Beyond the Pale: The Story of Sierra Nevada Brewing Co.

Ken Grossman


DESCRIPTION

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.
KEN GROSSMAN is the founder of Sierra Nevada Brewing Co., established in 1980. Ken's passion for good beer began when a friend showed him the basics of homebrewing. He began brewing five-gallon batches of beer on his own and soon became a proficient homebrewer. In 1976, Ken opened his own store, The Home Brew Shop, and, soon after, began building a small brewery in the town of Chico, California. His goal: to brew exceptional ales and lagers. An avid backpacker, Ken named the new company for his favorite hiking grounds—the Sierra Nevada Mountains. Finally, on November 15, 1980, the Sierra Nevada Brewing Co. brewed the first batch of what would soon become a landmark in American craft brewing: Sierra Nevada Pale Ale. Today, the Sierra Nevada Brewing Co. is considered one of the premier craft breweries in the United States.

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