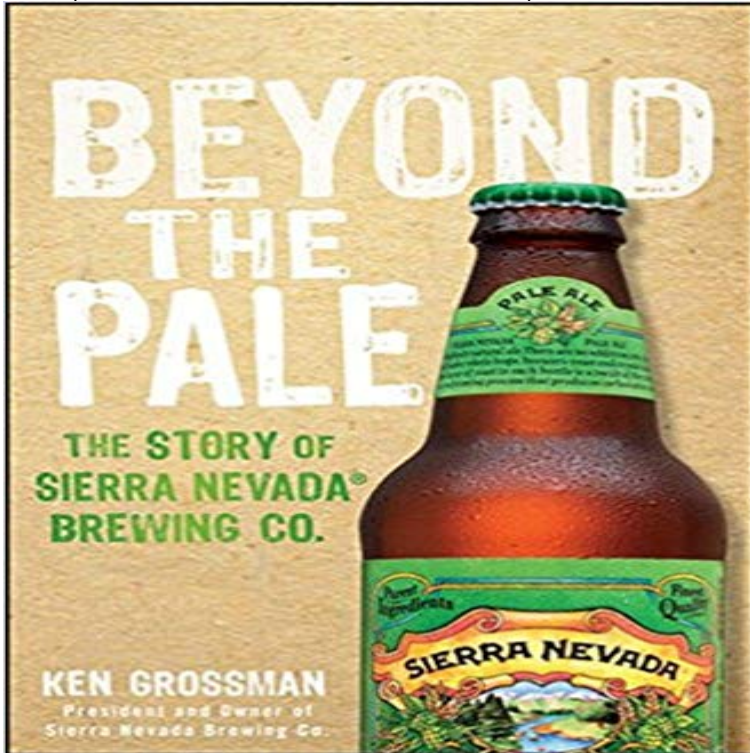


Beyond the Pale: The Story of Sierra Nevada Brewing Co.



Personal tales of perseverance and beer making from the founder of Sierra Nevada Brewing Co. Beyond the Pale chronicles Ken Grossmans 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 Grossmans unique approach to making and distributing one of Americas 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 ones passion, and doing things the right way. Details Grossmans 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.

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