



## NEWS

### **“The Beer Bible” proves to be beverage retailers’ “Good Book”**

**On and off premise operators rave about expansive beer brand information in *The Essential Reference of Domestic Brewers and Their Bottled Brands* (“The Beer Bible”)**

**Asbury, NJ, July 11, 2006 (PRWEB)**---With consumers demanding more complete information on craft and specialty beers, retailers are finding themselves drawn to one of the most expansive collection of up-to-date information on today’s bottle beers, *The Essential Reference of Domestic Brewers and Their Bottled Brands*.

“With craft beer distinguishing itself as the fastest growing segment of the US beverage alcohol market for the second straight year, retailers know that they need to be ready to answer their customer’s questions about the wide variety of US beer styles and the thousands of different beer brands that are currently available. As the consumer continues to seek out new and specialty craft beers from small and large brewers, our book and the Online Companion helps the retailer keep pace with this expanding market” said Michael Kuderka, Publisher.

Here are some of the recent comments received:

**I recently acquired a copy of your title, 'The Essential Reference of Domestic Brewers and Their Bottled Brands'.**

**It has proven to be one of the most useful tools in my library. By breaking down all of the brewery and brand listings in a variety of ways, it is easy to find the critical information quickly.**

**I highly recommend this to anyone that is connected to the beer industry.**

**Kudos,  
David J. Craver  
President  
National Bartenders Association**

I received the book last week and I've added it to the reference book collection in the front of the store. I've shown it to several reps and brewers in the last few days and they all seemed similarly impressed with the quality of the piece. Having the handy list of contact info has already given me a couple opportunities to help customers track down beer they couldn't find, or at least point them in the right direction. I think one of the most useful sections of the book is the beautifully designed color/bitterness reference chart in the middle. It's an incredibly useful tool for showing neophyte beer lovers how all the different styles overlap, and for pointing people in new directions on their discovery of beer.

Chris Ormand  
Purchasing Manager  
Belmont Station, Portland, OR  
*Premier Bottle Shop of the Pacific Northwest*

“Creating the book was a lot of fun, but seeing the book receive such wonderful accolades from the retailing industry it was designed for is the greatest reward. Giving more people the tools to discover and appreciate the fantastic variety of US beers, can only help to perpetuate the current market trends. Just reading the book makes you thirsty! We hope others will join in realizing how many styles and varieties of beer exist and are being released almost weekly by visiting [www.thebeerbible.com](http://www.thebeerbible.com) to get our book and also get a free subscription to our Online Companion and Beer Alerts, which we continually update with the most current information available,” commented Kuderka.

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***The Essential Reference of Domestic Brewers and Their Bottled Brands (DBBB)™ and its Online Companion, is the first hard cover beer reference to index and detail all U.S. beer brewers and their bottled brands, with listings broken out alphabetically, by color and bitterness charts, by beer style, by state by state availability, by geographic location, and by individual Brewery Portfolios. It can be ordered at ([www.thebeerbible.com](http://www.thebeerbible.com)).***

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