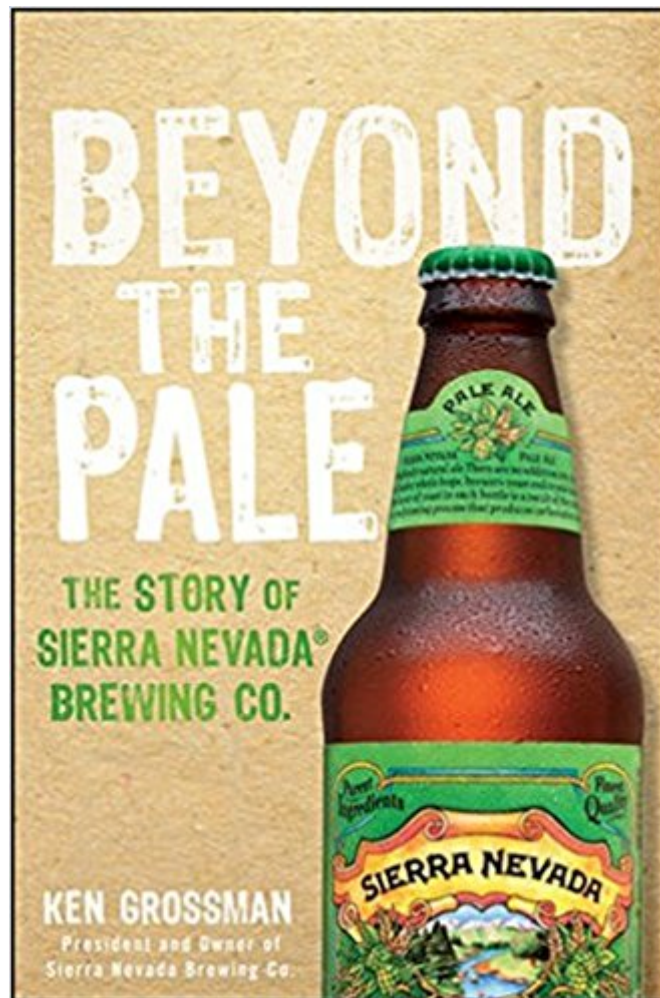




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Beyond The Pale: The Story Of Sierra Nevada Brewing Co.



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

Hardcover: 256 pages

Publisher: Wiley; 1 edition (August 26, 2013)

Language: English

ISBN-10: 1118007360

ISBN-13: 978-1118007365

Product Dimensions: 6.4 x 0.8 x 9.4 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars 69 customer reviews

Best Sellers Rank: #166,315 in Books (See Top 100 in Books) #99 in [Books > Biographies &](#)

[Memoirs > Regional U.S. > West](#) #124 in [Books > Business & Money > Industries >](#)

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Customer Reviews

Ken Grossman couldn't have known that his early fascination with taking apart household appliances would eventually lead to welding together Sierra Nevada's first malt mill and customizing its bottling equipment. Although obstacles obscured Grossman's path, his determination to brew the

kind of beer he liked to drink and be his own boss led to the success of one of America's best-loved craft breweries. From his youthful adventures to his experience in dealing with the complex landscape of the beer industry, *Beyond the Pale* chronicles Grossman's trials and tribulations in building a brewery that now produces more than 800,000 barrels of beer annually. Grossman recalls the role models and life experiences that fed his curiosity and drive—from a neighbor's obsession with science and gadgets, to the friends who drew him to hiking, and, finally, to the brewing community that provided both support and friendly competition. *Beyond the Pale* details Grossman's start, from homebrewing as a teenager, to becoming a skilled brewer, and, later, to building a small brewery in the town of Chico, California. It shares the business decisions that nearly broke him, yet eventually drove him to success. The sum total of his life provides the foundation of the "Sierra Nevada way," a company philosophy that emphasizes sustainability, nonconformity, following one's passion, and doing things the right way. 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, focusing on people, the planet, and the product. His story shows how, with hard work, dedication, and integrity, you can be successful in following your dream.

