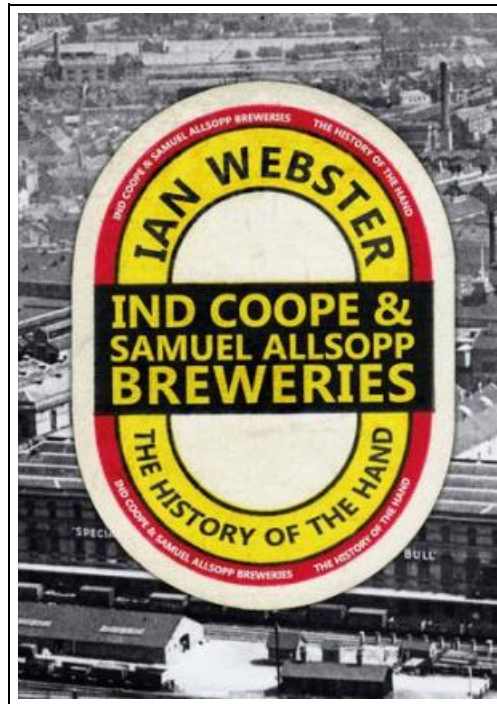


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Amberley Publishing. Paperback. Book Condition: new. BRAND NEW, A Ind Coope & Samuel Allsopp Breweries: The History of the Hand, Ian Webster, A History of Ind Coope & Samuel Allsopp Breweries charts the history of the Burton upon Trent brewing giants; Samuel Allsopp, who were founded in the town in the 1740s and Ind Coope, who expanded to Burton upon Trent from Romford in 1856. Events detailed include Allsopp's India Pale Ale and Arctic Ale; prosperity and growth in the late Victorian era; hard times in the early twentieth century; the merger and rebirth in 1934 as Ind Coope & Allsopp Limited. The post-war years saw the development of strong brands such as Double Diamond, Skol and John Bull and a further merger in 1961 with Ansells and Tetley Walker eventually became Allied Breweries in 1963. When the industry went into decline in the early 1980s, the company was saved by a major streamlining reorganisation. Allied Breweries then merged with Carlsberg in 1992 to form Carlsberg-Tetley Ltd and the name Ind Coope became redundant. Researched from the extensive company archives and other literature, this book not only deals in historical fact but brings the story to life with anecdotes about brewery life that are often humorous and candid, taken from numerous interviews with ex-employees from Directors and Managers through to operators on the Brewery floor.



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