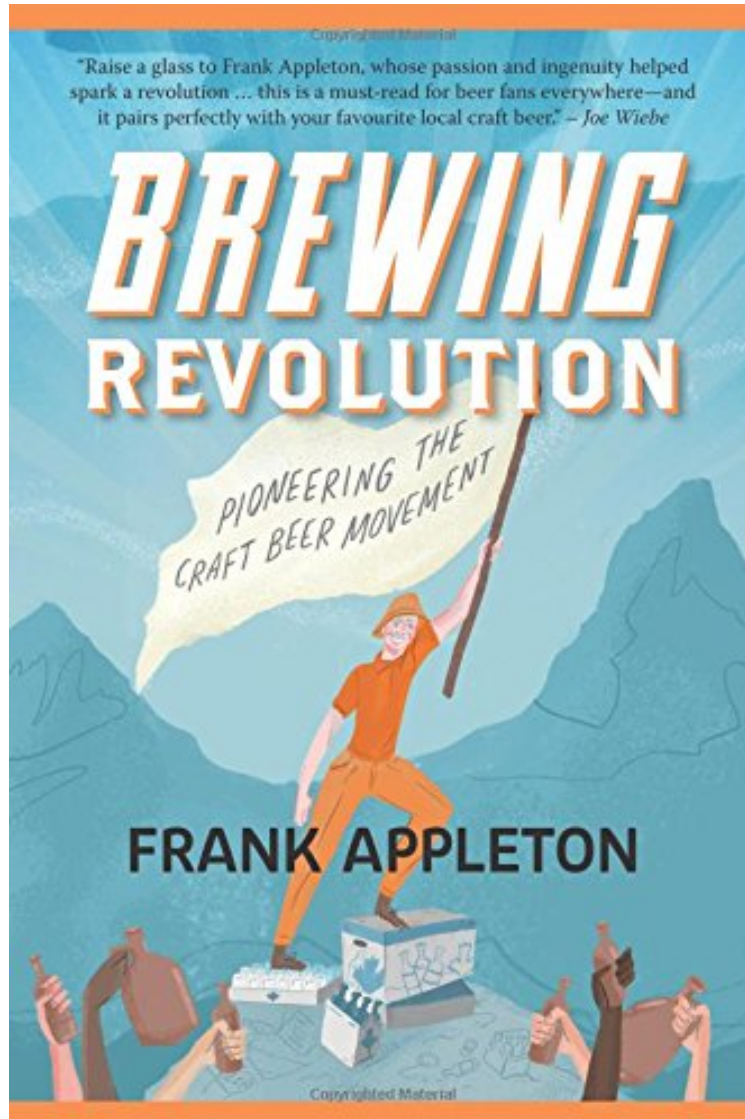


[Free] Brewing Revolution: Pioneering the Craft Beer Movement

Brewing Revolution: Pioneering the Craft Beer Movement

Frank Appleton

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Frank Appleton : Brewing Revolution: Pioneering the Craft Beer Movement before purchasing it in order to gage whether or not it would be worth my time, and all praised Brewing Revolution: Pioneering the Craft Beer Movement:

The inspiring story behind today's craft beer revolution is the subject of this lively memoir by Frank Appleton, the English-trained brewmaster who is considered by many to be the father of Canada's craft-brewing movement.

Appleton chronicles fifty years in the brewing business, from his early years working for one of the major breweries, to his part in establishing the first cottage brewery in Canada, to a forward look at the craft-beer industry in an ever more competitive market. Disillusioned with the Canadian brewing scene in the early 1970s, when three huge companies controlled 90 percent of the market and marketers and accountants made the decisions on what products to make, not the brewmasters, Appleton decided to "drop out" and brew his own beer while homesteading in the interior of British Columbia. He made a meagre living as a freelance writer, and his article entitled "The Underground Brewmaster" sparked the interest of John Mitchell, co-founder of the Troller Pub in Horseshoe Bay, BC. Their partnership launched the Horseshoe Bay Brewery in June 1982, the first of its kind in the country, serving the iconic Bay Ale brewed from Appleton's recipe. Covering a range of topics, such as the difficulty of steering beer drinkers away from the "Big Boys" breweries and struggles with the BC Liquor Control Board, as well as brewing plant design and the complexities of the malting process, *Brewing Revolution* touches upon the foundation of what shaped the craft-beer industry in Canada. Appleton's passion and innovation opened the gates for the scores of brewpubs and microbreweries that were to follow in both Canada and the US, and his story is of interest to anyone excited by today's craft-beer revival.

While *Brewing Revolution* is certainly an engaging read for anyone who likes beer, it is also filled with technical suggestions and tricks of the trade that will be especially interesting for home brewers or those aspiring to be professional brewers themselves. Throughout, Appleton's style is entertaining and easy to read. He is especially deft at handling dialogue, bringing to life scenes from his past with a cinematic clarity. All in all, it would be a welcome addition to any beer lover's library. ~ Joe Wiebe, *The Vancouver Sun*, October 14, 2016 (Joe Wiebe *The Vancouver Sun*) "*Brewing Revolution* tells the story of a country's craft beer movement and of the author's life work, but it doesn't stop there. In his enthusiasm, Appleton can't help but offer troubleshooting advice for ambitious brewers, and a healthy review of brewing techniques... As a history of a movement and a personal memoir brimming with zeal, *Brewing Revolution* is educational, entertaining and, perhaps most of all, thirst-inducing." --Julia Jenkins, librarian and blogger at [pagesofjulia](#) (Julia Jenkins Shelf Awareness) "The book takes readers on a fascinating journey with a wonderfully personal account of Appleton's contributions to the brewing revolution, the brew pub phenomenon, and the art of beer making." (Publisher's Weekly) "Each turn in the story is captivating and informative. Appleton includes scientific information, technical pointers for those interested in starting up a new brewery, and even a recommended reading list." (Becca Smith Booklist) About the Author Frank Appleton has been consultant brewmaster to twenty brewing operations, including consulting in brewery design, startup and brewer training. In 2009, Appleton received the Lifetime Achievement Award for Leadership in Craft Brewing from CAMRA Chapter Victoria. He lives in Edgewood, BC.