Praise for *Beyond the Pale* "This is the creation story of the American Craft Brewing Renaissance. Ken Grossman and Sierra Nevada Brewery not only exemplify the fearless, entrepreneurial, creative, DIY ethos—they wrote the book on it." —SAM CALAGIONE, founder and President, Dogfish Head "In this fascinating book, Ken Grossman tells the tale of his brilliant brewing success with his inimitable charm and his famous humility. Those of us who were there watching Sierra Nevada's amazing rise to the heights can now savor the intriguing inside story. It's an American story of dogged persistence and brilliant creativity. This is business at its best and beer at its best—a great story that's true." —FRITZ MAYTAG, Chairman Emeritus, Anchor Brewing "Anyone who has enjoyed a Sierra Nevada Pale Ale has experienced, firsthand, Ken's commitment to brewing one of the finest beers in the world. Now, in addition to savoring Ken's delicious beer, we can enjoy the incredible behind-the-scenes story of its creation. *Beyond the Pale* recounts Sierra Nevada's journey from grassroots beginnings to astonishing success—and all the ups and downs in between. It is a story about following through on inspiration, leading with integrity, and the passion that is poured into making great beer." —GARY ERICKSON, founder, co-owner, and co-CEO, Clif Bar & Company "In my many years in the brewing industry, nobody has impressed or inspired me more than Ken Grossman. His tale is astonishing: how he rose from

brewing in the proverbial bucket to being the genius behind the world's most beautiful brewery. Ken is a legend, yet remains one of the most unassuming people in the business. Quality attitudes, responsibility, fairness, and hard work with an underlying enjoyment in seeking the best: these are the attributes of the Sierra Nevada success story that Ken tells in this brilliant book."

•CHARLIE BAMFORTH, Professor of Malting and Brewing Sciences, University of California, Davis "This is Ken's personal story of his path and the people and circumstances that have brought Sierra Nevada Brewing Co. to the forefront of American craft brewing. It is rollicking and a fun story full of life and overflowing with beer wisdom." •CHARLIE PAPAZIAN, author, The Complete Joy of Homebrewing; founder of the Great American Beer Festival and the American Homebrewers Association

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'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 ÆfÆ Æ Æ Æ Æ 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 started reading ÆfÆ Æ Æ Æ Æ "Beyond the Pale ÆfÆ Æ Æ Æ Æ 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!

Get to know this true pioneer in the craft beer industry. You will gain an appreciation for the unbelievable hard work, ingenuity, and sacrifice that led to the establishment of one of the most successful craft beer brands in the world. I don't love Sierra Nevada's Pale Ale, so it was nice to get "beyond" it to understand the ethos of this company and to see how their core values have guided them to the top. There are plenty of jaw-dropping moments along the way that would make most business owners pack it up and call it quits. Find out what makes Ken Grossman different from the rest.

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.

This was a really easy and enjoyable read. I remember the first time I had a pale ale in Hawaii of all places in 2008. Great stuff, and made better with this family story. Minnesota has the second oldest family owned brewery dating back to about 1860, Schells in New Ulm. Stories like these make you want to avoid the national/international brewers altogether. The focus on quality, family, friends and doing the "right thing" are what life is all about. A similar story is happening in Minneapolis with Fulton and Summit if you're interested. Check out summitbrewing.com and fultonbeer.com. I think Sierra Nevada wins on overall quality though.

The Sierra Nevada Brewing Company is recognized world wide as a purveyor of award winning beers. This is the story of how Ken Grossman built his little brewery into what it is today. Ken's writing style is similar to his beloved Pale Ale, it is simple and yet elegant. This book will be enjoyed by brewers and beer enthusiasts. Additionally, Entrepreneurs and business executives will also find value in reading this book because Ken built and grew his brewery against the grain. He did not follow traditional business practices or industry norms and yet continued to succeed. You won't be disappointed!

A fascinating read about the start of what is now the premier craft beer brewery in the country. Talk about HARD WORK! Ken Grossman makes all us craft-brewer wannabes feel like little baby-wimps when he tells about how he built his first two big breweries pretty much on his own and from scrounged equipment. There's a fair amount of whining about his old business partner, but it's a super-important lesson for any entrepreneur: to have really good contracts in place from the very beginning.

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