers; a handy primer that breaks down the science, story, and production of beer; and hand-picked craft beer recommendations throughout, this fully illustrated guidebook is all you need to discover and fully savor your next favorite brew.

## **The Book of Hops**

Join Jonny Garrett and Brad Evans of the Craft Beer Channel as they go boots first into the depths of all things beer. Artisan crafts of ales, lagers, porters and stouts are defined and detailed as Garrett and Evans explore the culture and the passion behind brews. The Craft Beer School goes behind the drink with Garrett and Evans as they travel the world to discover the best beers, breweries, recipes, generally geek out about

craft beer. Great beer made by great people, enjoyed like never before.

## **Ultimate Beer**

2014 Gold Medal Winner from the North American Guild of Beer Writers for Best Beer Book Like good wine, certain beers can be aged under the right conditions to enhance and change their flavors in interesting and delicious ways. Good candidates for cellaring are either strong, sour, or smoked beers, such as barleywines, rauchbiers, and lambics. Patrick Dawson gives a list of easy-to-follow rules that lay the groundwork for identifying these cellar-worthy beers and then delves into the mysteries behind how and why they age as they do. Beer styles known for aging well are discussed and detailed profiles of commonly available beers that fall into these categories are included. There is also a short travel guide for bars and restaurants that specialize in vintage beer gives readers a way to taste what this new craft beer frontier is all about.

## **Beer School**

It has never been a better time for quality ale and brews. But with more amazing beers available than ever before, it's hard to know which ones to choose. Do you want something sharp or smooth? Citrusy or herby? Light or heavy? In comes *The Little Book of Craft Beer*, which celebrates over 100 of the world's most innovative and tastiest beers. From classic IPAs bursting with zingy hops to silky-smooth stouts, you'll be pointed in the right direction to find the perfect brew for you. Self-confessed beer geek and expert Melissa Cole takes you through the brewing process and guides you to some of the best and most eclectic craft brewers. Combining two of her favourite passions – good-quality brews and delicious food, each section is finished with a cocktail and food recipe using beer as the key component. You will also discover a genuinely tasty selection of gluten- and alcohol-free offerings, as well a helpful advice on shopping for craft beer, tasting, and food pairing notes. Complete with clear and practical illustrations, and little known facts, hints, and tips throughout, *The Little Book of Craft Beer* is the perfect introduction for newcomers and connoisseurs alike.

## **Vintage Beer**

Beer.

## **The Little Book of Craft Beer**

Ancient brewing traditions and techniques have been passed generation to generation on farms throughout remote areas of northern Europe. With these traditions facing near extinction, author Lars Marius Garshol set out to explore and document the lost art of brewing using traditional local methods. Equal parts history, cultural anthropology, social science, and travelogue, this book describes brewing and fermentation techniques that are vastly different from modern craft brewing and preserves them for posterity and exploration. Learn about uncovering an unusual strain of yeast, called kveik, which can ferment a batch to completion in just 36 hours. Discover how to make keptinis by baking the mash in the oven. Explore using juniper boughs for various stages of the brewing process. Test your own hand by brewing recipes gleaned from years of travel and research in the farmlands of northern Europe. Meet the brewers and delve into the ingredients that have kept these traditional methods alive. Discover the regional and stylistic differences between farmhouse brewers today and throughout history.

## **The Book of Beer Awesomeness**

BEER SCHOOL Beer School Bottling Success at the Brooklyn Brewery What do you get when you cross a journalist and a banker? A brewery, of course. "A great city should have great beer. New York finally has,

