

Brewing Better Beer Master Lessons For Advanced Homebrewers

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The Brew Your Own Big Book of Homebrewing

For more than two decades, homebrewers around the world have turned to Brew Your Own magazine for the best information on making incredible beer at home. Now, for the first time, 300 of BYO's best clone recipes for recreating favorite commercial beers are coming together in one book. Inside you'll find dozens of IPAs, stouts, and lagers, easily searchable by style. The collection includes both classics and newer recipes from top award-winning American craft breweries including Brooklyn Brewery, Deschutes, Firestone Walker, Hill Farmstead, Jolly Pumpkin, Modern Times, Maine Beer Company, Stone Brewing Co., Surly, Three Floyds, Tröegs, and many more. Classic clone recipes from across Europe are also included. Whether you're looking to brew an exact replica of one of your favorites or get some inspiration from the greats, this book is your new brewday planner.

The Search for God and Guinness

Learn to brew the best possible beer with less work and more fun! Simple Homebrewing simplifies the complicated steps for making beer and returns brewing to its fundamentals. Explore easy techniques for managing the four main ingredients of water, malted barley, hops, and yeast (along with a few odd co-stars) to become beer. Pick up tips and tricks for a range of brewing challenges like making water adjustments, working with adjunct ingredients, and brewing wild beers. Drew Beechum and Denny Conn will guide you from extract brewing to all-grain batches, explain recipe design and small-batch brewing, and even share ideas on how to make technology work for you. Simple Homebrewing helps you develop a simple, thoughtful process to make homebrewing more accessible and enjoyable. Even experienced homebrewers can learn from this dynamic duo, as Simple Homebrewing features expert advice for brewers of all levels.

Radical Brewing

In a barn in Somerset, plans are afoot to ferment a beer-cider hybrid with wild yeast that blows on the wind, while in Yorkshire an almost extinct style of 'salty 'n' sour' wheat beer is being resurrected for the 21st century. Fifty years ago, this would have seemed impossible. Back then the prospects for British beer looked weak, sweet, bland and fizzy, as colossal combines took over the industry, closing local breweries and putting profit before palate. Yet today the number of breweries is at a post-war high, with over a thousand in operation. Whether you drink traditional, CAMRA-approved 'real ale' or prefer a super-strong, fruit-infused, barrel-aged Belgian-style 'saison', you are spoilt for choice. In Brew Britannia acclaimed beer bloggers Boak and Bailey tell the story of a very British fightback. Following a cast of bloody-minded City bankers, hippie microbrewers, style gurus, a Python, and a lot of men in pubs, they reveal how punter power pulled the humble pint back from the brink.

The Complete Handbook of Home Brewing

Craft beer is about innovation, discovery and interpretation. Homebrewing is about all that and more! As the beer scene evolves, so do the beer styles we know and love. In Modern Homebrew Recipes, Grandmaster Beer Judge and author Gordon Strong takes you on a guided journey of brewing discovery that includes information about some of the latest BJCP style changes. Following a primer on specific mashing and hopping techniques, recipe formulation fundamentals and how to adapt recipes to your system, Strong shares more than 100 distinctive recipes. Strong also provides specific advice and sensory profiles for each beer. Strong's recipes are provided as-brewed, with delicious variations to get the creative juices flowing. Modern Homebrew Recipes is more than a book of recipes; it's a book that sets brewers on the path to discovering what's new in the world of homebrewing.

Business for Punks

An unprecedented guide to successfully start or grow a microbrewery or craft brewery in a much more competitive world. Opening a microbrewery starts with, of course, making great beer. But that is just the beginning. Today's sophisticated patrons are offered an ever-increasing array of options. It's so much more than beer nowadays. Yes, great beer is essential, but to attract and hold on to a loyal customer base, you must create a sense of place. Do your research. Understand financing and cash flow. Know how to measure your success. A successful, well-run microbrewery knows how to hire the right employees—employees that will spread word of your business to friends, family, even total strangers, both on and off the clock. Marketing, branding, customer experience; they all matter. There are so many factors that directly and indirectly contribute to success, it may at times be overwhelming. The Microbrewery Handbook offers an extraordinary look at all of

