



# Tom Acitelli

Author of ...

**The Audacity of Hops: The History  
of America's Craft Beer Revolution**

and

**PILSNER: How the Beer of Kings  
Changed the World**

[tacitelli@gmail.com](mailto:tacitelli@gmail.com)

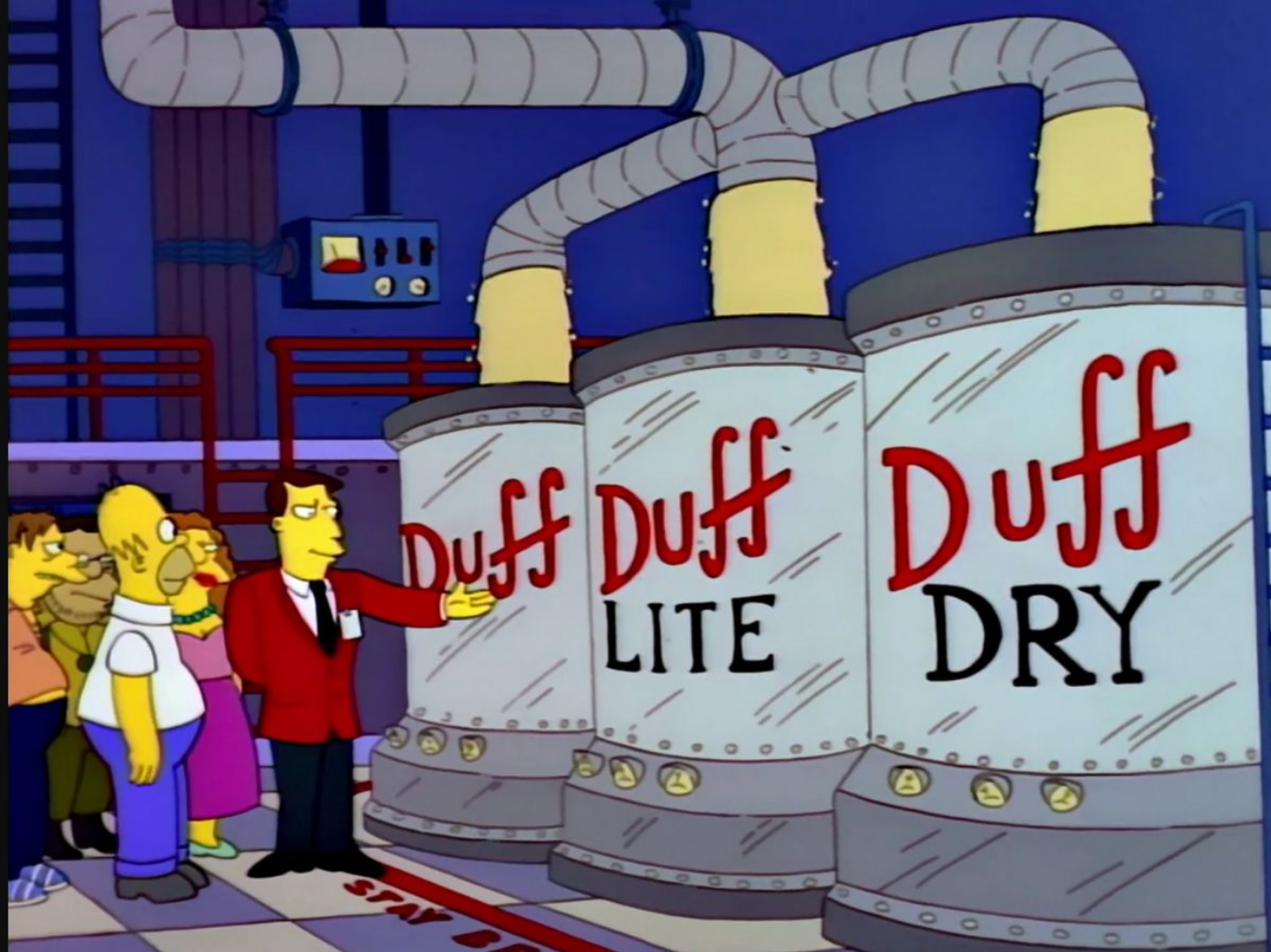


Photo: Twentieth Century Fox



Courtesy of Jack McAuliffe

Photo: Jack McAuliffe

***'I was simply extrapolating the death curve out.'***

— Bill Coors



BY MICHAEL CASTLEMAN

# THE BEER THAT'S MAKING CHICO FAMOUS



Photo: San Francisco Examiner/Ken Grossman



Photo: Anchor Brewing Company





Photo: Jay Brooks



Photo: Miller Brewing.









