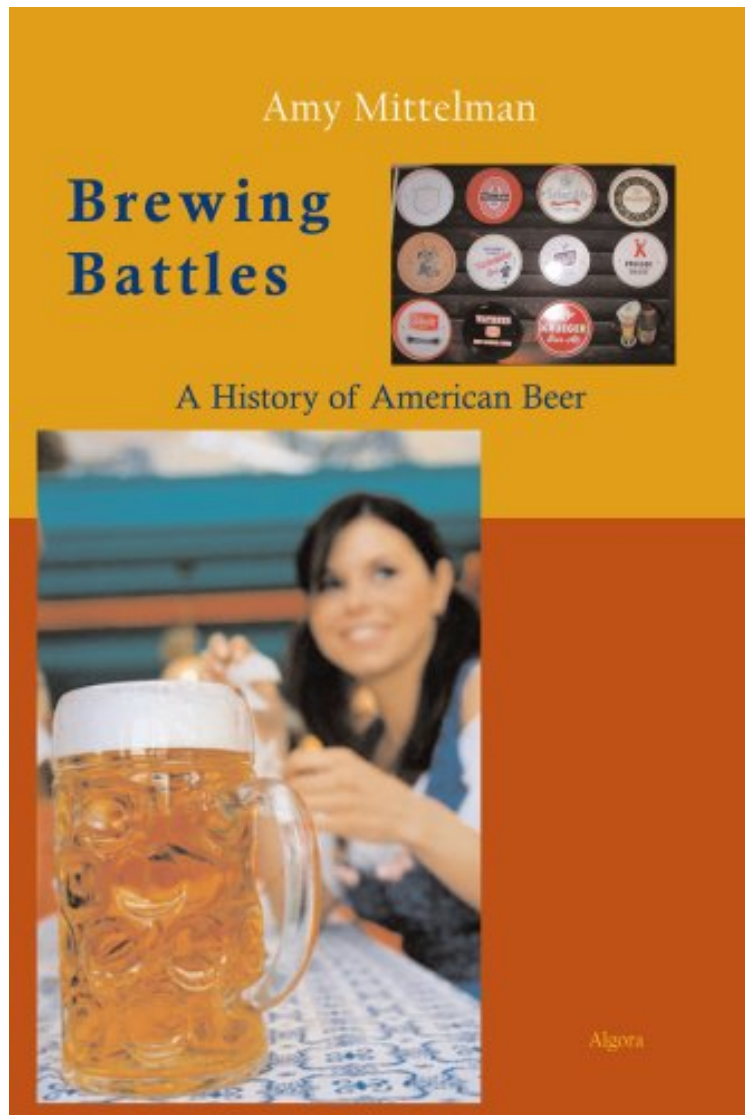


[Read free] Brewing Battles: A History of American Beer

Brewing Battles: A History of American Beer

Amy Mittelman

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#3895862 in Books 2007-12-03Original language:EnglishPDF # 1 9.00 x 6.00 x .75l, .70 #File Name: 0875865739248 pages | File size: 16.Mb

Amy Mittelman : Brewing Battles: A History of American Beer before purchasing it in order to gage whether or not it would be worth my time, and all praised Brewing Battles: A History of American Beer:

0 of 0 people found the following review helpful. The great German beer gardens pre-prohibitionBy Joy GatewoodThis book fills in an important part of the missing puzzle piece - what happened to all of the German beer gardens and the thriving brewing industry that once existed before WWI?I found this book invaluable when researching the mystery of my German ancestor's fortune - George Bessler, who came to Washington, DC in 1866, became a hotelier and restaurateur - and then lost everything.Mittelman's book illustrates the many forces that caused

the demise of the breweries and related businesses. Amy Mittleman's book paints a picture of a robust micro-brewery industry in America pre-prohibition. Based on the fact that in many major cities water was not safe to drink (water treatment plants were generally not built before 1910 in many) then the German's claims that beer was healthy to drink seems to hold water (pardon the pun). At least the beer had been pasteurized. I hope she writes another book on this topic that covers the current brewing industry, and also delves into the topic of why micro-brewed beer is healthy (antioxidants?). And for that latter topic we'll have to keep doing our own research.

