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The Craft Beer Revolution

By Steve Hindy

Palgrave Macmillan. Paperback. Book Condition: new. BRAND NEW, The Craft Beer Revolution, Steve Hindy, Over the past 40 years, the craft beer segment has exploded. 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 2700 craft breweries in the United States, with another 1,500 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 home brewers and microbrewers came together in one of America's great entrepreneurial triumphs. Citing hundreds of creative businesses like Samuel Adams, Deschutes Brewery, New Belgium, Dogfish Head, and Harpoon, he shows how their combined efforts have grabbed 10 percent of the US beer market - and 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....



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