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Fred Abercrombie

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Fred Abercrombie : Craft Beerds: A Well-Groomed Collection of Craft Beer Labels with 'staches, 'burns, Beards and All Lengths in Between before purchasing it in order to gage whether or not it would be worth my time, and all praised Craft Beerds: A Well-Groomed Collection of Craft Beer Labels with 'staches, 'burns, Beards and All Lengths in Between:

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edition to and for his coffee table. thanks a lot! 1 of 1 people found the following review helpful. A Fun Look at Great Artwork in the Craft Beer World By Dave Rogers While this book has a certain hairy theme this is definitely a fun look at great artwork in the American craft beer scene. Beautiful beer labels, photography and a thoughtful lay out make this more than a mere picture book but a definitive snapshot of craft beer culture today. Rounded out by bearded brewery and brewer profiles plus a great selection of vintage beer cans with facial hair!

Craft Beerds is a collection of beautifully-photographed bottles and label art that feature moustaches, sideburns, and beards. All from the recent, exponential growth in American craft beer—over 100 breweries including Lagunitas, Founders, Dogfish Head, and Three Floyds. There's even a few strays from Canada, too. Instead of lumping them all together, the beers are broken into fun themes. So monks, priests and even a Gandhi robot can be found in the Heavenly Beerds section. Ruling Beerds feature Kings and Kaisers. There's even an Incognito Beerds section showcasing all the labels with those fake nose and moustaches (Dogfish Head had to cover their drawing of Johnny Cash with a fake 'stache to avoid legal issues with his estate). Over thirteen themes in all will have you looking at beer shelves much differently the next time you're shopping. The book is peppered with tidbits on the stories and people behind the artwork, Craft Beerds appeals to beer geeks, art and design fans, and pop culture junkies alike.

About the Author Fred Abercrombie is an award-winning advertising copywriter and creative director. He runs the beer, music and general geekery website [Uml;necessary Uml;mlaut](#) and also organizes one of California's oldest facial hair contests, the Petaluma Whiskerino . . . so he knows hairy.