Photo: Byron Burch



Photo: Paddy Gunningham



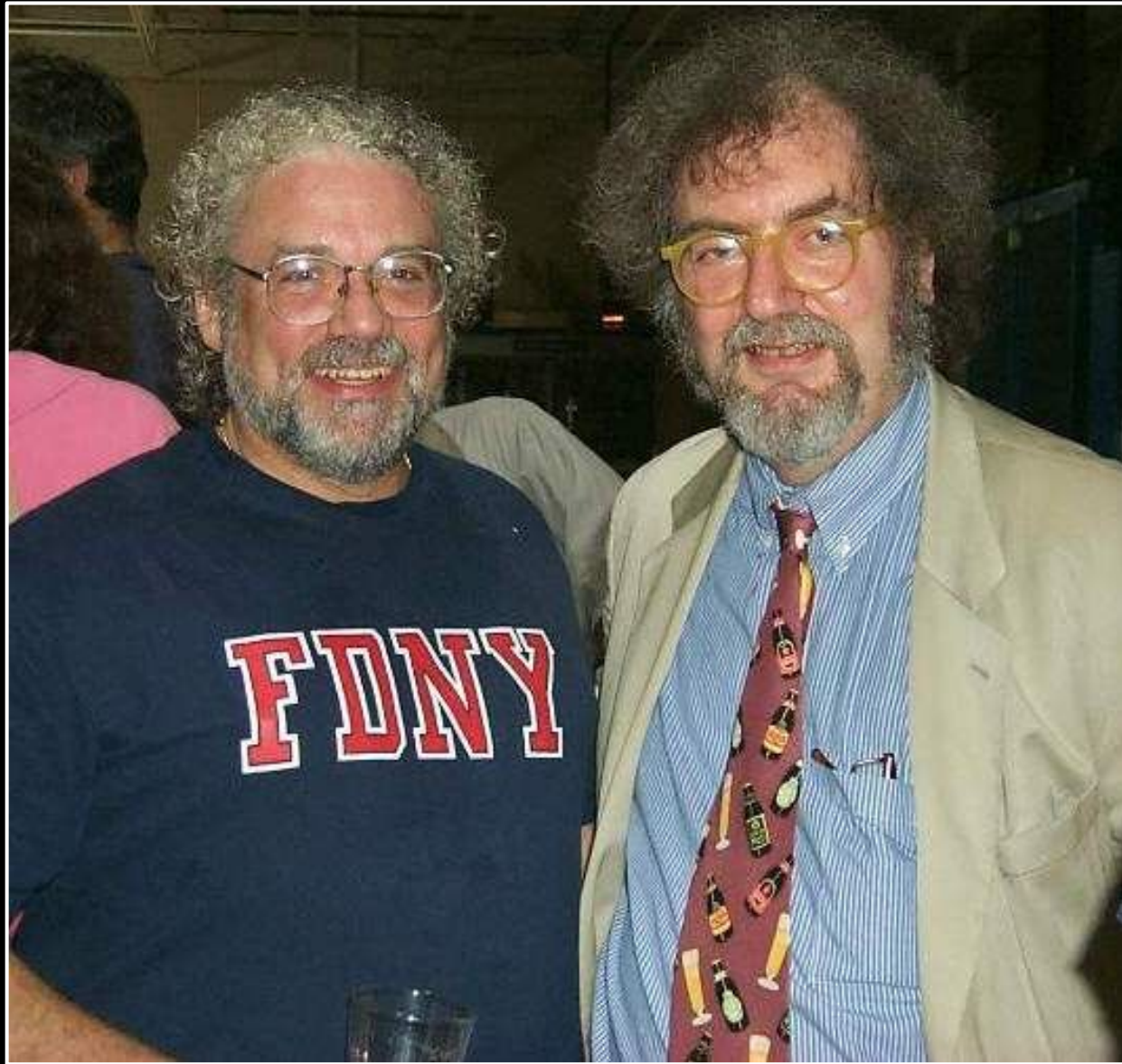


Photo: Dave Alexander

***‘If a brewer specifically has the intention of reproducing a classical beer, then he is working with a style.’***

— Michael Jackson, *The World Guide to Beer*

***‘[The World Guide to Beer] was to me like a heathen discovering the Bible. It answered all those questions that I had about top and bottom fermentation, about hops, about yeast, about the nature of beer and the history of beer, and traditions or beer and beer culture.’***

— Charles Finkel, a Seattle wine and beer merchant





Photo: Matthew Reich

***‘To sell four thousand cases per month by the end of the first operating year; six thousand cases per month by the end of the second year; and eight thousand cases by the end of the third year.’***