the facets of success in the industry. No matter if you are thinking about starting a new venture or are already operating your own microbrewery, this valuable book offers real-world advice and proven strategies to help you thrive in the competitive micro and craft brewing industry. Focused on practical guidance, author D.C. Reeves distills his experience founding Perfect Plain Brewing Company in Pensacola, Florida into an engaging, up-to-date resource for microbrewers everywhere. Clearly showing readers what works in the industry and, just as importantly, what doesn't work, *The Microbrewery Handbook: Helps you create unique, memorable experiences for your customers, your employees, and your city* Includes coverage of the financial aspects of building and growing your business, such as banking, investment, and debt Shows you how to transform your business into a community anchor Offers suggestions on building an entire culture around your brand that promotes positivity and attracts the right kind of attention Shares personal stories and advice from a successful microbrew entrepreneur Includes interviews and insight with industry experts as well as owners of some of the nation's elite craft breweries including Sam Calagione of Dogfish Head, Jeffrey Stuffings of Jester King, and Doug Resier of Burial Brewing *The Microbrewery Handbook: Craft, Brew, and Build Your Own Microbrewery* Success is an indispensable, first-of-its-kind book for anyone in the micro and craft brewing industry.

Microbrewed Adventures

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!"

The Microbrewery Handbook

Everything needed to brew beer right the first time. Presented in a light-hearted style without frivolous interruptions, this authoritative text introduces brewing in a easy step-by-step review.

Yeast Fermentation Handbook

Packed with recipes, expert advice, step-by-step photos, and more, this official guide from *Brew Your Own* is a necessity for

anyone who's into homebrew. For more than two decades, America's homebrewers have turned to Brew Your Own magazine for the best information on making incredible beer at home. From well-tested recipes to expert advice, Brew Your Own sets the standard for quality. Now, for the first time, the magazine's best homebrew guides, recipes, troubleshooting, and tips are brought together in one book. The Brew Your Own Big Book of Homebrewing is the ultimate all-in-one homebrew book. It's a first-time homebrewer's best friend, explaining the entire brewing process from start to finish with step-by-step photography. Yet it has plenty for the experienced homebrewer as well, including: - Fully-illustrated guides for making the jump to all-grain brewing and for setting up your first keging system - More than 50 sought-after recipes to craft your favorite breweries' beers - A deep dive on brewing ingredients - The most useful troubleshooting features and tips from the pros from two decades of the magazine Whether you're looking to get into brewing, up your game, or find inspiration for your next brew day, this book has what you need.

Brew Britannia

From defining off-flavors to analyzing competition-winning beers, Evaluating Beer will help develop your tasting and evaluating skills.

How To Brew

Make hats, scarves, sweaters, an afghan and more-- without knitting needles!--

Hops and Dreams

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*(r) "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.

Brooklyn Brew Shop's Beer Making Book

Updated business wisdom from the founder of Dogfish Head, the nation's fastest growing independent craft brewery Starting with nothing more than a home brewing kit, Sam Calagione turned his entrepreneurial dream into a foamy reality in the form of Dogfish Head Craft Brewery, one of America's best and fastest growing craft breweries. In this newly updated Second Edition, Calagione offers a deeper real-world look at entrepreneurship and what it takes to operate and grow a successful business. In several new chapters, he discusses Dogfish's most innovative marketing ideas, including how social media has become an integral part of the business model and how other small businesses can use it to catch up with bigger competitors. Calagione also presents a compelling argument for choosing to keep his business small and artisanal, despite growing demand for his products. Updated to offer a more complete look at what it takes to keep a small business booming An inspiring story of renegade entrepreneurialism and the rewards of dreaming big, working hard, and thinking unconventionally Shows how to use social media to reach new customers and grow a business For any entrepreneur with a dream, *Brewing Up a Business, Second Edition* presents an enlightening, in-depth look at what it takes to succeed on their own terms.

