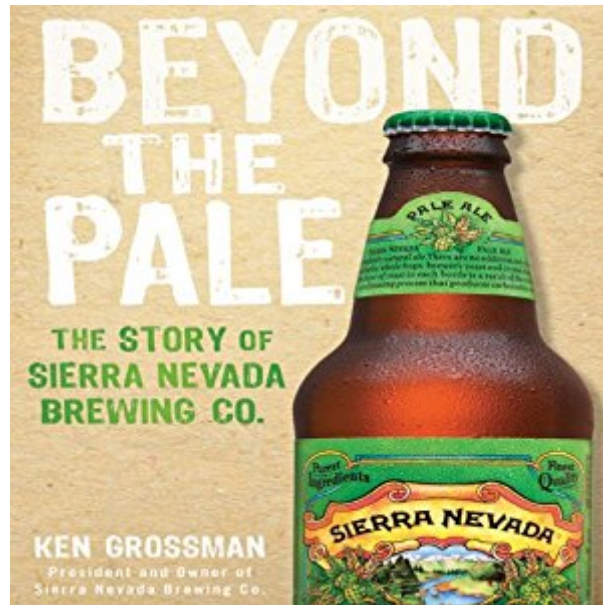


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# Beyond The Pale: The Story Of Sierra Nevada Brewing Co.



## Synopsis

Personal tales of perseverance and beer making from the founder of Sierra Nevada Brewing Co. *Beyond the Pale* chronicles Ken Grossman's journey from hobbyist homebrewer to owner of Sierra Nevada Brewing Co., one of the most successful craft breweries in the United States. From youthful adventures to pioneering craft brewer, Ken Grossman shares the trials and tribulations of building a brewery that produces more than 800,000 barrels of beer a year while maintaining its commitment to using the finest ingredients available. Since Grossman founded Sierra Nevada in 1980, part of a growing beer revolution in America, critics have proclaimed his beer to be "among the best brewed anywhere in the world." *Beyond the Pale* describes Grossman's unique approach to making and distributing one of America's best-loved brands of beer, while focusing on people, the planet and the product. Explores the "Sierra Nevada way," as exemplified by founder Ken Grossman, which includes an emphasis on sustainability, nonconformity, following one's passion, and doing things the right way. Details Grossman's start, home-brewing five-gallon batches of beer on his own, becoming a proficient home brewer, and later, building a small brewery in the town of Chico, California. *Beyond the Pale* shows how with hard work, dedication, and focus, you can be successful following your dream.

## Book Information

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## Customer Reviews

This book is a great read, especially for anyone who owns a brewery or is looking to start one. Sierra Nevada's success is earned through decades of perseverance and Ken's recalling of all of the issues is just as informative as it is interesting. Thanks for your candor, Ken!

This beverage most certainly deserves its story told !! I don't think I need to try selling Sierra Nevada's fine line of beverages to you ..... I imagine the only people reading reviews for this book are already fans of SN, and if you are, this is an interesting read !! the story behind all the twist, turns and obstacles that had been set in place to shape these simple beginnings into an astonishing passion for AMAZING beer !!!!p.s.- if you've never tried a SN and are still for some reason getting reviews for this book ?? ... starting career in beer history, wanting beer books for a staged atmosphere, late night drunk ing ??? ill throw in a recommendation with my review - TORPEDO, Session IPA, Flipside / or / Celebration ( seasonal ), summer ale, HARVEST / or / Hoptimum !!!! You Cant Go Wrong.....

I started reading "Beyond the Pale" on a leisurely Sunday morning and only stopped when I had to be somewhere else. By then I had read 44% and perused all the photos at the end of the book. In telling the story of his life and the history of Sierra Nevada, Ken Grossman comes across as a very authentic, likeable guy. He admits to being a workaholic who's always searching for ways to improve. His money-saving DIY stories from Sierra Nevada's early days are amazing. Very few craft brewers would be able to build a brewery using tanks from defunct dairies and pumps and pipes from salvage yards. Grossman's story is an entertaining and educational read for home and craft brewers, craft beer enthusiasts and business people. The book might get a bit technical for someone without some brewing knowledge, but Grossman does a great job of weaving in succinct explanations. Hollywood: this beer story has all the ingredients for a terrific movie!

I've always been a fan of SN and picked this up before interviewing with the company for a job. As a fan I've undoubtedly taken the tour at the mothership in Chico and frequent the Torpedo Room in Berkeley, and this book offers a wealth of information beyond what I learned on the brewery tour. The book is well-laid out and read like part diary / part recollection, though there's a weird part two-thirds of the way through where Ken's voice gets a bit off | I'll say it put me ill at ease when he discusses his relationship with a former figurehead of the company, which drags on for several chapters. And then when you get three-quarters of the way through it felt very rushed, like I was trying to be sold on a product and brand I already buy into. Overall I enjoyed it, particularly the early history of Ken Grossman and the company leading up to some of the 20th St expansions. The first half of the book was fascinating and worth the read alone.

I really enjoyed this story. Sierra Nevada was the first "craft beer" I tried back in the mid 90's, and I still vividly remember my first "Bigfoot", which led to me starting to brew. So for me, learning the story behind the beer was very personal and special. Brewers, beer lovers, and Sierra Nevada enthusiasts will really enjoy this story. But it's a story of entrepreneurship and business philosophy as well. It also made me think about my business and my employees. As you read it particularly towards the end open a Sierra Nevada and drink it while you read, the dedication to quality really comes through in the beer. For me that brings it all together!

Ken Grossman is a true pioneer. He had an incredibly interesting life and the story of his hand built rise to fame is awe inspiring. Fantastic and interesting story. Less business and more narrative than any of the previous brewery stories I've read, but he talks at length about his dilemmas. A great read for anyone who loves a good craft beer

His story reads like several other start ups. Was interesting how he solved the problems he encountered along the way. Like they say if you want to make a little money in the wine (beer) business, start with a lot of money. You will read this more as a business process book.

Nice read. Describes in detail and give the reader a real appreciation for the incredible amount of work needed to start up a brewery. The later parts tended to focus on the corporate side of SN's development. No mention of the movement to widen the beer selections, nor the thoughts and strategies employed in creating their line of offerings to the consumer. All in all- an enjoyable read that gives me the reader a much better understanding of how SN slowly emerged as one of the major brewers in the craft beer market.

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