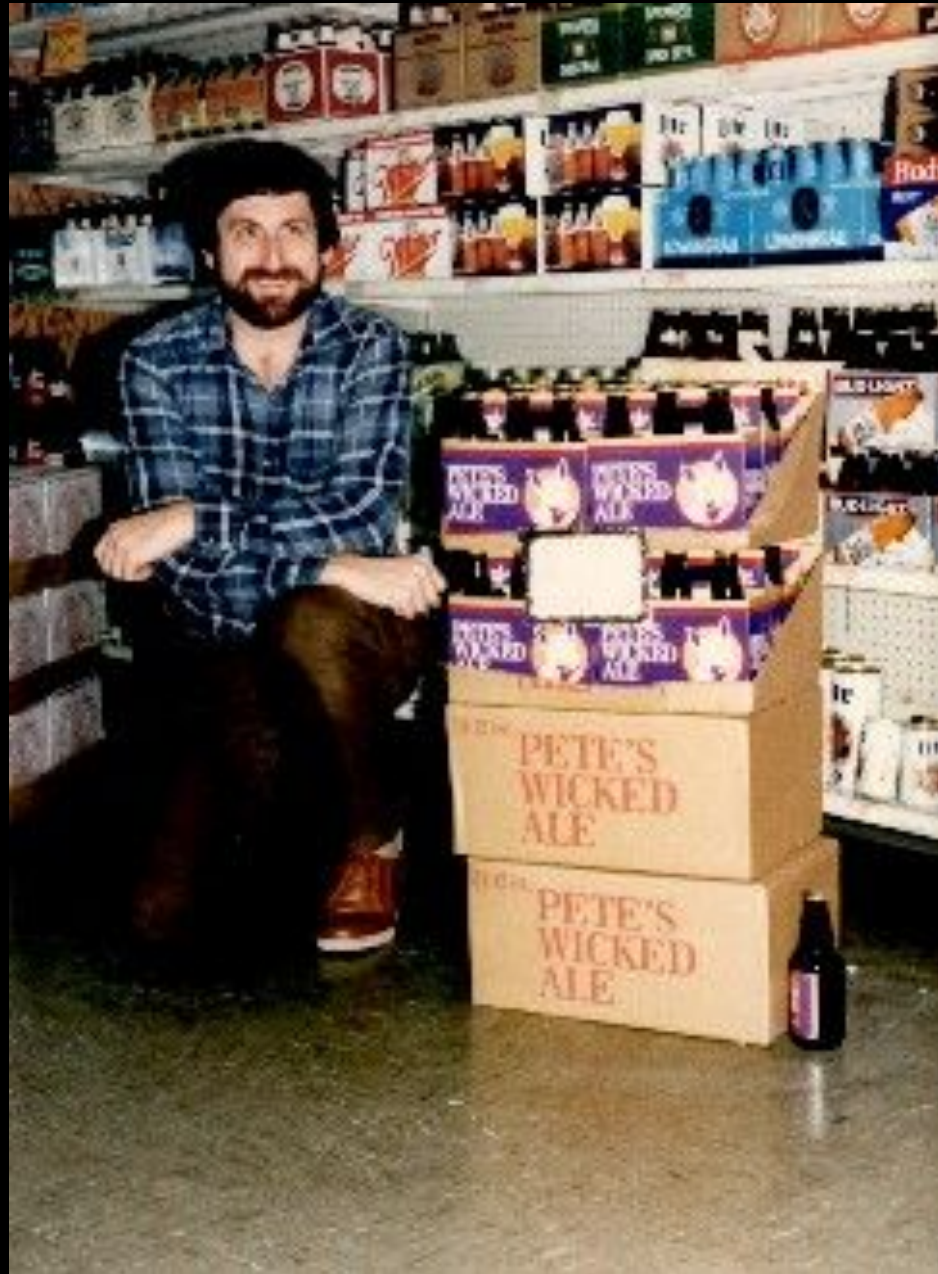


Photo: Pete Slosberg





Photo: Boston Beer Company

***‘Contract brewing is the cocaine of the beer business. People who do it deny that they do it; then, when confronted with it, they say they’ve got it under control.’***

— Paul Shipman, co-founder of the Redhook Brewery



Photo: D.L. Geary Brewing Co.