Big Book of Loom Knitting

Standards of Brewing covers an essential topic for today's brewers: consistent production of quality product. With distribution expanding and competition intense, no brewery can afford to release product for distribution unless it is confident the beer will meet consumer expectations—even months after production. Bamforth covers the principles and practices of brewery quality so that brewers can establish or audit their own programs and procedures for producing consistent, high quality beer.

The Secrets of Master Brewers

“Bitter Brew deftly chronicles the contentious succession of kings in a uniquely American dynasty. You’ll never crack open a six again without thinking of this book.” —John Sayles, Director of Eight Men Out and author of A Moment in the Sun The creators of Budweiser and Michelob beers, the Anheuser-Busch company is one of the wealthiest, most colorful and enduring family dynasties in the history of American commerce. In Bitter Brew, critically acclaimed journalist William Knoedelseder tells the riveting, often scandalous saga of the rise and fall of the dysfunctional Busch family—an epic tale of prosperity, profligacy, hubris, and the dark consequences of success that spans three centuries, from the open salvos of the Civil War to the present day.

True Brews

All the insight is laid out for you in a comprehensive format that includes tips, hints, examples, techniques, recipes, analogy, and allegory. This is the one book experienced home-brewers need to up their game. -- from the Foreword

Vintage Beer

The history of Guinness, one of the world’s most famous brands, reveals the noble heights and generosity of a great family and an innovative business. It began in Ireland in the mid 1700s. The water in Ireland, indeed throughout Europe, was famously undrinkable, and the gin and whiskey that took its place devastated civil society. It was a disease ridden, starvation-plagued, alcoholic age, and Christians like Arthur Guinness—as well as monks and even evangelical churches—brewed beer that provided a healthier alternative to the poisonous waters and liquors of the times. This is where the Guinness tale began. Now, 250 years and over 150 countries later, Guinness is a global brand, one of the most consumed beverages in the world. The tale that unfolds during those two and a half centuries has power to thrill audiences today: the generational drama, business adventure, industrial and social reforms, deep-felt faith, and the noble beer itself. "Frothy, delicious, intoxicating and nutritious! No, I'm not talking about Guinness Stout—I'm talking about Stephen Mansfield's fabulous new book The amazing and true story of how the Guinness family used its wealth and influence to touch millions is an absolute inspiration." — Eric Metaxas, New York Times best-selling author "It's a rare brew that takes faith, philanthropy and the frothy head of freshly-poured Guinness and combines them into such an inspiring narrative. Cheers to brewmaster Stephen Mansfield! And cheers to you, the reader! You're in for a treat." — R. Emmett Tyrrell Jr., Founder and editor-in-chief of The American Spectator

Wood & Beer

Go beyond the glass and discover the secrets behind your favorite style of whiskey. Over the past three decades, Lew Bryson has been one of the most influential voices in whiskey—a longtime editor of *Whisky Advocate* and author of the definitive guide *Tasting Whiskey*. In this book, Lew shares everything he's learned on his journey through the worlds of bourbon, Scotch, rye, Japanese whiskey, and more (yes, there are tasty Canadian and Irish whiskeys as well!). In this book, you'll find it all: An overview of the different types of whiskeys, including the rules and identities of each. He also includes information on craft whiskeys, which tend to be more creative and freewheeling than the styles made by traditional producers. Exploration of the key whiskey ingredients, with a close look at the flavor contributions of malt, peat, corn, rye, wheat—even water matters. Distillation for non-distillers and the beauty of barrels: Whiskey is both an art and a science, and what's in the glass is affected by things like pot stills vs. column stills, barrel char, and of course, time. Numerous interviews with master distillers, still makers, and other artisans at the top of their field. Tasting notes throughout so you can identify the whiskeys you might want to try next. Every chapter contains a variety of unique, often behind-the-scenes photography. And with whiskey as the subject, this is a class where you'll want to do the homework!