thanks to Brooklyn. Steve Hindy and Tom Potter provided it. Beer School explains how they did it: their mistakes as well as their triumphs. Steve writes with a journalist's skepticism—as though he has forgotten that he is reporting on himself. Tom is even less forgiving—he's a banker, after all. The inside story reads at times like a cautionary tale, but it is an account of a great and welcome achievement.” —Michael Jackson, *The Beer Hunter* “An accessible and insightful case study with terrific insight for aspiring entrepreneurs. And if that's not enough, it is all about beer!” —Professor Murray Low, Executive Director, Lang Center for Entrepreneurship, Columbia Business School “Great lessons on what every first-time entrepreneur will experience. Being down the block from the Brooklyn Brewery, I had firsthand witness to their positive impact on our community. I give Steve and Tom's book an A++!” —Norm Brodsky, Senior Contributing Editor, *Inc. magazine* “Beer School is a useful and entertaining book. In essence, this is the story of starting a beer business from scratch in New York City. The product is one readers can relate to, and the market is as tough as they get. What a fun challenge! The book can help not only those entrepreneurs who are starting a business but also those trying to grow one once it is established. Steve and Tom write with enthusiasm and insight about building their business. It is clear that they learned a lot along the way. Readers can learn from these lessons too.” —Michael Preston, Adjunct Professor, Lang Center for Entrepreneurship, Columbia Business School, and coauthor, *The Road to Success: How to Manage Growth* “Although we (thankfully!) never had to deal with the Mob, being held up at gunpoint, or having our beer and equipment ripped off, we definitely identified with the challenges faced in those early days of cobbling a brewery together. The revealing story Steve and Tom tell about two partners entering a business out of passion, in an industry they knew little about, being seriously undercapitalized, with an overly naive business plan, and their ultimate success, is an inspiring tale.” —Ken Grossman, founder, Sierra Nevada Brewing Co.

## Historical Brewing Techniques

From *Forbes* contributor and founder of digital craft beer magazine *Hop Culture* comes a whimsical world of craft beer. High on the *Brewing Cloud*, a fictional floating city where everyone is involved in some aspect of the beer industry, stories are brewing. A jaded beer drinker looks for a hidden brewery. A farmer finds a buried beer bottle that grants good luck. A barley and hop plant talk about the nature of love. These are just a few of the stories from one of beer's creative voices. Welcome to the *Brewing Cloud*!

## Beer School

A field guide to cheese-and-drink combinations that go beyond Parmigiano and Prosecco Cheese and wine are a classic combination, but many cheeses taste even better with beer or cider. Steve Jones, proprietor of the Portland-based Cheese Bar and Chizu (cheese served sushi-style), has been successfully matching cheeses with alcoholic beverages for more than two decades. Here he shares his knowledge by introducing 75 different cheeses and pairing each with the beverage that brings out the best in both. Jones provides a treasure trove of delectable, often surprising pairings, as well as simple steps for successful experimentation. This guide will function as a crash course for beginners on buying, storing, and serving cheese and alcohol, while offering more seasoned aficionados page after page of cheese-and-beverage combinations to replicate at home. With gorgeous photographs, this book captures the allure, approachability, and, most importantly, the sheer joy of pairing cheese with beer, wine, or cider.

## The Brewing Cloud

*Beer in Health and Disease Prevention* is the single comprehensive volume needed to understand beer and beer-related science. Presenting both the concerns and problems of beer consumption as well as the emerging evidence of benefit, this book offers a balanced view of today's findings and the potential of tomorrow's research. Just as wine in moderation has been proposed to promote health, research is showing that beer – and the ingredients in beer – can have similar impact on improving health, and in some instances preventing disease. This book addresses the impact of beer and beer ingredients on cancers, cardiovascular disease, antioxidant benefits, and other health related concerns. It offers a holistic view from beer brewing to the isolation

of beer-related compounds. It contains self-contained chapters written by subject matter experts. This book is recommended for scientists and researchers from a variety of fields and industries from beer production to health-care professionals. - Winner of the 2009 Best Drinks and Health Book in the World - Gourmand World Cookbook Awards - The most comprehensive coverage of the broad range of topics related to the role of beer and beer ingredients in health - Addresses the impact of beer and beer ingredients on cancers, cardiovascular disease, anti-oxidant benefits, and other health related concerns - Presents a holistic view from beer brewing to the isolation of beer-related compounds - Appropriate for scientists and researchers from a variety of fields and industries from beer production to health-care professionals - Consistent organization of each chapter provides easy-access to key points and summaries - Self-contained chapters written by subject matter experts

