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Beam, Straight Up: The Bold Story of the First Family of Bourbon (Hardback)

By Fred Noe, Jim Kokoris

John Wiley Sons Inc, United States, 2012. Hardback. Condition: New. 1. Auflage. Language: English . Brand New Book. An insider s look at the Jim Beam brand, from a 7th generation Master Distiller Written by the 7th generation Beam family member and Master Distiller, Frederick Booker Noe III, Beam, Straight Up is the first book to be written by a Beam, the family behind the 217-year whiskey dynasty and makers of one of the world s best-selling bourbons. This book features family history and the evolution of bourbon, including Fred s storied youth growing up Beam in Bardstown, Kentucky; his transition from the bottling line to renowned global bourbon ambassador; and his valuable business insights on how to maintain and grow a revered brand. * Includes details of Fred Noe s life on the road, spreading the bourbon gospel * Describes Fred s journey to becoming the face of one of America s most iconic brands * Shares a simple primer on how bourbon is made * Offers cocktail and food recipes For anyone wanting a behind the scenes look at Jim Beam, and an understanding of the bourbon industry, Beam, Straight Up will detail the family business, and its...



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