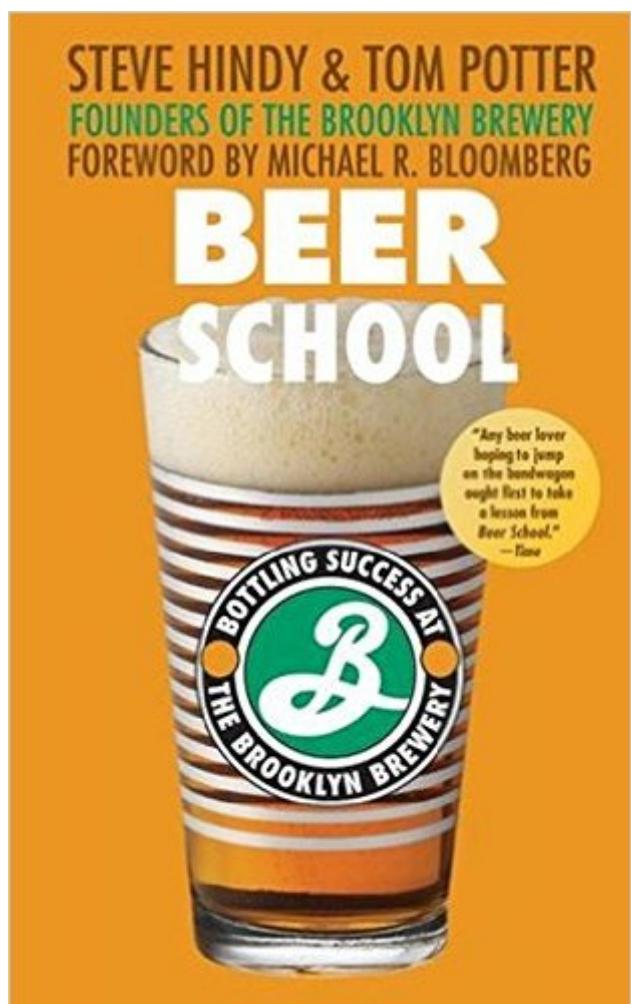


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# Beer School: Bottling Success At The Brooklyn Brewery



## Synopsis

What do you get when you cross a journalist and a banker? A brewery, of course. "A great city should have great beer. New York finally has, thanks to Brooklyn. Steve Hindy and Tom Potter provided it. Beer School explains how they did it: their mistakes as well as their triumphs. Steve writes with a journalist's skepticism-as though he has forgotten that he is reporting on himself. Tom is even less forgiving-he's a banker, after all. The inside story reads at times like a cautionary tale, but it is an account of a great and welcome achievement." â "Michael Jackson, The Beer Hunter(r) "An accessible and insightful case study with terrific insight for aspiring entrepreneurs. And if that's not enough, it is all about beer!" â "Professor Murray Low, Executive Director, Lang Center for Entrepreneurship, Columbia Business School "Great lessons on what every first-time entrepreneur will experience. Being down the block from the Brooklyn Brewery, I had firsthand witness to their positive impact on our community. I give Steve and Tom's book an A++!" â "Norm Brodsky, Senior Contributing Editor, Inc. magazine "Beer School is a useful and entertaining book. In essence, this is the story of starting a beer business from scratch in New York City. The product is one readers can relate to, and the market is as tough as they get. What a fun challenge! The book can help not only those entrepreneurs who are starting a business but also those trying to grow one once it is established. Steve and Tom write with enthusiasm and insight about building their business. It is clear that they learned a lot along the way. Readers can learn from these lessons too." â "Michael Preston, Adjunct Professor, Lang Center for Entrepreneurship, Columbia Business School, and coauthor, The Road to Success: How to Manage Growth "Although we (thankfully!) never had to deal with the Mob, being held up at gunpoint, or having our beer and equipment ripped off, we definitely identified with the challenges faced in those early days of cobbling a brewery together. The revealing story Steve and Tom tell about two partners entering a business out of passion, in an industry they knew little about, being seriously undercapitalized, with an overly naive business plan, and their ultimate success, is an inspiring tale." â "Ken Grossman, founder, Sierra Nevada Brewing Co.

## Book Information

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## Customer Reviews

Just from a title perspective, this book was too good to pass up... Beer School: Bottling Success at the Brooklyn Brewery by Steve Hindy and Tom Potter. But even better, the book delivers the goods on a number of levels. One of the most enjoyable business book reads I've had in awhile...Contents: Steve Tells How Choosing a Partner Is Like a Second Marriage; Steve Discusses the Importance of Building a Solid Team; Tom Talks about Creating the Business Plan - A Money-Raising Tool and More; Tom Asks, "What's the True Mission of the Business?"; Steve Discusses the Keys to Successfully Motivating Employees; Tom Tells the Story of Their Dot-Com Revolution - Fishing for Finance and Failing; Steve Talks about Building a Brewery in Brooklyn; Steve Discusses Publicity - The Press Wants You!; Steve Reveals How the Revolution Kills Its Leaders First; Tom Talks about Cashing Out and Reinventing the Business, Again; Tom Wants to Know If You Have What It Takes; Timeline; IndexHindy was a foreign correspondent for a news agency, and Potter was an executive at a bank, but both felt as if they wanted to do something different in their lives. Their love of home-brew beer gave Hindy the idea of starting a brewery in their hometown of Brooklyn, a city rich with brewery history. Potter was less convinced about the whole project until he visited a homebrewer's convention in 1986. This was right at the start of the microbrew phenomenon, and they decided to seriously pursue their dream. The book chronicles their work from 1986 through 2005, while also distilling what they learned about entrepreneurship along the way. And since this is beer "school", each chapter ends with them giving themselves a grade on how they did in that particular area.

By nature, I am not a "reader"... I have a large stack of books that I've picked up over the years to pacify me while traveling. Most still have their respective airline ticket stubs safely marking the spot where I left off reading. So yes, it's a tad ironic that I'm now leaving a book review here... However, I read this cover-to-cover in two (long) evenings (that alone will tell anyone that knows me that this

was a really good book!) so I'm at least qualified to comment on THIS one. I've homebrewed for a couple of years and am in the early stages of investigating the feasibility of trying to make a living out of brewing. The story in the book really struck close to home for me... My potential partner and I work in fields that really couldn't be further from the brewing industry, much like the authors. While I know that the odds are against us, it was refreshing to read a story of someone that took a swing at it and hit a home run. The book is by no means a step-by-step business plan for starting a brewery. It is much more a story of the trials and tribulations that faced them as they progressed from a crazy dream to a crazy success. It's a story about partnership. It's a story about taking a leap of faith. So don't purchase it expecting a step-by-step recipe for you to go out and quit your day job, but do purchase it and expect a general high-level look at starting a brewery, some good general business ideas that you may not have thought of, and a good story to tie it all together. I found it to be a very honest, open story... The authors take turns writing chapters, and there were at least a couple of times that they were so honest that I caught myself thinking "Jeez, I'm pretty sure that the other guy's going to read this..."

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