## **Cheese Beer Wine Cider: A Field Guide to 75 Perfect Pairings**

A celebration of beer—its science, its history, and its impact on human culture What can beer teach us about biology, history, and the natural world? From ancient Mesopotamian fermentation practices to the resurgent American craft brewery, Rob DeSalle and Ian Tattersall peruse the historical record and traverse the globe for engaging and often surprising stories about beer. They explain how we came to drink beer, what ingredients combine to give beers their distinctive flavors, how beer's chemistry works at the molecular level, and how various societies have regulated the production and consumption of beer. Drawing from such diverse subject areas as animal behavior, ecology, history, archaeology, chemistry, sociology, law, genetics, physiology, neurobiology, and more, DeSalle and Tattersall entertain and inform with their engaging stories of beer throughout human history and the science behind it all. Readers are invited to grab a beer and explore the fascinating history of its creation.

## **Beer in Health and Disease Prevention**

Untapped collects twelve previously unpublished essays that analyze the rise of craft beer from social and cultural perspectives. In the United States, the United Kingdom, and Western Europe there has been exponential growth in the number of small independent breweries over the past thirty years - a reversal of the corporate consolidation and narrowing of consumer choice that characterized much of the twentieth century. While there are legal and policy components involved in this shift, the contributors to Untapped ask broader questions. How does the growth of craft beer connect to trends like the farm-to-table movement, gentrification, the rise of the \"creative class,\" and changing attitudes toward both cities and farms? How do craft beers conjure history, place, and authenticity? At perhaps the most fundamental level, how does the rise of craft beer call into being new communities that may challenge or reinscribe hierarchies based on gender, class, and race?

## **A Natural History of Beer**

Beer and Circus presents a no-holds-barred examination of the troubled relationship between college sports and higher education from a leading authority on the subject. Murray Sperber turns common perceptions about big-time college athletics inside out. He shows, for instance, that contrary to popular belief the money coming in to universities from sports programs never makes it to academic departments and rarely even covers the expense of maintaining athletic programs. The bigger and more prominent the sports program, the more money it siphons away from academics. Sperber chronicles the growth of the university system, the development of undergraduate subcultures, and the rising importance of sports. He reveals television's ever more blatant corporate sponsorship conflicts and describes a peculiar phenomenon he calls the \"Flutie Factor\"--the surge in enrollments that always follows a school's appearance on national television, a response that has little to do with academic concerns. Sperber's profound re-evaluation of college sports comes straight out of today's headlines and opens our eyes to a generation of students caught in a web of greed and corruption, deprived of the education they deserve. Sperber presents a devastating critique, not only of higher education but of national culture and values. Beer and Circus is a must-read for all students



and parents, educators and policy makers.

## Untapped

350 international craft beers are divided into seven categories--or moods--for drinking, including social, adventurous, poetic, bucolic, imaginative, gastronomic, and contemplative-- ensuring the perfect beer for every occasion. **THE SEVEN MOODS OF CRAFT BEER** brings together the best 350 beers from around the world and then divides them into specific moods meant as the perfect guide for what to drink, when. There are beers that are social, like Funky Buddha Hope Gun from Florida, which are to be sipped in the backyard to the hum of conversation and kids playing. There are beers that are imaginative, like the Broken Dream from the UK, meant for contemplative nights with old friends. And there are gastronomic beers, like Sovina which pairs perfectly with a carnitas taco. Each of the seven chapters offers profiles of approximately 50 beers that cover tasting notes, history and information on the brewery, and alcohol percentage. Sidebars throughout include histories of the world's best bars and information on styles of beer, brewers and breweries, and the world's most famous festivals.