*'The selection is mind-boggling - Seismic Ale and Earthquake Pale, Red Fox or Goat's Breath Bock. They're called craft brews, or microbrews, because, we're told, the beer is made carefully one small batch at a time.'*

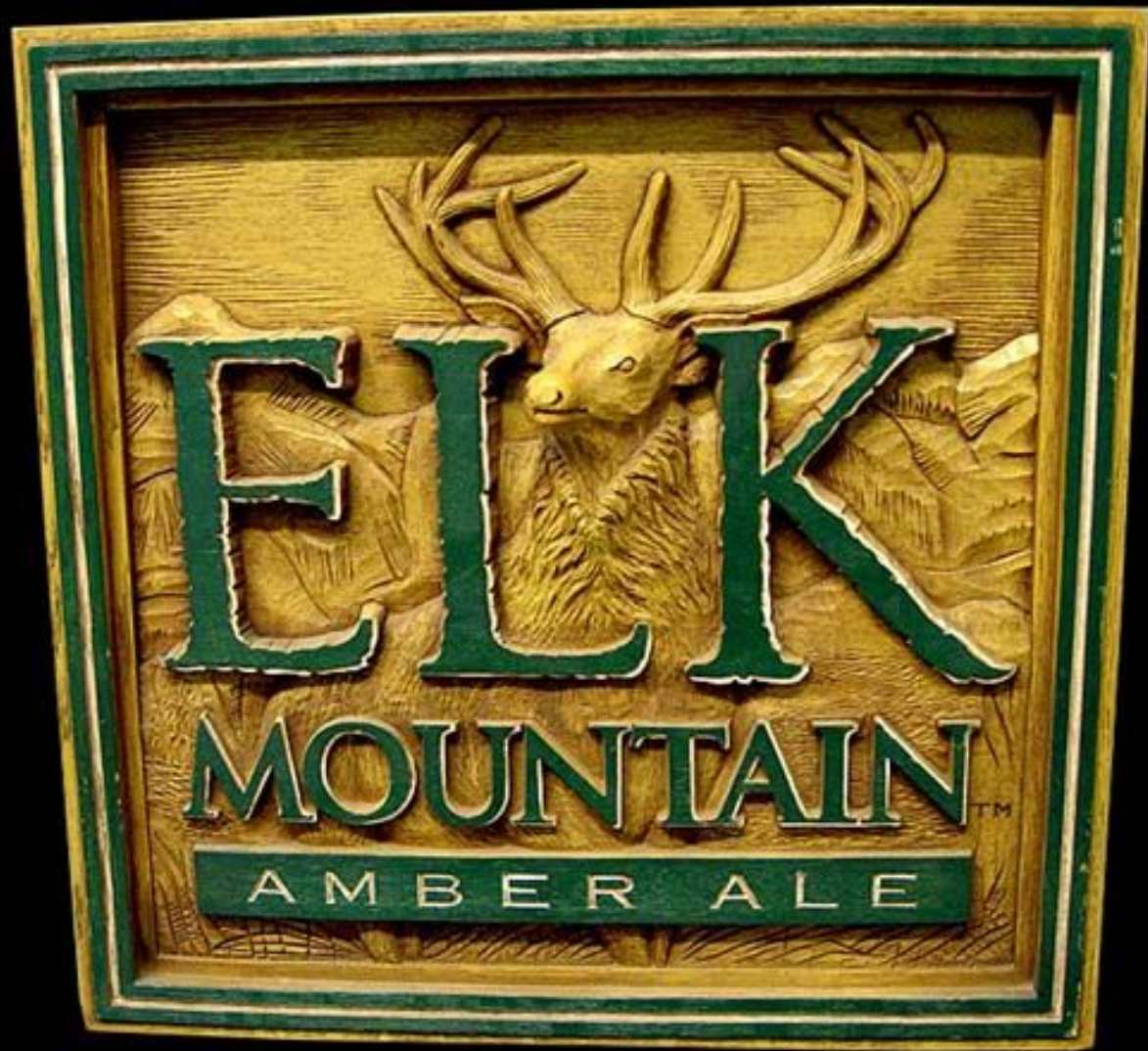


Photo: Anheuser-Busch

***“Record Sales Seen for Beer”***

— Associated Press, December 27, 1990





Photo: Coors Brewing Co.





Photo: Coors Brewing Co.





Photo: Redhook



***‘Now the Glass Is Half-Empty;  
Microbreweries in the Slow Lane’***

— *The New York Times*, May 30, 2000



Photo: Associated Press





***'Craft Beer Is the Strangest, Happiest Economic  
Story in America'***

— *The Atlantic*, January 19, 2018

***'Craft Beer Industry Continues To Surge'***

— CNBC, March 27, 2012

***‘Is Vermont becoming the Napa Valley of beer?’***

— *The Washington Post*, September 7, 2017





Photo: Brewers Association





Photo: Wikipedia Commons

*Quality*

*~ and ~*

*Potential*