

(Free pdf) Guinness: The 250 Year Quest for the Perfect Pint

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Bill Yenne

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#1621975 in Books Bill Yenne 2007-10-05 Original language: English PDF # 1 9.30 x 1.10 x 6.30l, 1.04 #File Name: 0470120525288 pages Guinness The 250 Year Quest for the Perfect Pint | File size: 26.Mb

Bill Yenne : Guinness: The 250 Year Quest for the Perfect Pint before purchasing it in order to gage whether or not it would be worth my time, and all praised Guinness: The 250 Year Quest for the Perfect Pint:

2 of 2 people found the following review helpful. Smart and Witty By Lynn Hoffman, author: Radiation Days: A Comedy In some ways, this book is an eye-opener: if you didn't know how deeply beer reaches into society, this story of a corporation and its effect on the city and country around it would an interesting surprise. But The Quest for the

Perfect Pint is more than that-it's a long loving praise and appraisal of one of the world's best-known brands. If you needed a reminder of the unique place of this quirky, delicious, light-bodied beer in the bars and dining rooms of the world, this is it. Lynn Hoffman, author *The Short Course in Beer* 0 of 0 people found the following review helpful. Thirsty !!! By Customer Its a great book telling a great story. The middle part could do with more background facts about the people concerned rather than a role call of who was director here and there. A minor criticism indeed .0 of 0 people found the following review helpful. Five Stars By Beth Wagner A very interesting history of the beer.

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*

"This book is telling of the legends of Guinness - the stout, the men and the mythology." (Retail Leisure International, December 2007) "...should be on the shelf of anyone who professes to want to learn more about the last 250 years of brewing" (What's Brewing, December 2007) "...an absorbing tale, brilliantly handled." (New Imbiber, December 2007) "This is a thoroughly enjoyable, complete chronicle of a great beer business." (World Business, December 2007) From the Inside Flap For millions of beer lovers the world over, a properly poured pint of Guinness Stout is as close to perfection as beer gets. Each year, fans of the legendary black liquidation enjoy two billion pints of the beer known for its distinctive creamy head and rich drinkability. Ireland's most famous export, Guinness Stout-and the people who have brewed it-hold a unique place in the history of beer, business, and Ireland itself. They say that good things come to those who wait. When you wait on a perfectly poured pint of Guinness Stout, you know you're getting something good. It's more than just a pint of beer; it's a mouthwatering visual presentation of the quality and taste you're about to enjoy. And millions wait patiently for their pint every day. To find out why, famed beer and beverage writer Bill Yenne talks to everyone from Guinness's master brewer to typical pubgoers about the beer they hold dear. Whatever magic makes it so delicious, it's powerful enough to soothe the souls of beer lovers from Dublin to Boston to Buenos Aires to Lagos, and everywhere in between. But Guinness is more than a delicious beverage, it's also the name of the remarkable family of brewers and entrepreneurs whose story is worthy of legend, and who occupy a prominent place in Irish history. In Guinness, Yenne traces the 250-year tale of the family and its namesake beer. Beginning with Arthur Guinness, the entrepreneur patriarch who first began brewing at St. James's Gate, Dublin, in 1759, the story follows succeeding generations of the Guinness family through the years. Yenne follows not just the fortunes of the family Guinness, but also the development of the brand and the beer-from Arthur's earliest porter to the beer that is enjoyed in 150 countries today. For Guinness aficionados, this tale offers an inside look at a legendary brewing company and the craftsmanship and pride that go into every keg. For anyone who hopes to keep their business vibrant and dynamic for the next few centuries, the book offers important lessons on continuity, quality, and innovation. For everyone who loves a good beer story, Guinness offers a perfect pint more than two centuries in the pouring. Sit back and enjoy. From the Back Cover 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*