Brew Like a Pro

Founder of The Boston Beer Company, brewer of Samuel Adams Boston Lager, and a key catalyst of the American craft beer revolution, Jim Koch offers his unique perspective when it comes to business, beer, and turning your passion into a successful company or career. In 1984, it looked like an unwinnable David and Goliath struggle: one guy against the mammoth American beer industry. When others scoffed at Jim Koch's plan to leave his consulting job and start a brewery that would challenge American palates, he chose a nineteenth-century family recipe and launched Samuel Adams. Now one of America's leading craft breweries, Samuel Adams has redefined the way Americans think about beer and helped spur a craft beer revolution. In *Quench Your Own Thirst*, Koch offers unprecedented insights into the whirlwind ride from scrappy start-up to thriving public company. His innovative business model and refreshingly frank stories offer counterintuitive lessons that you can apply to business and to life. Koch covers everything from finding your own Yoda to his theory on how a piece of string can teach you the most important lesson you'll ever learn about business. He also has surprising advice on sales, marketing, hiring, and company culture. Koch's anecdotes, quirky musings, and bits of wisdom go far beyond brewing. A fun, engaging guide for building a career or launching a successful business based on your passions, *Quench Your Own Thirst* is the key to the ultimate dream: being successful while doing what you love.

Quality Labs for Small Brewers

Radical Brewing takes a hip and creative look at beer brewing, presented with a graphically appealing two-color layout.

Beer School

A guide to enjoying vintage beers explains how to plan and set up a beer cellar, what to look for when tasting aged beers, and the science behind the aging process.

Guinness

A perfectly poured history of the world's greatest beer. "Joseph Conrad was wrong. The real journey into the Heart of Darkness is recounted within the pages of Bill Yenne's fine book. Guinness (the beer) is a touchstone for brewers and beer lovers the world over. Guinness (the book) gives beer enthusiasts all the information and education necessary to take beer culture out of the clutches of light lagers and back into the dark ages. Cheers!" -Sam Calagione, owner, Dogfish Head Craft Brewery and author of *Brewing Up a Business*, *Extreme Brewing*, and *Beer or Wine?* "Marvelous! As Bill Yenne embarks on his epic quest for the perfect pint, he takes us along on a magical tour into the depths of all things Guinness. Interweaving the tales of the world's greatest beer and the nation that spawned it, Yenne introduces us to a cast of characters worthy of a dozen novels, a brewery literally dripping with history, and-of course-the one-and-only way to properly pour a pint. You can taste the stout porter on every page." -Dan Roam, author of *The Back of the Napkin: Solving Problems and Selling Ideas with Pictures*

The Craft of Stone Brewing Co

Explains the brewing process, discusses ingredients and special techniques, and includes information on bottling and serving beer

Brewing Up a Business

Brewing Better Beer is a comprehensive look at technical, practical and creative homebrewing advice from Gordon Strong, three-time winner of the coveted National Homebrew Competition Ninkasi Award. Discover techniques, philosophy, recipes and tips that will help you take your homebrew to the next level.

Belgian Ale

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.

The Brew Your Own Big Book of Clone Recipes

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.

Quench Your Own Thirst

Make your best beer ever! Legendary brewer Dave Miller brings a lifetime of professional experience into your home. With complete plans for a system that requires just 18 square feet and full of small-batch recipes, Brew Like a Pro reveals the secrets of truly great draft- and pub-style brewing. Learn to make classic all-grain beers that stay fresh in kegs for months, eliminating the need for bottling. This clear, concise guide is sure to take your homebrewing to the next level.

Evaluating Beer

Americans have brewed beers using native ingredients since pre-Columbian times, and a new wave of brewers has always been at the forefront of the locavore movement. Brewers use locally-grown, traditional ingredients as well as cultivated and foraged flora to produce beers that capture the essence of the place they were made. In Brewing Local, Stan Hieronymus examines the history of how distinctly American beers came about, visits farm breweries, and goes foraging for both plants and yeast to discover how brewers are using novel ingredients to create unique beers. The book introduces brewers and drinkers to the ways herbs, flowers, plants, trees, and shrubs flavor distinctive beers. A catalog of over 170 different ingredients describes the aroma and flavor influence they have on beer. Brewing Local includes 22 recipes from nationally recognized craft brewers and homebrewers.

