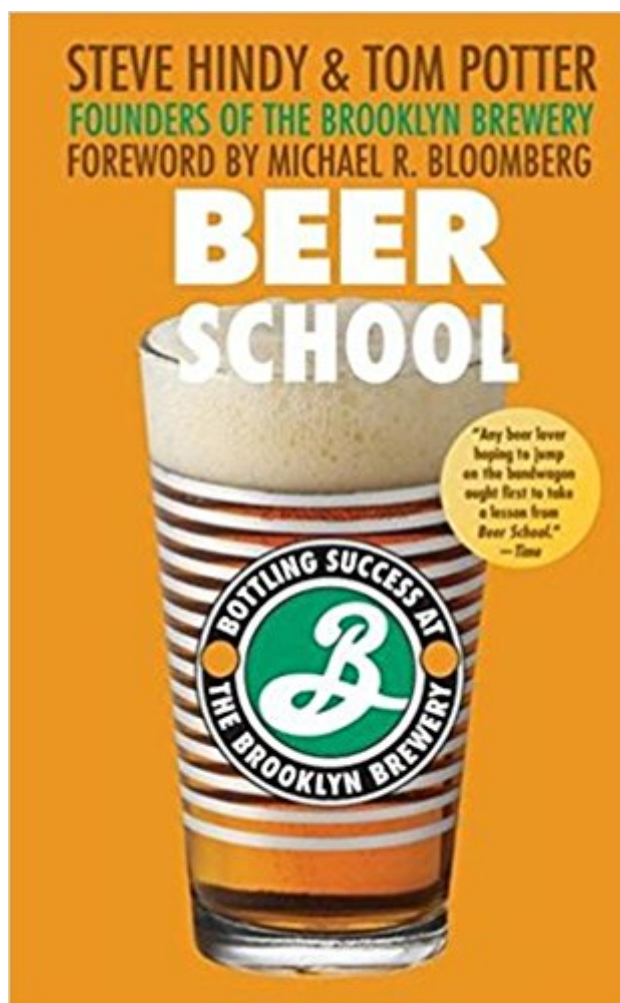


The book was found

Beer School: Bottling Success At The Brooklyn Brewery



Synopsis

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.**

Book Information

Paperback: 306 pages

Publisher: Wiley; 1st Edition edition (February 9, 2007)

Language: English

ISBN-10: 0470068671

ISBN-13: 978-0470068670

Product Dimensions: 5.4 x 0.8 x 8.5 inches

Shipping Weight: 9.6 ounces (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars 90 customer reviews

Best Sellers Rank: #205,388 in Books (See Top 100 in Books) #59 in [Books > Business & Money > Processes & Infrastructure > Infrastructure](#) #143 in [Books > Cookbooks, Food & Wine > Beverages & Wine > Beer](#) #257 in [Books > Cookbooks, Food & Wine > Beverages & Wine > Homebrewing, Distilling & Wine Making](#)

Customer Reviews

This winning tale of the rise of the Brooklyn Brewery follows the basic pattern of every entrepreneur's memoir: a restless visionary sets out to accomplish a dream, barely survives a series of setbacks, emerges victorious—and ready to tell readers how they can do the same. But this account serves up more than the usual suds and foam—its counsel is sound and its prose lively, and it should appeal to both wannabe industrialists and beer drinkers, not that those categories are mutually exclusive. In fact, the authors, foreign correspondent Hindy and banker Potter, decided to found their New York brewery, now 17 years in business and among the top 40 in the U.S. in sales, after consuming many bottles of Hindy's homebrew. The longtime partners tell their story in engaging, candid voices, delivering cautionary anecdotes, reflections on longstanding disagreements and lingering resentments, and brutally frank self-assessments. It helps the story immeasurably that beer is a more colorful subject than, say, spreadsheet software, a fact that gets the reader past the inevitable chapter on financing. Though Hindy and Potter may not help the aspiring entrepreneur strike gold, they offer a compelling model and a heartening story. (Oct.) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. --This text refers to the Digital edition.

