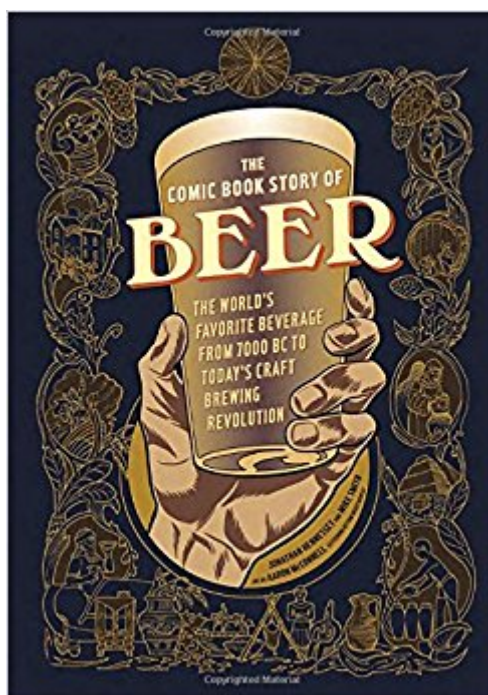


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The Comic Book Story Of Beer: The World's Favorite Beverage From 7000 BC To Today's Craft Brewing Revolution



Synopsis

A *New York Times* Best Seller A full-color, lushly illustrated graphic novel that recounts the many-layered past and present of beer through dynamic pairings of pictures and meticulously researched insight into the history of the world's favorite brew. *The History of Beer Comes to Life!* We drink it. We love it. But how much do we really know about beer? Starting from around 7000 BC, beer has emerged as a major element driving humankind's development, a role it has continued to play through today's craft brewing explosion. With *The Comic Book Story of Beer*, the first-ever nonfiction graphic novel focused on this most favored beverage, you can follow along from the very beginning, as authors Jonathan Hennessey and Mike Smith team up with illustrator Aaron McConnell to present the key figures, events, and, yes, beers that shaped and frequently made history. No boring, old historical text here, McConnell's versatile art style—moving from period-accurate renderings to cartoony diagrams to historical caricatures and back—finds an equal and effective partner in the pithy, informative text of Hennessey and Smith presented in captions and word balloons on each page. The end result is a filling mixture of words and pictures sure to please the beer aficionado and comics geek alike.

Book Information

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Customer Reviews

A *New York Times* Best Seller "Wildly informative...the depth of the information and breadth of history packed into these 170 pages is astounding." —*Men's Journal* "In ancient times, farmers worried about losing precious grain to spoilage during wet winters. So they figured out how to malt

grain and brew it into beer, thus preserving a nutritious source of calories. In *The Comic Book Story of Beer*, due out in September, we get a graphical tour of such pivotal moments "from the cradle of agriculture to the modern-day craft beer heyday." —Alastair Bland, NPR "This latest hop- and barley-inspired feat certainly deserves a clinking of glasses" —*The Comic Book Story of Beer* "is something all beer, history and comic book nerds can enjoy." —Tiffany Do, Food Republic "Nothing less than the history of human civilization itself. This endlessly entertaining and assiduously researched chronicle spans the ages as it recounts the role of this beloved beverage in politics, art, religion, agriculture, chemistry and more. The episodic narrative is smartly explored and quite ably illustrated. For a heady splash of history that goes down quite smoothly, this book's for you!" —Richard Pachter, Miami Herald "With meticulous research, the authors open the readers' minds to the possibility that beer helped shape the course of civilization, not only by sharing the provocative 'beer theory of agriculture' but showing how, in each age, beer played a significant role in helping shape human affairs. McConnell's illustrations are a perfect accompaniment; his sometimes amusing, sometimes intriguing, and sometimes provocative visuals have all the qualities of this favorite beverage. The abundance of interesting little details in these illustrations pair well with the wealth of information that the authors provide." —Publishers Weekly "In tracing the history of beer, Back East Brewing Company's Mike Smith and author Jonathan Hennessey do a convincing job of linking it to every important development in human history, from the dawn of agriculture through both world wars. The graphic format proves ideal for distilling centuries' worth of detail into one easy-to-digest package" —Punch "This book covers the history of beer in easily consumable, pint-sized portions. The only thing it won't give you is a hangover! (Although I confess that it made me thirsty enough to down several beers while reading it.) It's a fun, funny, and enjoyable read — exactly what a book about beer should be...even though most aren't." —Zane Lamprey, International Drinking Ambassador and host of Three Sheets, Drinking Made Easy, and Chug "A well researched, entertaining, interesting, informative, and iconoclastic account of the history of beer. Everything is covered from beginnings in Mesopotamia, the Black Death, the emergence of hopped beer, and the industrialization and development of brewing science to modern craft brewing, and all is presented in a very attractive graphical form." —Dr. Terry Foster, beer historian, brewer, and author of *Pale Ale and Brewing Porters and Stouts* "For someone who was a comic book geek before a beer geek, *The Comic Book Story of Beer* seamlessly melds both worlds. McConnell's lavish art is rich and vibrant, perfectly illustrating the high points of a story as old as civilization itself. Both fun and educational, it nicely shows how beer's story is humankind's story." —Jay R. Brooks, syndicated