Bitter Brew

Fully revised and expanded, How to Brew is the definitive guide to making quality beers at home. Whether you want simple,

sure-fire instructions for making your first beer, or you're a seasoned homebrewer working with all-grain batches, this book has something for you. Palmer adeptly covers the full range of brewing possibilities—accurately, clearly and simply. From ingredients and methods to recipes and equipment, this book is loaded with valuable information for any stage brewer.

Standards of Brewing

Since its inception in 1996, Stone Brewing Co. has been the fastest growing brewery in the country—Beer lovers gravitate to its unique line-up which includes favorites such as Stone IPA and Arrogant Bastard Ale. This insider's guide focuses on the history of Stone Brewing Co., and shares homebrew recipes for many of its celebrated beers including Stone Old Guardian Barley Wine, Stone Smoked Porter, and Stone 12th Anniversary Bitter Chocolate Oatmeal Stout. In addition, it features recipes from the Stone Brewing World Bistro & Gardens like Garlic, Cheddar, and Stone Ruination IPA Soup, BBQ Duck Tacos, and the legendary Arrogant Bastard Ale Onion Rings. With its behind-the-scenes look at one of the leaders of the craft beer scene, *The Craft of Stone Brewing Co.* will captivate and inspire legions of fans nationwide.

Whiskey Master Class

On November 15, 1980, two young homebrewers opened a microbrewery in northern California, naming it after the nearby mountain range. Thirty years later, Sierra Nevada Brewing Co. is widely recognized as a leader of the craft brewing revolution that has changed American beer's reputation around the world. Rob Burton's original research as a customer and his professional interactions with the young founders and personnel, describes the stories behind the company's astonishing rise to success. This is the first book written about the Chico brewery.

For The Love of Hops

This accessible home-brew guide for alcoholic and non-alcoholic fermented drinks, from *Apartment Therapy: The Kitchn's* Emma Christensen, offers a wide range of simple yet enticing recipes for Root Beer, Honey Green Tea Kombucha, Pear Cider, Gluten-Free Sorghum Ale, Blueberry-Lavender Mead, Gin Sake, Plum Wine, and more. You can make naturally fermented sodas, tend batches of kombucha, and brew your own beer in the smallest apartment kitchen with little more equipment than a soup pot, a plastic bucket, and a long-handled spoon. All you need is the know-how. That's where Emma Christensen comes in, distilling a wide variety of projects—from mead to kefir to sake—to their simplest forms, making the process fun and accessible for homebrewers. All fifty-plus recipes in *True Brews* stem from the same basic techniques and core equipment, so it's easy for you to experiment with your favorite flavors and add-ins once you grasp the fundamentals. Covering a tantalizing range of recipes, including Coconut Water Kefir, Root Beer, Honey-Green Tea Kombucha, Pear Cider,

Gluten-Free Pale Ale, Chai-Spiced Mead, Cloudy Cherry Sake, and Plum Wine, these fresh beverages make impressive homemade offerings for hostess gifts, happy hours, and thirsty friends alike.

The Homebrewer's Companion

Author Ray Daniels provides the brewing formulas, tables, and information to take your brewing to the next level in this detailed technical manual.

Designing Great Beers

Quality is both a system and a state of mind. Quality Labs for Small Brewers will walk you step-by-step through the process of establishing and writing a quality program for your brewery. Building an effective quality program will empower staff to directly influence the consistent production of safe, quality beer from grain to glass. Learn how policies, procedures, and specifications can help ensure quality throughout the process. Discover how to build a foundation and culture of quality within your brewery--no matter what the size--by establishing protocols, corrective actions, and improvements. Brewers will see results through the application and implementation of prerequisite programs like Good Manufacturing Practices and food safety requirements. With these programs in place, dive beyond the numbers and build an understanding of a small brewer's most important measurements and how to analyze them. These routines will help pinpoint any risks or areas of improvement to ensure that only quality beer reaches the customer, time after time.

