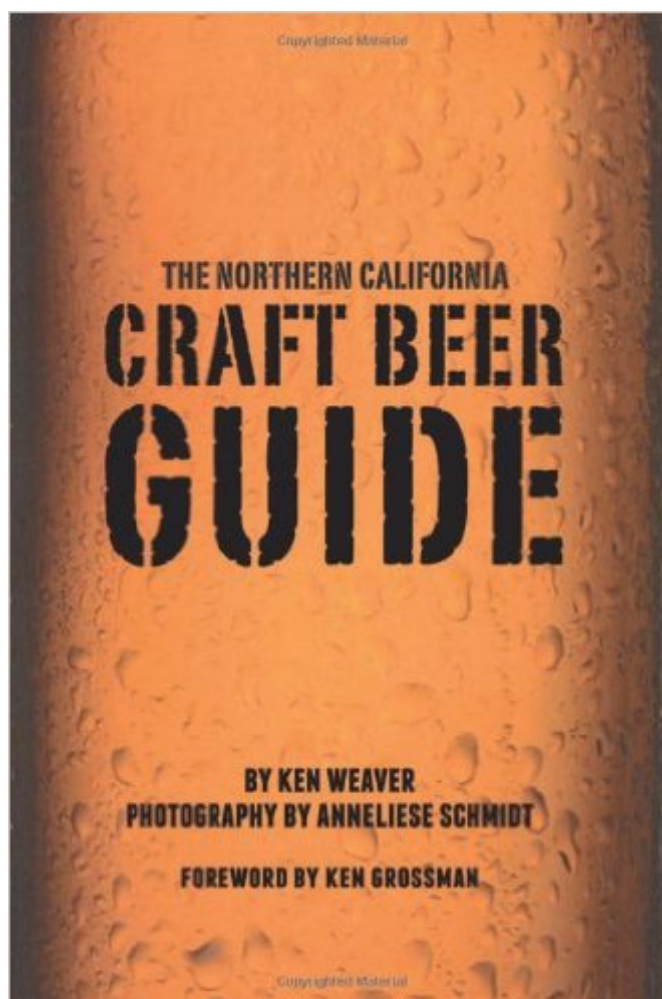


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# The Northern California Craft Beer Guide



## Synopsis

Over the past thirty-plus years, the beer industry in the United States has slowly transformed itself from the butt of international jokes (courtesy of Prohibition and the subsequent dominance of mass-produced, lifeless lagers) to the most innovative and delicious craft beer culture on the planet. No region of the country has been more influential in helping shape and inspire the craft beer movement than Northern California. Following Fritz Maytag's revitalization of San Francisco's Anchor Brewing in the mid-1960s and the establishment of New Albion Brewing Company in Sonoma in the decade afterward, current brewing innovators such as Sierra Nevada Brewing Company and Russian River Brewing continue to ensure that there's never been a better time or place to seek out great beer. The Northern California Craft Beer Guide is the definitive handbook to the artistry, people, and culture of the region's craft beer scene. Many guidebooks rely on second-hand accounts or provide coverage that fails to do the groundwork discerning the insipid from the delicious. This isn't one of those books. Beer writer Ken Weaver and photographer Anneliese Schmidt have invested months of precious drinking time into visiting the furthest corners of Northern California and tasting everything the region has to offer - from the latest Belgian-style beers coming out of Arcata to the newest beer-centric burger joint in Santa Cruz, to the phenomenal brews of Central Valley nobody's ever heard of -- to create a guide that does this beer scene justice. "Intrepid"? That's a good word. "Funny"? Hopefully sometimes. "Useful"? It had better be. Encompassing breweries, beer bars, restaurants, bottle shops, and homebrew shops (as well as plenty of other people and places that were just too cool to leave out), The Northern California Craft Beer Guide is a collection of over three hundred entries and topics highlighting the very best the region has to offer.

## Book Information

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## Customer Reviews

Ken Weaver may become to the Northern California Craft Beer Scene what Tim Zagat started out to be to the New York restaurant industry. Although there isn't a rating system yet (there never may be), Northern California Craft Beer Guide is hands down the best resource in print for the consumer who is looking for a great place to get a great beer. The book's interest is elevated by the loads of attractive photos taken by Anneliese Schmidt. Her photographs tell a story that make this book colorful and appealing. Ken Weaver's descriptors for beer and attention to style are spot on. Ken not only includes breweries in the Craft Beer Guide but other venues as well. Local bottle shops and liquor stores are catering to the aficionado by carrying quality and variety of beers. Restaurants that are in tune with the quality of beer in California and offer these spectacular beers to enjoy are also listed. Hopefully we will see more in the way of a beer list with the marketing of beers towards the restaurant industry. Markets and homebrew shops are also included in the contribution of places to purchase or brew your own. After all, if you pay attention to some of the profiles of the brewers many got their start as home brewers. Including oh yea, Ken Grossman of Sierra Nevada Brewing Company. The Guide breaks the Northern California area into regions and puts each region on a very easy to view map. Breweries are listed and numbered for easy reference. Great for pub crawl organizing or just your weekend Iron Liver Tour. Weaver recommends five to try and includes under "uncharted territory" breweries that were not open at the time of printing. This may be a good opportunity to check it out and give your feedback.

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