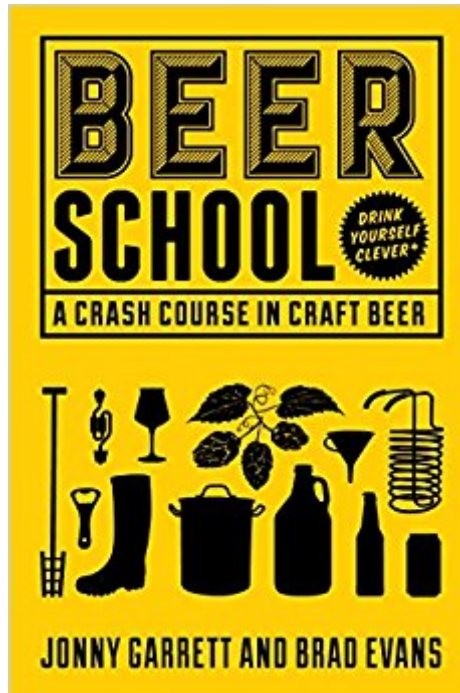


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Beer School: A Crash Course In Craft Beer



Synopsis

Beer School â” An insider’s guide to craft beer, the world’s greatest drinkThe wonderful world of craft beers: Since its invention 6,000 years ago, beer has come a long way. The legends of the craft beer industry have made sure everyone’s within reach of great beer. But, how do you make sure you get your hands on the right brew? Can you learn how to make beer?Beers of the world: Welcome to Beer School, brought to you by the heroes of the Craft Beer Channel, a guide to everything you need to know about the wide and wonderful beers of the world. In Beer School, we define and detail the finest artisan crafts, including: â” Ales â” Lagers â” Porters â” Stouts â” IPA beersHow to make beer: With the lowdown on everything from hop varieties and barrel aging, to serving temperatures and glassware, Beer School helps you learn how to make beer and get the best from every sip. You will learn about: â” Grain â” Mash â” Water â” Hops â” Boil â” Yeast â” Fermentation â” Serving â” Storing â” Pouring â” Tasting

Book Information

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Customer Reviews

"It’s like sitting down with Jonny and Brad and having a few beers with them! Good fun, funny, interesting and you never quite know what’s coming next." - Mark Dredge, author of Craft Beer World"Brad and Jonny make understanding beer easy and nearly as fun as drinking it." - James Watt, founder of Brewdog.

Jonny is a writer and now (apparently) filmmaker who has had a short but glittering career in blagging freebies. After an unsuccessful period of being a music journalist, and an even less

successful stint as a real journalist, he got a job writing for Jamie Oliver as deputy editor of jamieoliver.com. It was there that his love of food, beer and Youtube collided and heâ€™s never looked back. He is now one of the UKâ€™s most recognisable beer experts, writing for national newspapers, magazines and now his own books. A graduate of Central Saint Martinâ€™s School of Art and Design, Brad has spent over a decade working throughout the creative industries in London as a graphic designer, illustrator, art director, animator and branding expert. His clients have included the BBC, Channel 4, Jamie Oliver, Vice and MTV. With a love of adventure, travel and food, the burgeoning craft beer market in the UK resonated with his experiences in America and he launched the Craft Beer Channel with Jonny to hopefully become a part of the developing scene. Brad hopes to one day pack it all in and open up a cheeky little brew pub, where he can live the good life kicking out the jams and perfecting some stonking IPAs with his mates.

Really enjoyed this book. Great overview not just on how beer is made, but how to taste, serve and store your beer. Even made a little book review with beer tasting video with it!

This product is a very visual and interactive way to learn a little bit more about brewing. I am a homebrewer and this product is great for getting to know the process better.

I've been following these guys for some time now on Youtube. I love their humor and their interesting way of looking at beer. It is such a great break from those who take beer WAY too seriously. These guys are great!

If your starting out to Homebrew, this is the first book you should read!

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