Brewing Better Beer

From trading recipes with the bad boys of American beer to drinking Czech-Mex cerveza in Tijuana and hanging out in the beer gardens of Africa, Charlie Papazian has seen, and tasted, it all. Microbrewed Adventures is your shotgun seat to unique, eccentric and pioneering craft-brews and the fascinating people who create them. Travel with Charlie as he crisscrosses America and circles the globe in search of the most flavor-packed beers. Along with discovering the master brews of Bavaria, secret recipes for mead and the traditional beers of Zimbabwe, you will find lessons on proper beer tasting and read interviews with American master brewers including those of Dogfish Head, Magic Hat, Rogue Ales, Stone Brewing and Brooklyn Brewery. Charlie also includes special homebrew recipes inspired by the innovative brewers who are making some the best beer in the world.

Brewing Better Beer

More great advice from Charlie Papazian, homebrew master and author of the bestselling *The Complete Joy of Homebrewing*. "Many ask me, 'What's different about *The Homebrewer's Companion*?' It's a book that I might have titled *The Complete Joy of Homebrewing, Volume 2*. The information is 98 percent new information, including improved procedures for beginning and malt-extract brewers as well as advanced and veteran brewers. There are loads of new recipes and useful charts and data that I continually refer to in my own homebrew recipe formulation (I still homebrew about 20 batches a year). My theme throughout is 'Keep it practical. Keep it useful.' I wanted to answer 10 years' worth of questions in this one volume. I did and I had fun doing it." -- Charlie Papazian *Get the Most from Your Malt! Easy-to-follow techniques and trouble-shooting tips* Answers to the most-often asked questions A guide to world beer styles Useful facts on fermenting, yeast culturing and stove-top boiling Charts, tables, support information and much, much more Over 60 exotic recipes to try -- from "You'll See" Coriander Amber Ale to Waialeale Chablis Mead Make sure to check out the third edition of *The Complete Joy of Homebrewing*.

New Brewing Lager Beer

It is difficult to believe that at one time hops were very much the marginalized ingredient of modern beer, until the burgeoning craft beer movement in America reignited the industry's enthusiasm for hop-forward beer. The history of hops and their use in beer is long and shrouded in mystery to this day, but Stan Hieronymous has gamely teased apart the many threads as best anyone can, lending credence where due and scotching unfounded claims when appropriate. It is just one example of the deep research through history books, research articles, and first-hand interviews with present-day experts and growers that has enabled Stan to produce a wide-ranging, engaging account of this essential beer ingredient. While they have an exalted status with today's craft brewers, many may not be aware of the journey hops take to bring them, neatly baled or pressed into blocks and pellets, into the brewhouse. Stan paints a detailed and, at times, personal portrait of the life of hops, weaving technical information about hop growing and anatomy with insights from families who have been running their hop farms for generations. The author takes the reader on a tour of the main growing regions of central Europe, where the famous landrace varieties of Slovenia, the Czech Republic, and Germany originate, to England and thence to North America, and latterly, Australia and New Zealand. Growing hops and supplying the global brewing industry has always been a hard-nosed business, and Stan presents statistics on yields, acreage, wilt and other diseases, interspersed with words from the farmers themselves that illustrate the challenges and uncertainties hop growers face. Along the way, Stan gives details about some of the most well-known varieties—Saaz, Hallertau, Tettnang, Golding, Fuggle, Cluster, Cascade, Willamette, Citra, Amarillo, Nelson Sauvin, and many others—and their history of use in the Old World and New World. The section culminates in a catalog of 105 hop varieties in use today, with a brief description of character and vital statistics for each. Of course, the art and science of using hops in making beer is not forgotten. Once the hops have been harvested, processed, and delivered to the brewery, they can be used in myriad ways. The author moves from the toil

