

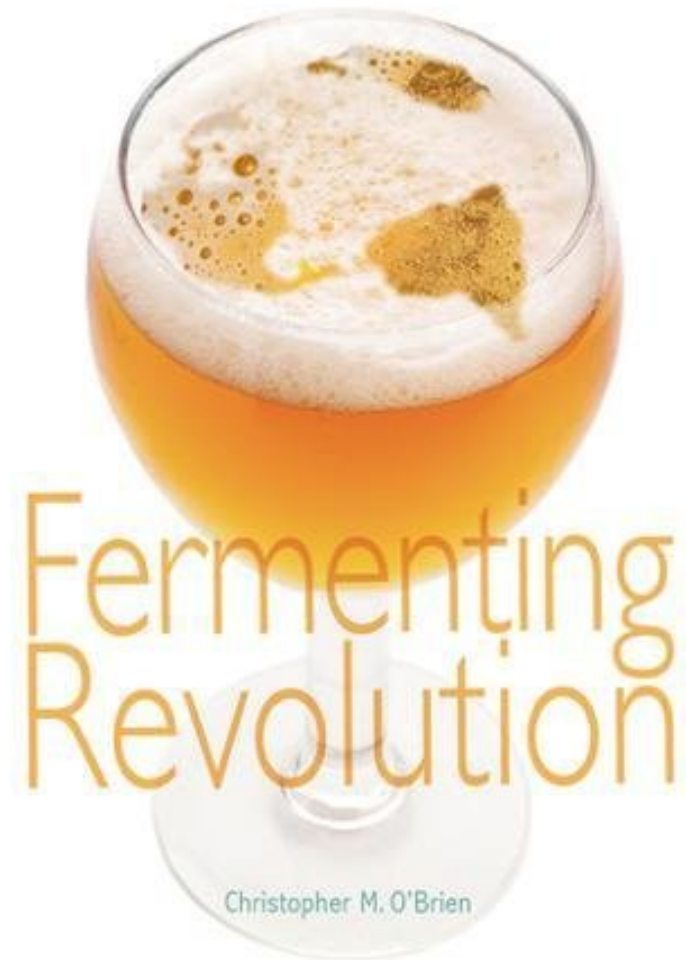
[Download free pdf] Fermenting Revolution: How to Drink Beer and Save the World


Fermenting Revolution: How to Drink Beer and Save the World


Christopher Mark O'Brien

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How to Drink Beer and Save the World



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Christopher Mark O'Brien : Fermenting Revolution: How to Drink Beer and Save the World before purchasing it in order to gage whether or not it would be worth my time, and all praised Fermenting Revolution: How to Drink Beer and Save the World:

5 of 6 people found the following review helpful. If you like dry reading By Reba I have several friends that are microbrewers and was disappointed to hear all three of them confess that they couldn't even finish the book because it was so dry and opinionated. The historical facts had to be written under the influence but that doesn't mean they were even entertaining according to my friends. I was crushed that I bought such a disappointing book as a gift. People who

just like beer but are not serious about its making will find this book boring. Those that are serious about beer will be irritated by its false information and possibly offended by its suggestion that, in all seriousness implied, the last supper was actually toasted with beer and not wine! Enjoy!

0 of 0 people found the following review helpful. Good book!

By ShopperWish I had more time to make beer! Good book!

0 of 0 people found the following review helpful. Interesting but superficial

By P. MulloyChris O'Brien is the Director of Sustainability for the American University, the former Director of the Responsible Purchasing Network, was the head brewer at South Africa's Zululand Brewing Company, and he co-owns the Seven Bridges Organic Brewing Supply Network. Fermenting Revolution draws connections between drinking beer and saving the world. O'Brien builds his argument by discussing the role of beer and civilization where the beverage plays a key role in bringing people together. He provides a lot of interesting historical anecdotes and fun facts. O'Brien takes aim at the homogenized Spuds McKenzie wet T-shirt contest lager lout beer images used to promote corporate beer and counters with a more eco-centric, diverse, craft view point. He concludes by promoting responsible eco-consumerism as a solution to the world's problems. It's a fun, readable book that hits on a lot of interesting facts but in the end, I think he needs to dig deeper to tie it all together, and in the end, I do not think we will be able to buy our way out of global warming and other current issues. I appreciate the point of view of an advocate for sustainability, responsible purchasing, and an opponent of globalization but I think we need to go beyond fun facts.

Fermenting Revolution delivers an empowering message about how individuals can change the world through the simple act of having a beer. Chris O'Brien presents the case for beer as both the cause of and solution to all of the world's problems. Beer has contributed to the best qualities of civilization, but it is also helping to destroy them. The global beer industry relies heavily on fossil-fuels and chemical agriculture, rapidly destroying nature and contributing to climate change. Corporate beer is centralized and hierarchical, which is good for a few elites, but displaces local brewing traditions and exacerbates the growing wealth gap. But the craft brewing renaissance relies on cooperation, emphasizes local production, protects and celebrates nature, and nurtures the growth of strong and equitable communities. Fermenting Revolution traces the path of brewing from a women-led, home-based craft to corporate industry, and describes how modern craft breweries and home-brewers are forging stronger communities. O'Brien explains how corporate mega-breweries are also taking steps to pioneer industrial ecology, and profiles the most inspiring and radical breweries, brewers, and beer drinkers that are making the world a better place to live. In the last two decades, Americans have returned to beer as a way of life rather than as a commodity. Casting off its industrial chains, beer is again communal, convivial, democratic, healthful, and natural. The contemporary American brewing scene champions ecologically sustainable production and is helping to create thriving community places. After reading Fermenting Revolution, mere beer drinkers will become "beer activists," ready to fight corporate rule by simply meeting their neighbors for a pint at the local brewpub-saving the world one beer at a time.

2006-09-20) Fermenting Revolution delivers an empowering message about how individuals can change the world through the simple act of having a beer. It is also the first book to view all of the important trends in human history as fundamentally revolving around beer. Globalization pitches the corporate worldview that is essentially selfish, rewarding the few while demeaning the many and devastating nature, against the sustainability movement that calls for cooperation, the protection and celebration of nature and the nurturing of equitable communities. Beer exemplifies the struggle. This book: Traces the path of brewing from a women-led, home-based craft to corporate industry; Describes how craft breweries and home-brewing are forging stronger communities; Explains how corporate mega-breweries are saving the world by pioneering industrial ecology; and Profiles the most inspiring and radical breweries, brewers and beer drinkers that are making the world a better place to live. The return to beer as a way of life is communal, convivial, democratic, healthful, and natural. The American beer renaissance champions ecologically sustainable production, and is helping to create thriving community places. After reading Fermenting Revolution, mere beer drinkers will become "beer activists," ready to fight corporate-rule by simply meeting their neighbors for a pint at the local brewpub-saving the world one beer at a time.

(2006-04-18) About the Author Chris O'Brien is Director of the Responsible Purchasing Network at The Center for a New American Dream, having previously directed Co-op America's Business Network and the Fair Trade Federation. Also part owner of an organic and fair trade brewing supplies company, he is publisher of Beeractivist.com, the online brewsletter about how to drink beer and save