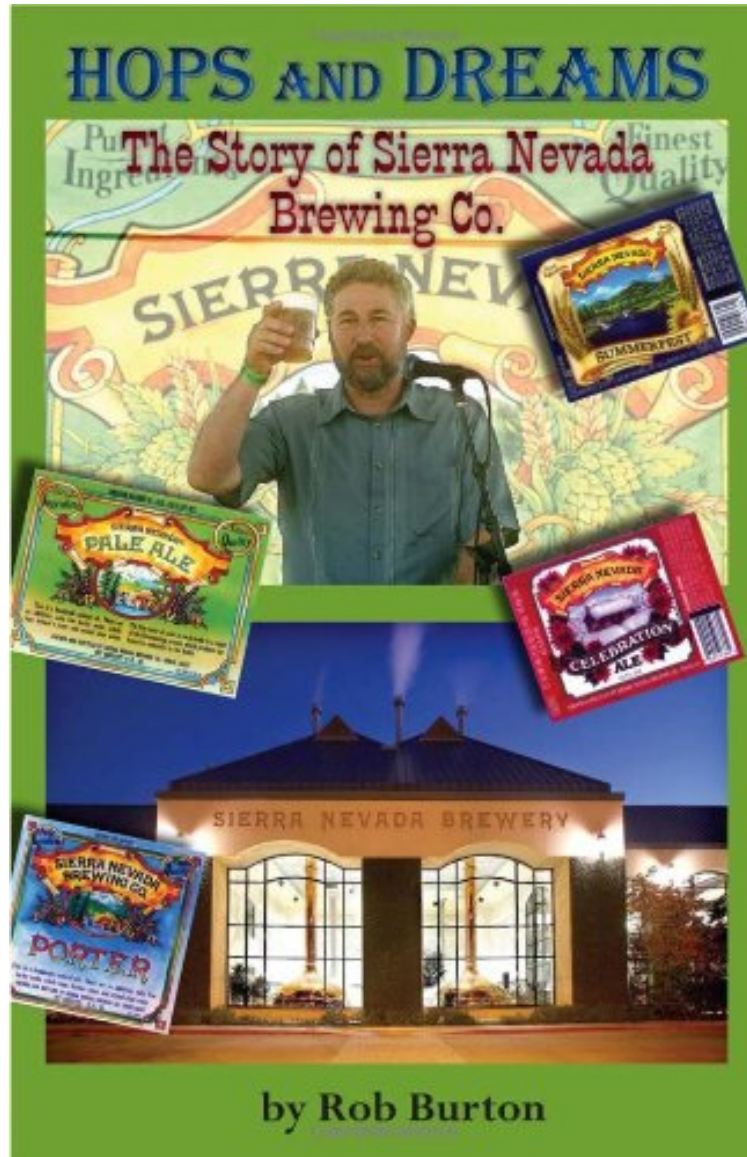


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## Hops and Dreams: The Story of Sierra Nevada Brewing Co.

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**Robert Stacey Burton, Rob Burton : Hops and Dreams: The Story of Sierra Nevada Brewing Co.** before purchasing it in order to gage whether or not it would be worth my time, and all praised Hops and Dreams: The Story of Sierra Nevada Brewing Co.:

1 of 1 people found the following review helpful. The story of Sierra Nevada Brewing from a different viewpointBy Waialae WillHops and Dreams: The Story of Sierra Nevada Brewing Co., written by Robert Stacy Burton, is the

history of one of the pioneers of the craft brewing industry. Burton is not a brewer, but an English professor at Chico State University, beer fan and namesake of the birthplace of pale ale (Burton-on-Trent), Sierra Nevada's best-known product. Being born and raised in Kent, England, Burton became familiar with the types of English beer and how they compared with American beers when he was an exchange student at Indiana University in the early-70s. In 1977, he attended an American university to get his PhD in British and American Literature. Then in 1988, he accepted a teaching post at Chico State and was introduced to the local Sierra Nevada Beer. Burton was intrigued by its taste, the local pride for the brewery, so he decided to find out everything he could about this beer. The story he discovered was that its founders Ken Grossman and Paul Camusi had started a brewery from scratch in 1979 and had raised the business from nothing to "... the most perfect brewery on the planet," an accolade by Michael Lewis, professor emeritus of brewing science at the University of California at Davis. Now both Grossman and Camusi were home brewing fans and wanted to take the next step in brewing, creating a small commercial brewery. Grossman was a born tinkerer, he bought, built, adapted and/or improvised the brewery's first equipment. Camusi ran the office. They also learned from seminars given by Prof. Lewis and consultation with other brewing pioneers like Firtz Maytag of Anchor Brewing and Jack McAuliffe of New Albion Brewing Co. New Albion was run as a shoestring operation, McAuliffe had told the pair that if they were serious they needed to invest properly in the business. So Grossman and Camusi made up a business plan that positioned Sierra Nevada as a beer aimed at athletic young adults. Next they raised money by asking for contributions from friends and family to start off their business. They found a warehouse in south Chico that was suitable for their brewery and then scrounged old dairies, soda bottling plants and industrial junkyards for equipment. In 1980, after much work, the brewery was ready to make its first beer. But that first batch had quality problems that were not solved until the equipment was altered to provide more oxygen to the yeast. Then in March 1981, Sierra Nevada had its first beer, a pale ale, ready for sale. Now it was different from most commercial beers, it was more bitter, stronger in alcohol and used more hops. But beer drinkers who tasted it liked it. Sierra Nevada Pale Ale won a gold medal at the 1982 Great American Beer Fest and the rest is history.<sup>4</sup> of 5 people found the following review helpful. A Great Book Written by a Non-brewer By Switchblade McGuilicuddy This is an easy read whether you are a brewer or just a fan of good beer. My take away is all of the things that Sierra Nevada is doing right--taking care of employees, taking care of the environment, taking care of the community, etc. I highly recommend this book. The big minuses are that Rob Burton is not a historian, not a brewer and not a businessman; but he is a really good writer and did his homework for this book. Rob tells you his background up front and continually throughout the book--in fact, you may know as much about Rob when you finish the book as you will about Ken Grossman. I personally would like to have seen more coverage of: \* The evolution of SN as a business (especially the financial aspects which are glossed over) \* What goes into the brewing of the beer and how it has evolved (since Rob is not a brewer himself, this also gets glossed over) \* More of the struggles that SN has faced over the years \* More details on Beer Camp (just because I want to go some day) Cheers! 0 of 0 people found the following review helpful. Great Story. By CFBell3 Great story, and useful to understanding how the explosion in craft brewing happened. Well written by an English professor.

On November 15, 1980, two young homebrewers opened a microbrewery in northern California, naming it after a 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, professor of English at California State University, Chico, tells the story of the company's astonishing rise to success.