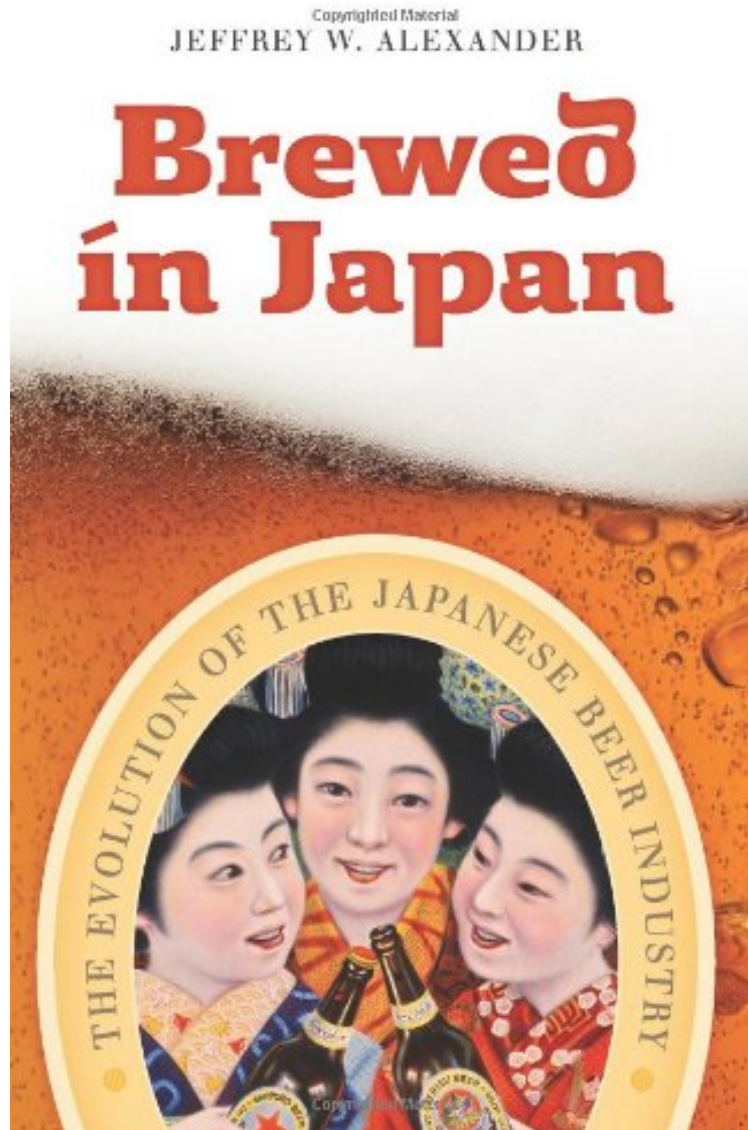


[Mobile pdf] Brewed in Japan: The Evolution of the Japanese Beer Industry

# Brewed in Japan: The Evolution of the Japanese Beer Industry

*Jeffrey W. Alexander*

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**Jeffrey W. Alexander : Brewed in Japan: The Evolution of the Japanese Beer Industry** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Brewed in Japan: The Evolution of the Japanese Beer Industry:

0 of 0 people found the following review helpful. A must read for all interested in beer and JapanBy CustomerExcellent and unique!! A must read for anyone interested in beer, Japan and/or the combination! There is a new documentary about craft beer, that is also worth viewing and the author appears in the film! Craft Beer in Japan0

of 1 people found the following review helpful. Four StarsBy Margaret the RedInteresting and informative.

This book is the very first in English to explore beer's steady rise to become Japan's "beverage of the masses." Based on his extensive translations of Japanese-language source material, author Jeffrey W. Alexander reveals how Japanese brewers adopted and domesticated beer in just a few generations, despite its entirely foreign origins. Brewed in Japan explores the start of beer brewing in Japan, the many challenges facing major brewers during the Second World War, and the postwar industry's continuing evolution through craft beer and innovative beer-like products. Written not simply for Japan specialists, this book will appeal to beer industry professionals, craft beer enthusiasts, and anyone with an interest in Japanese history and culture. Featuring nearly 300 pages of text, dozens of photographs and period advertisements, and a vast bibliography, Brewed in Japan is both a close analysis of Japan's leading brewing firms and a revealing look at the fascinating country in which they do business.

Although Japan's beer industry dates back nearly 145 years, to date there has been no English-language source documenting its origins, growth, and evolution. Spanning the earliest attempts to brew beer to the recent popularity of local craft brews, Brewed in Japan charts beer's steady rise to become the "beverage of the masses." Alexander sheds light on the advent of Western-style taverns and beer gardens, the control of beer production by Japan's Ministry of Finance during the Second World War, the rapid rise in women's beer consumption postwar, and the continued dominance of long-surviving firms like Asahi, Kirin, and Sapporo. Brewed in Japan underscores the highly receptive nature of Japanese consumers, who adopted and domesticated beer in just a few generations, despite its entirely foreign origins. Featuring an array of Japanese sources, this book further illustrates how post-war marketing campaigns and shifting consumer preferences made beer Japan's leading alcoholic beverage by the 1960s. Alexander's historical study of Japan's beer industry will be of interest to historians of modern Japanese history and cultural studies, as well as to historians of business, food studies, and the beverage industry in general. Considering the significant position beer assumes nowadays in Japanese consumption practices, a thorough historical treatment is long overdue. We urgently need this book. (K.J. Cwiertka, author of *Modern Japanese Cuisine: Food, Power and National Identity*) The story Alexander tells is a fresh one, intersecting with important themes in Japan's modern history (from the process of 'borrowing' from the West to the growth of the consumer economy) but novel and revealing at every turn. Brewed in Japan is a striking new addition to the field and engages with many of the most widely debated issues in Japanese economic and social history. (William Tsutsui, author of *Banking Policy in Japan: American Efforts at Reform during the Occupation*) While many studies look at a snapshot in time, or a particular period in Japanese history, Alexander takes us through a century of change and development of the beer industry. Making excellent use of the company records, Brewed in Japan provides us a portal into the changes to the business environment that have driven and sometimes buffeted Japan. (Thomas W. Roehl, co-author of *Mobilizing Invisible Assets*) About the Author Jeffrey W. Alexander is associate professor and chair of the department of history at the University of Wisconsin, Parkside.