

(Ebook free) Canned!: Artwork of the Modern American Beer Can

## Canned!: Artwork of the Modern American Beer Can

Russ Phillips

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**Russ Phillips : Canned!: Artwork of the Modern American Beer Can** before purchasing it in order to gage whether or not it would be worth my time, and all praised Canned!: Artwork of the Modern American Beer Can:

1 of 1 people found the following review helpful. An explosion of colors By Paul Phillips I was somewhat skeptical of this book. Its focus seemed a bit narrow. Clearly it will have appeal to a somewhat niche market; not a NYT best seller suspense novel by King, etc. However, I'm sure that was never the intention of this book. The thrust of this book is to inform; to entertain. It should find acceptance with anyone who is a beer afficianato, any informed beer distributorship owner, or the many micro brewery brewmasters and their aprentices, or anyone else who loves the bubbly, hoppy, golden elixer that is beer. Not too long ago canned beer was looked down upon as the cheaper version of "real" beer. This volume puts that old idea to rest. Canned beer has emerged from "stepchild" status to the current acceptance as a legitimate, full flavored product. Well done, Russ!  
0 of 0 people found the following review helpful. Love it! Beautiful, informative and interesting. By Mike K Perfect coffee table book. Must have for craft beer lovers. Beautiful graphics and concise, informative can descriptions. I learned alot about local breweries I didn't even know existed! I hope there's a sequel!  
0 of 0 people found the following review helpful. Five Stars By Customer Thank You

In 2002, Oskar Blues Brewery founder and owner Dale Katechis made a decision that would have a resounding impact on craft beer manufacturing for years to come. By putting his Dale's Pale Ale, a bold and flavorful brew, in a can, he dared venture where only the big corporate brands had gone before. A decade later the canning movement is in full swing, with hundreds of craft breweries now canning their beers. This volume provides a close look at the original artwork on 600 different modern beer cans from 40 states. Get to know the story behind your favorite beer's name and can design, with examples from breweries such as Sierra Nevada, Ska, Midnight Sun, Maui, New Belgium, Oskar Blues, and nearly 200 others. The craft breweries featured in this book turned canning beer into an art form!

About the Author Russ Phillips is the Founder and Editor of CraftCans.com as well as a contributor and columnist for several beer-related publications both online and in print. He is a lover of all things craft beer, and an avid traveler. He lives with his wonderful wife, two great kids, and two dogs in New England. He also has way too many empty beer cans in his basement. This is his first book.