of the hop gardens to that of the brewhouse, again presenting a blend of history and present-day interviews and research articles to explain alpha acids, beta acids, bitterness, harshness, smoothness, and the deterioration of bittering flavors over time. Perception is all important when discussing bitterness, and the author touches on genetics, evolution, the vagaries of individuals' perceptions of bitterness, and changing tastes, such as the "lupulin shift." The meaning of the international bitterness unit, or IBU, is not always properly understood and here Stan lays out a brief history of how the IBU came to be and an appreciation of the many variables affecting utilization in the boil and final bitterness in beer. Adding hops is not as simple as it sounds, and Stan's research illustrates that if you ask ten brewers about something you will get eleven opinions. Early additions, late additions, continuous hopping, first wort hopping, and hop bursting are all discussed with a healthy dose of pragmatic wisdom from brewers and a pinch of chemistry. There then follows an entire chapter devoted to the druidic art of dry hopping, following its commonplace usage in nineteenth-century England to the modern applications found in today's US craft brewing scene. The author uncovers hop plugs, hop coffins, and the "pendulum method," along with the famous hop rocket and hop torpedo used by some of America's leading craft breweries. Every brewer has their dry hopping method and, gratifyingly, many are happy to share with the author, making this chapter a great source for inspiration and ideas. Many of the brewers the author interviewed were also happy to share recipes. There are 16 recipes from breweries in America, Belgium, Czech Republic, Denmark, England, Germany, and New Zealand. These not only present delicious beers but give some insight into how professional brewers design their recipes to get the most out of their hops. As always, Stan imparts wisdom in an engaging and accessible fashion, making this an amazing compendium on "every brewer's favorite flower."

Brewing Local

Forget about building a business—businesses fail and fade into oblivion. Start a revolution instead. James Watt started a rebellion against tasteless mass market beers by founding BrewDog, now one of the world's best-known and fastest growing craft breweries, famous for beers, bars, and crowdfunding. In this smart, funny book, he shares his story and explains how you too can tear up the rule book and start a company on your own terms. It's an anarchic, DIY guide to entrepreneurship—and a new manifesto for business. After spending seven years on the high seas of the North Atlantic, James Watt started BrewDog craft brewery in Scotland with his best friend, Martin Dickie. They didn't have a business plan. All they had was a mission to revolutionize beer drinking and make other people as passionate about craft beer as they are. They've succeeded. Within a few years, BrewDog was huge—a world-famous craft brewery with beer bars around the globe and hundreds of thousands of fans. Those fans became literal backers of their business with the introduction of an unprecedented crowdfunding movement, Equity for Punks. And in rewriting the record books and kickstarting a revolution—James and BrewDog inadvertently forged a whole new approach to business. Business for Punks bottles the essence of James's methods in an accessible, honest manifesto. Among his mantras: · Cash is motherf*cking king. Cash is

the lifeblood of your company. Monitor every penny as if your life depends on it—because it does. · Get people to hate you. You won't win by trying to make everyone happy, so don't bother. Let haters fuel your fire while you focus on your hard-core fans. · Steal and bastardize from other fields. Take inspiration freely wherever you find it— except from people in your own industry. · Job interviews suck. They never reveal if someone will be a good employee, only how good that person is at interviews. Instead, take them for a test drive and see if they're passionate and a good culture fit. *Business for Punks* rethinks conventional business wisdom so you can go beyond the norm. It's an anarchic, indispensable guide to thriving on your own terms. From the Hardcover edition.

Modern Homebrew Recipes

Discover the importance of sugar, top-fermenting yeasts and Belgian hops to the success of these intricate, traditional ales. Learn about Belgian-style ale history and character profiles, and then try your hand at brewing an Oud Bruin, Trippel, or a Grand Cru. Explore high gravity mashing, brewing, fermentation, and ester development. The Classic Beer Style Series from Brewers Publications examines individual world-class beer styles, covering origins, history, sensory profiles, brewing techniques and commercial examples.

Simple Homebrewing

"From the ins and outs of how yeast functions to hands-on sourdough starters, this guide gives you the confidence to take your beer and bread making to the next level"--

How to Brew

The use of wooden vessels for storage, transportation, fermentation or aging of beer is deeply rooted in history. Brewing luminaries Dick Cantwell and Peter Bouckaert explore the many influences of wood as a vehicle for contributing tremendous complexity to beers fermented and aged within it. Brewers are innovating, experimenting and enthusiastically embracing the seemingly mystical complexity of flavors and aromas derived from wood. From the souring effects of microbes that take up residence in the wood to the character drawn from barrels or foeders, *Wood & Beer* covers not only the history, physiology, microbiology and flavor contributions of wood, but also the maintenance of wooden vessels.

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