newspaper columnist and beer writer

JONATHAN HENNESSEY is the author of two previous nonfiction graphic novels, *The U.S. Constitution: A Graphic Adaptation* and *The Gettysburg Address: A Graphic Adaptation*, as well as the history-based time travel series *Epochalypse*. Based in Los Angeles, he works in film and television. MIKE SMITH has worked in breweries large and small for the last two decades. He is currently head brewer at Back East Brewing Company in Bloomfield, Connecticut. AARON McCONNELL illustrated *The U.S. Constitution: A Graphic Adaptation* and *The Gettysburg Address: A Graphic Adaptation*, as well as various other nonfiction, historical fiction, and fantasy comics. He is a graduate of the Rhode Island School of Design and a member of Periscope Studio in Portland, Oregon. You can find more of his work at aamccconnell.com

The Comic Book Story of Beer is a fascinating read for home-brewers, beer enthusiasts, or anyone interested in learning about where beer comes from and how it became what it is today. While it verges on the edge of over-emphasizing the importance of beer to history, it is a fun read and the artists do a great job supplementing the story. The Comic Book Story of Beer starts all the way in the ancient world, when the first evidence of beer exists in 7000 B.C., and follows the development of beer from then to the modern day. The book talks about both the social and the technical evolution of beer throughout its history. As someone who has homebrewed and is working in the brewing industry, I have never considered the social evolution of beer and its importance to historic societies. Beer is definitely present in many ancient myths and rituals, it was seen as a form of food or nourishment in medieval times, and it was even common practice for everyone to brew their own beers in their homes throughout these times, but it is important to define beer before deciding if these ancient forms can be considered equivalents of what we currently consider beer. Beer has evolved greatly; the original forms were just bread put into a jar to ferment. One of the first laws created regarding food was about beer, and this set the precedent for the beer we are accustomed to today. Reinheitsgebot, created in 1447 in Munich, Germany, was meant to protect the purity of beer. The law stated that beer could only be made with three ingredients: hops, water, and barley. At this point in time, brewers did not realize that yeast was involved in the creation of beer, and even when it was discovered it was not known to be alive until 1837. Charles Cagniard de la Tour, Friedrich Kützing, and Theodor Schwann found yeast to be living organisms which led to Louis Pasteur to think of new ways of preserving beer. Pasteur found that if you temporarily heated brewed beer to kill leftover microorganisms, the beer would last longer. This helped prolong the

shelf life of beer. Before pasteurization, consumers had refrigerated beer in ice caves if the climate allowed, or were forced to drink their beer quickly as for it not to rot. From here, the evolution of beer took off. Hansen discovered a way to make genetically pure strains of yeast by culturing it in a lab so that brewers could now create their own strains of yeast that was optimized for their own specific needs. Beer has not only revolutionized the culinary industry, but has launched scientific creativity as well. It used to not be considered a high quality drink to pair with foods, but craft beers have taken over the market and beer can now be paired with gourmet or high end foods, something that would have seemed ridiculous 40 years ago. The history of beer is shown in such great detail throughout the book and even the specifics of how to brew it. Overall, it's a great read!

I must say, the graphics in this book were absolutely amazing. I was expecting this book to be more of a cute book; say beer super heroes. But, it is actually quite informative. There was lots of cool information about the history of beer, as well as brewing. But, it is written like a comic book. It is not only a great read, it is a nice book to throw on the table for any visitors looking to pass the time. Again, the graphics were insanely cool. I was blown away.

I had this on my wish list, and I purchased on the recommendation of a friend. It's a fun read. It gives an astounding amount of detail for being a graphic book. Traces the history of beer from ancient civilization to medieval Europe and on to the New World and ends with a decidedly Americentric look at Prohibition and the craft beer rebirth. It's accurate with inline citations. A comprehensive index allows you to use this as a reference book. I recommend it without reservation.

What a great find! I know a fair amount about beer already, but I learned a lot about what is probably the oldest alcoholic beverage created by mankind. The graphical presentation (more Manga than comic in form) is very well done, and adds to the history being presented immeasurably.

For those of us who like beer, especially different kinds of beer, this is a great book. For those who like graphic novels, it's also a great book. But for those who don't really like beer, or only one type of beer, this is a fantastic book! It's interesting, it's fun to read, and it gives a perspective of human history and culture that many simply have not ever thought about. Did I mention it's interesting and fun to read?

Entertaining book. The animation is outstanding. I'm not a historian, so I can't vouch for its accuracy, but it is very interesting to read about the origins of bocks, trappists, ipas, lagers, etc. I'm only about 3/4 of the way through, but I definitely recommend this book to anyone interested in beer. It's much more entertaining than some of the other "dry" books I've read about beer and brewing.

Love the artwork in this book. Very detailed and many different styles keep it visually interesting. Showed it around my beer club and I think a bunch of people are going to get it as a present.

One of the best beer books I've ever read. Learning the history of beer has never been more fun! Seriously but this book!!!

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