0 of 0 people found the following review helpful. Needs a thorough editing

By D. Bowman
The book is based on the author's PhD dissertation, and as such is inherently academic. The scholarship is in depth and often interesting, but the writing leaves much to be desired. Disjointed and often redundant, with poor syntax and repetitive structure, the writing is a chore to read. I don't expect every author to be a brilliant writer if they tell a good story. I do expect the editor to step in and provide that function, and the editing of this book is mediocre at best. Fact checking is also rather lax - SAB paid \$5 billion, not \$5 million for Miller Brewing, as incorrectly reported on page 199.

0 of 0 people found the following review helpful.
Worth The Cost of a Case of Beer

By J. Michalowski
If you have any interest in the history of the brewing industry in the United States this book is definitely worthwhile to purchase and read. While perhaps not as detailed as some would like, I found the information well presented and (at least for what I already knew) accurate. So sit back with a cold one and enjoy this interesting and easy read - you may be surprised at what you find out about beer in America.

Brewing Battles is the comprehensive story of the American brewing industry and its leading figures, from its colonial beginnings to the present. Although today's beer companies have their roots in pre-Prohibition business, historical developments since Repeal have affected industry at large, brewers, and the tastes and habits of beer-drinking consumers as well. Brewing Battles explores the struggle of German immigrant brewers to establish themselves in America, within the context of federal taxation and a growing temperance movement, their losing battle against Prohibition, their rebirth and transformation into a corporate oligarchy, and the determination of home and micro brewers to reassert craft as the "raison d'etre" of brewing. Brewing Battles looks at beer's cultural meaning from the vantage point of the brewers and their goals for market domination. Beer consumption changed over time, beginning with an alcoholic high in the early 19th century and ending with a neo-temperance low in the early 21st. The public places where people drank also changed from colonial ordinaries in peoples homes to the saloon and back to home via the disposable six pack. The book explores this story as brewers fought to create and control these changing patterns of consumption. Drinking alcohol has remained a favored activity in American society and while beer is ubiquitous, our country harbors a persistent ambivalence about drinking. An examination of how the industry prevailed in a sometimes unreceptive environment exemplifies how business helps shape public opinion. Brewing Battles reveals the complicated changes in the economic clout of the industry. Prior to the institution of the income tax in 1913 the liquor industry contributed over 50% of the federal government's internal revenue; 19th century temperance advocates portrayed the liquor industry as King Alcohol. Today their tax contribution is only 1% yet brewing actually has a much more pervasive influence, touching on almost every aspect of modern American life and contributing greatly to the GNP. Brewing Battles is this story.

Attention beer lovers: This one's for you Everyone knows the name Sam Adams - if not the beer then the colonial-era patriot and prominent maltster who encouraged home production and consumption of beer. But fewer are familiar with Colonel Jacob Ruppert. The George Steinbrenner of the mid-20th century, Ruppert owned the New York Yankees from 1914 until his death in 1939. He also owned the Ruppert Brewery, which had million-barrel sales prior to Prohibition and was a leader of the brewing industry during Prohibition and Repeal. Babe Ruth was at his deathbed and over 15,000 people attended his funeral including Mayor Fiorello LaGuardia and Lou Gehrig. Such tidbits of American breweriana are available in a new book by Amherst historian and writer Amy Mittelman. "Brewing Battles: A History of American Beer" (Algora Publishing, 2007) is a story of the American brewing industry and its leading figures, from colonial days to the present. The chronicle includes the story of the struggle of German immigrant brewers to establish themselves in America, and the more recent emergence of micro-brewers. -- Amherst Bulletin, December 14, 2007

About the Author
Amy Mittelman holds a Ph.D. in history from Columbia University, with a special focus on the politics of alcohol production, and a bachelor's degree in nursing from the University of Massachusetts. She is the author of "Who Will Pay the Tax" and "A Conflict of Interest" as well as many reference articles. Amy has taught history at Stevens Institute of Technology, Hampshire College and Mount Holyoke. She has taught nursing at Holyoke Community College, and she worked as a nurse for four years in a methadone clinic.