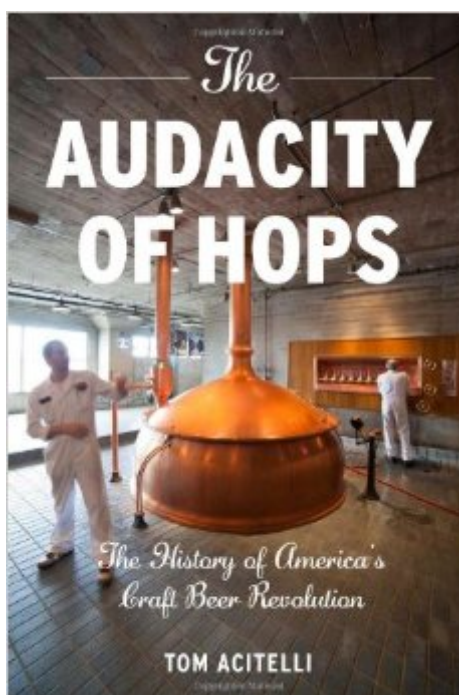


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The Audacity Of Hops: The History Of America's Craft Beer Revolution



Synopsis

Discover the underdog story of how America came to dominate beer stylistically in Tom Acitelli's *The Audacity of Hops: The History of America's Craft Beer Revolution*, the first and only history book on American craft beer. Based on extensive archival research as well as interviews with the movement's key players going back to the 1960s, this acclaimed book is the most comprehensive chronicle yet of one of the most interesting and lucrative culinary trends in the U.S. since World War II. Acitelli weaves the story of the rise of American craft beer into the tales of trends like Slow Food and the rebirth of America's urban areas, and paints an unforgettable portrait of plucky entrepreneurial triumph. The backgrounds on all your favorite craft brewers are here, including often forgotten heroes from the movement's earliest days as well as the history of homebrewing since Prohibition. This is the "book for the craft beer nerd who thinks he or she already knows the story" (Los Angeles Times) as well as for fans of good food and drink in general.

Book Information

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Customer Reviews

This book follows the history of the craft beer revolution from the day that Fritz Maytag decided to buy the Anchor Brewery (to preserve his favorite beer), to others who felt that American beer needed more flavor and started their own small breweries. As well as others who had a good recipe for beer and contracted with other breweries to make their beer. How beer drinkers responded by buying this better tasting beer and eventually getting notice from the big brewers (who had previously only sold what they thought would sell). The narrative wanders across the country and

elsewhere telling the stories of those who thought American beer was lacking in taste and what they did to improve their beer. How Fritz Maytag learned how to make consistently excellent beer . From Jack McAuliffe who put together New Albion Brewing in Sonoma, CA from scratch and labored night and day to brew and sell beer that was well-liked but could not keep the brewery open for long, to Paul Grossman and Ken Camusi, who founded Sierra Nevada Beer in Chico, CA (also from scratch) and managed to create a popular beer that was successful. Helping things along was Michael Lewis, professor of fermentation science at UC Davis (the only brewing professor in the west) who provided advice to beginning brewers. Then there were many others across the country who made the leap from home brewer to small breweries. While others like Jim Koch, founder of Boston Beer Company, had a regional brewery make his beer under contract. (He had originally thought that a brewery needed a computer to keep track of records, only to be told that it was better have many customers before buying a computer. So he brewed up test batches and bottled them, then peddled the beer from restaurant to restaurant to get the customers.

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