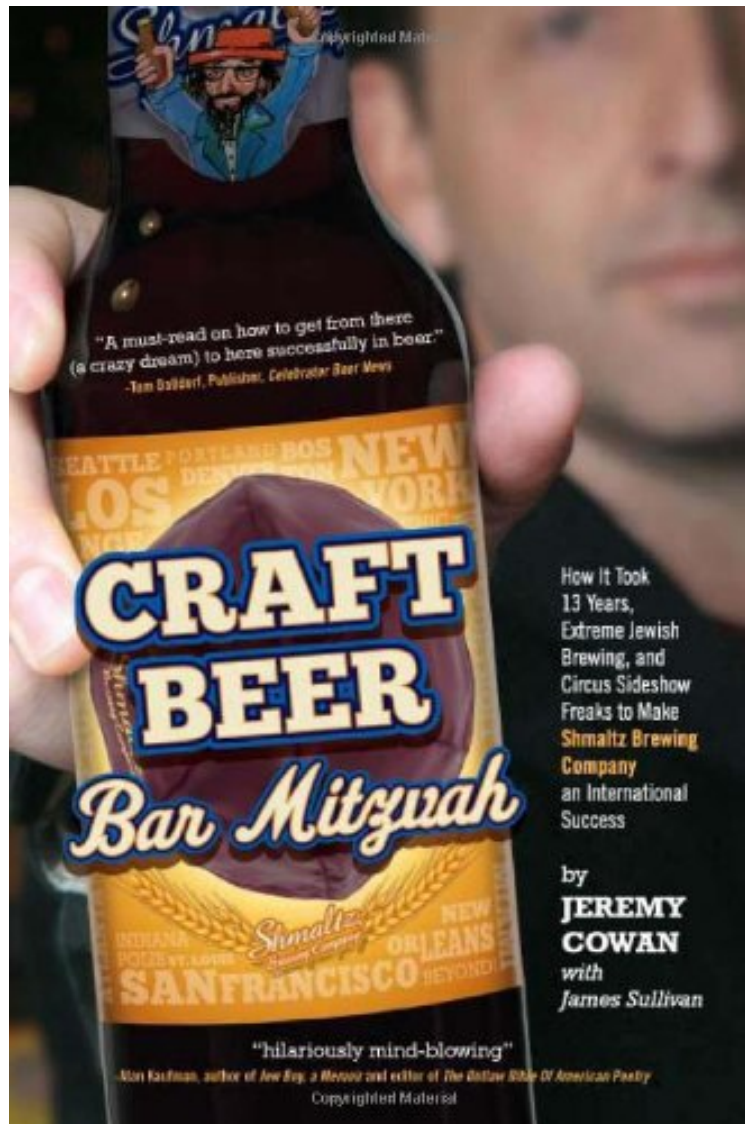


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## Craft Beer Bar Mitzvah: How It Took 13 Years, Extreme Jewish Brewing, and Circus Sideshow Freaks to Make Shmaltz Brewing an International Success

Jeremy Cowan, James Sullivan

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#145781 in Books 2010-12-01 Original language: English PDF # 1 9.00 x .81 x 6.361, 1.15 #File Name: 0982932537368 pages 300+ pages of text and 16 pages of color photographs. Recommended beer pairings for every chapter. Beautifully designed cover and text, available in paperback and hardback. | File size: 58.Mb

Jeremy Cowan, James Sullivan : Craft Beer Bar Mitzvah: How It Took 13 Years, Extreme Jewish Brewing, and Circus Sideshow Freaks to Make Shmaltz Brewing an International Success before purchasing it in order to

gaged whether or not it would be worth my time, and all praised *Craft Beer Bar Mitzvah: How It Took 13 Years, Extreme Jewish Brewing, and Circus Sideshow Freaks to Make Shmaltz Brewing an International Success*:

3 of 4 people found the following review helpful. L'haim!  
By Michael You can't help falling in love with the story behind *Craft Beer Bar Mitzvah*: a so-crazy-it-just-might-work concept that transformed into a life calling. The novel is personal and poignant, frustrating and uplifting. Author Jeremy Cowan doesn't hold back in detailing candidly his naivety, partying, the kindness of others, his relationships or lessons learned along the way. It's a must read for anyone considering or who has ever considered starting their own business. You'll never sit down for a (craft)beer again and take for granted the heart and soul behind the finished product.  
1 of 2 people found the following review helpful. Not Just a Nice Jewish Craft Beer Memoir  
By Melissa As you might expect from the man behind He'brew Beer and Coney Island Lagers, this book is a wild, off-beat, creative, and contemplative memoir, as well as a candid tale of the blood, sweat, failures, and lucky breaks that come with starting your own small business. I loved all the "supplementary materials" in the book, including suggested beer pairings for each chapter, a hangover rating system, and a list of the author's many sublets and crash pads across the country for the past 14 years. Overall, a highly-entertaining read that I can see appealing to beer lovers, entrepreneurs, and dreamers alike.  
2 of 3 people found the following review helpful. It's a special kind of schtick...  
By Drumm Anne This kind of narrative could only be delivered by the likes of Jeremy Cowan, *Craft Beer Lover*, *Creator*, and man behind the myth of *Shmaltz Brewing*. Hysterical, occasionally far-fetched but utterly believable, Cowan's first novel is a baseball hit out of the park and through the windshield of your car. Initially shocking, once you realize that the insurance check is in the mail and the read will pay off, the warm blanket of narrative provides stories that will serve through years and years of cocktail parties to come. L'Chaim!

In this witty and compelling tale of how the nation's first and only Jewish Celebration beer came to fruition, founder Jeremy Cowan tells the story of *Shmaltz Brewing's* evolution from an inside joke into a thriving and award-winning craft brewing company. Divulged are the small-business challenges and marketing strategies that helped Cowan go from hand-squeezing pomegranates and delivering beer in his grandmother's Volvo to producing two of the most respected and unique craft beer brands in America: He'brew the Chosen Beer and Coney Island Craft Lagers. Included alongside the sage advice for entrepreneurs and the humorous personal anecdotes are suggested beer pairings for each chapter, a hangover rating system, and 16 pages of full-color photograph collages.

“While his sense of humor, Jeremy's schtick, is riotous and unforgettable, it is the trails encountered following his dream that make this book a memorable read. Enjoy the ride as much as one of Jeremy's beers.” —Daniel Bradford, publisher, *All About Beer* magazine