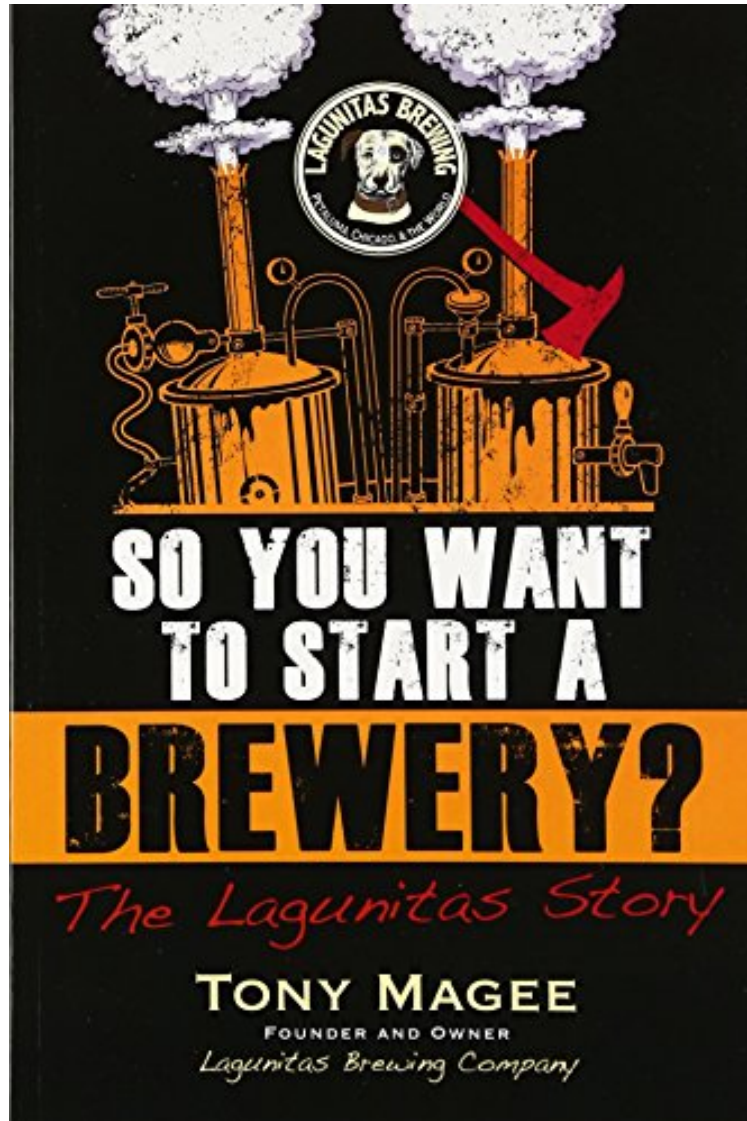


[Library ebook] So You Want to Start a Brewery?: The Lagunitas Story

So You Want to Start a Brewery?: The Lagunitas Story

Tony Magee

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#43625 in Books Tony Magee 2014-10-01 2014-10-01Original language:EnglishPDF # 1 9.00 x .50 x 6.00l, .0 #File Name: 1556525621224 pagesSo You Want to Start a Brewery The Lagunitas Story | File size: 36.Mb

Tony Magee : So You Want to Start a Brewery?: The Lagunitas Story before purchasing it in order to gage whether or not it would be worth my time, and all praised So You Want to Start a Brewery?: The Lagunitas Story:

0 of 0 people found the following review helpful. Great book to read and it doesn't matter if you ...By AiretimeGreat book to read and it doesn't matter if you are a small time Home Brewer or a someone building a brewery or a owns larger Brewery. I found myself laughing out loud, especially Tony's description of events as I envisioning what he was trying to say. Sorry that he sold out out to AB though. Hope he writes another book soon!0 of 0 people found the

following review helpful. Real world, no fluff, honest approach. By Brian PGood read of someone with a dream and the journey to fulfilling it. This is not a how-to book but there are tons of real world experience that enlightens one looking to venture down a similar path. The stories are great and really add character. Congrats on fulfilling your dream Tony and thanks for sharing your journey. 0 of 0 people found the following review helpful. Interesting Inside Insight. By KennyIm not a big reader but I am a brewer and fan of Lagunitas. So with that said I actually really enjoyed the book with its insight to the story behind Lagunitas. There were some great sections of the book that really pulled me in yet there were quite a few moments where I wondered what the hell am reading. There were some parts that just went way off in left field...rambling without rambling. Those chapters or sections of them lost me. There were some things I would lay out differently in the book like the commentary from friends and family that are smack dag in the middle of the chapters that force you off topic of the chapter. The labels at the start of each chapter would also be better suited if they matched up with the time frame of that chapter in time. There was some jumping around that I felt was unnecessary and caused some confusion but overall pretty well written and you can tell it all came from the heart. Easy read and one of the first books I have finished in a long time. One last thing is there were some sections I would have liked to have more focus on. And dont bother reading the forward...no idea what that was all about. It kind of really sets the tone of the book way off.

In 1993, Tony Magee, who had foundered at every job he'd ever had, decided to become the founder of a brewery. *So You Want to Start a Brewery?* is the thrilling first-person account of his gut-wrenching challenges and heart-warming successes. Based in Petaluma, California, the Lagunitas Brewing Company makes simple and flavorful craft beer that defies categorization. The same could be said for this book. Equal part memoir, narrative, and business story, with liberal dashes of pop culture and local color, this illuminating yet hilarious account of a one-of-a-kind made-in-America journey just happens to culminate with the success of one of the nation's most popular craft beer brands. In twenty years, Lagunitas has grown from a seat-of-the-pants one-man operation to be the fifth largest-and the fastest-growing-craft brewer in the United States. *So You Want to Start a Brewery?* is a look behind the curtain rather than a simple business story. It's unglamorous and full of hilarious digressions, but it's never afraid to mess with the nuts and bolts. Devoted to details but never boring, this is a must-read for all who have considered starting their own business-or have sweated blood working to get one on its feet. Told in the vibrant voice of the man closest to the process-and with the most to lose-this illuminating volume should quench the thirst of anyone who has ever tried a Lagunitas beer. Tony Magee is the founder and CEO of the Lagunitas Brewing Company. He lives in Marin County, California.