"This gripping and lighthearted read charts their successes and failures and leaves you thirsty for more." (Sainsbury's Magazine, September 2009)

I really enjoyed the style of writing. Steve and Tom each bring unique perspectives to the book. I like how they wove their story in with business practices. Compared to Sam's story dogfish head his story got lost in a lot of discussion on branding and marketing, which was great info but harder to read through. Tom and Steve do a better job weaving the story into an enjoyable, forward moving narrative. This book gives a great look into how the Brooklyn Brewery was built and its interesting

offshoot into distribution. It also really emphasizes future long term strategy and did a great job explaining various financing options and their impact on a business.

I'm about half way through this book and I'm really enjoying it. I'm finding that this book would be a great read for anyone starting a business, not just a brewery. The speak is open entrepreneur language in most cases and not just about a brewery. I like how they go through the struggles of starting a business and then they grade themselves on how they did. They seem to be pretty honest with their grading system and talk about what they could have done differently. I enjoy how they take turns writing sections. You get two slightly different visions of how a person that is risky is willing to start a business as well as someone that is more risk averse views the plan. I highly recommend this for anyone willing to start a brewery. If you are just looking to start a business and enjoy craft beer then you likely would enjoy it too for the strong business talk and not so much brewery talk.

From an entertainment standpoint this book held my interest. I learned a lot of what not to do in starting a brewery. Their inflated egos cost them lots of money that could have been better spent when starting this business and when I got to the end of the book I don't feel they still understood that concept. If you are looking for information on how to start a successful brewery this isn't it. It is filled with stories and not information with the possible exception those chapters on branding and marketing. Those chapters have lots of good information about how they went about marketing their products.

This book was recommended by my financial advisor after telling him that I was about to move my family to the opposite end of the country and start a craft distillery. This book not only helped me realize what an insanely stupid idea that is, it also provided some insight into the excitement, risks and dedication required to start your own business, leaving me with a heightened sense of desire and motivation to follow through. Awesome read for anyone with an interest in beer, entrepreneurship or a little Brooklyn history.

This is a good book for those who like beer but also those considering a career in entrepreneurship. The two founders of Brooklyn Brewery created a company from scratch and did it the hard way- with a lot of labor and love. While marketing and PR were their strong suits, this book is a good anecdote on the challenges in a start-up, even one where you love the product as much as these two did. Unfortunately I found it a little too anecdotal and I tend to find I learn more with business books

when there is some data to back up the anecdotes. A fun read though!

This book does a good job of showing the highs and lows of starting a brewery. They balance the details with stories and trade off between the partners to keep it interesting. The authors do give themselves a little too much credit for starting the renewal of Brooklyn. It seems that most of their success was due to being in the right place at the right time and taking advantage of the opportunities that were present to them. Overall it is a good read but don't expect any hidden gems or a plan to start your own brewery.

I am just about done reading Beer School. Normally, I am only a reader at night, but I have found myself cracking it open at all hours to digest the next tidbit. This really isn't the type of subject matter I would typically pick up but I am glad I did. It is eye opening about the process that the authors/owners went through to build a successful brewery. For those of us that aspire to the American dream, this is a great validation of the possibilities. Even if you aren't into beer, this is a great, easy to read book on building a successful enterprise. The fact that I love beer made it that much more enjoyable. I find myself evaluating beers, breweries, distribution, marketing, and beer pubs in a different light because of the Brooklyn Brewery.

Great Story - especially for someone that has seen Williamsburg and the Brooklyn Brewery grow and change - essentially shaping the landscape of successful microbrewing as we know it! Easy and fascinating read that went along well with my entry into home brewing and interest in the business struggles of Beerpreneurs. If you have the chance -- go to Brooklyn to drink the beer and take the Tour! I'll see you there!!

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