## Beer and Circus

Where to Drink Beer is the ultimate guide by the real experts - 500 of the world's most revered brewers reveal the little-known, eclectic, and surprising destinations they visit for their ultimate beer. With 1,600 listings in more than 70 countries - and detailed maps, reviews, key information, honest comments, and suggestions - there is nothing like it. Designed in the same visually striking format as Phaidon's bestselling Where Chefs Eat, this book guides thirsty beer fans toward the best places across the globe to find the best examples of the world's most popular beverage.

## The Seven Moods of Craft Beer

\*\*\* NOW A MAJOR MOVIE STARRING ZAC EFRON, RUSSELL CROWE AND BILL MURRAY THE NEW YORK TIMES BESTSELLER 'An extraordinary story.' - Daily Mail 'An unforgettable, wild ride from start to finish.' - John Bruning 'The astounding true story - from the streets of Manhattan to the jungles of Vietnam.' - Thomas Kelly IT SEEMED LIKE A GOOD IDEA AT THE TIME. As a result of a rowdy night in his local New York bar, ex-Marine and merchant seaman \"Chick\" Donohue volunteers for a legendary mission. He will sneak into Vietnam to track down his buddies in combat to bring them a cold beer and supportive messages from home. It'll be the greatest beer run ever! Now, decades on from 1968, this is the remarkable true story of how he actually did it. Armed with Irish luck and a backpack full of alcohol, Chick works his passage to Vietnam, lands in Qui Nhon and begins to carry out his quest, tracking down the disbelieving soldiers one by one. But things quickly go awry, and as he talks his way through checkpoints and unwittingly into dangerous situations, Chick sees a lot more of the war than he ever planned - spending a terrifying time in the Demilitarized Zone, and getting caught up in Saigon during the Tet Offensive. With indomitable spirit, Chick survives on his wits, but what he finds in Vietnam comes as a shock. By the end of his epic adventure, battered and exhausted, Chick finds himself questioning why his friends were ever led into the war in the first place.

## Where to Drink Beer

Mikkeller's Book of Beer shows you how to be a better beer connoisseur as well as teaching you how to brew exciting, great-tasting beer at home. The book takes you through the brewing process, step-by-step, and provides everything you need to know to become a great home brewer: it covers ingredients, equipment and preparation; mashing, boiling and the addition of hops; and finally, fermentation, storage and bottling. Also included are 25 original Mikkeller brewing recipes. These range from good beginner's beers such as pale ale and brown ale to more advanced ales such as barley wine, smoked stout and Belgian wild ale, so there is something here for both the novice and the experienced home brewer. Learn too about Mikkeller's evolution

from experimental hobby brewer to trailblazing international microbrewery; the history of beer; the beer revolution of the 1990s, beer and food, and the most important beer types, from pale lagers through highly-hopped IPAs to dark stouts and strong quadruples.

## **The Greatest Beer Run Ever**

From an award-winning journalist and beer expert, a thoughtful and witty guide to understanding and enjoying beer. Right here, right now is the best time in the history of mankind to be a beer drinker. America now has more breweries than at any time since prohibition, and globally, beer culture is thriving and constantly innovating. Drinkers can order beer brewed with local yeast or infused with moon dust. However, beer drinkers are also faced with uneven quality and misinformation about flavors. And the industry itself is suffering from growing pains, beset by problems such as unequal access to taps, skewed pricing, and sexism. Drawing on history, economics, and interviews with industry insiders, John Holl provides a complete guide to beer today, allowing readers to think critically about the best beverage in the world. Full of entertaining anecdotes and surprising opinions, *Drink Beer, Think Beer* is a must-read for beer lovers, from casual enthusiasts to die-hard hop heads.

## **Mikkeller's Book of Beer**

Beer, Its History and Its Economic Value as a National Beverage

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