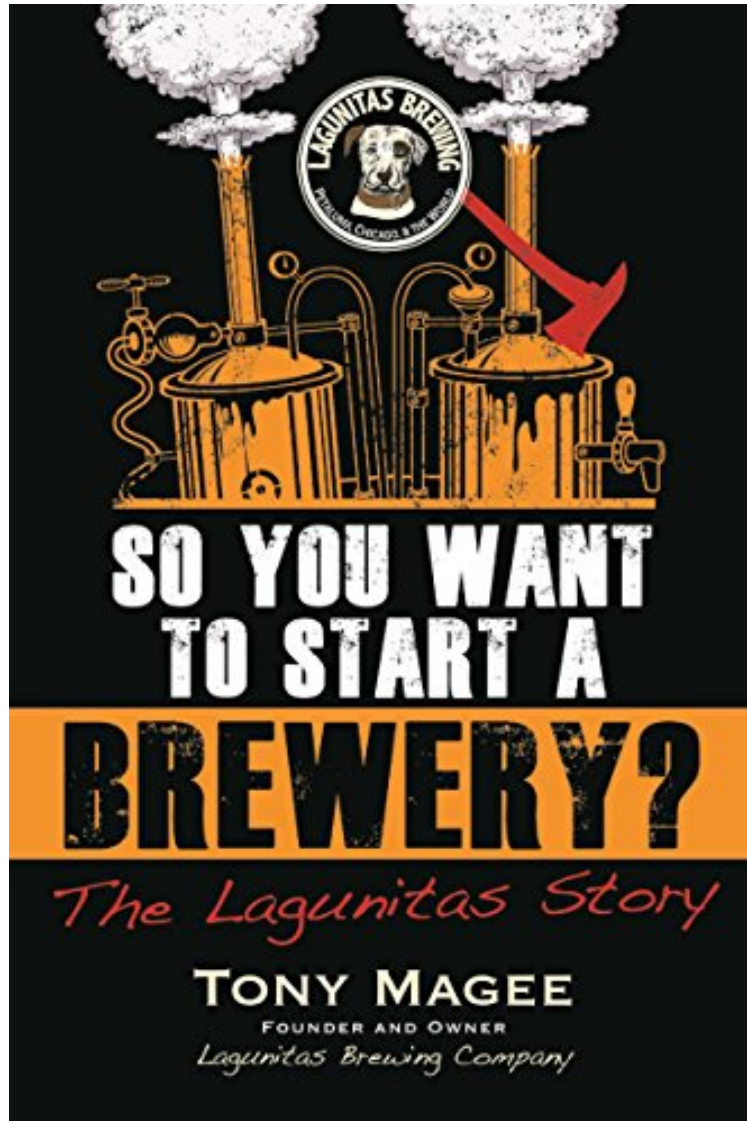


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## So You Want to Start a Brewery?: The Lagunitas Story

*Tony Magee*

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**Tony Magee : So You Want to Start a Brewery?: The Lagunitas Story** before purchasing it in order to gage whether or not it would be worth my time, and all praised So You Want to Start a Brewery?: The Lagunitas Story:

0 of 0 people found the following review helpful. Great book to read and it doesn't matter if you ...By AiretimeGreat book to read and it doesn't matter if you are a small time Home Brewer or a someone building a brewery or a owns larger Brewery. I found myself laughing out loud, especially Tony's description of events as I envisioning what he was trying to say. Sorry that he sold out out to AB though. Hope he writes another book soon!0 of 0 people found the following review helpful. Real world, no fluff, honest approach.By Brian PGood read of someone with a dream and the journey to fulfilling it. This is not a how-to book but there are tons of real world experience that enlightens one

looking to venture down a similar path. The stories are great and really add character. Congrats on fulfilling your dream Tony and thanks for sharing your journey. 0 of 0 people found the following review helpful. Interesting Inside Insight. By Kenny. I'm not a big reader but I am a brewer and fan of Lagunitas. So with that said I actually really enjoyed the book with its insight to the story behind Lagunitas. There were some great sections of the book that really pulled me in yet there were quite a few moments where I wondered what the hell I am reading. There were some parts that just went way off in left field...rambling without rambling. Those chapters or sections of them lost me. There were some things I would lay out differently in the book like the commentary from friends and family that are smack dab in the middle of the chapters that force you off topic of the chapter. The labels at the start of each chapter would also be better suited if they matched up with the time frame of that chapter in time. There was some jumping around that I felt was unnecessary and caused some confusion but overall pretty well written and you can tell it all came from the heart. Easy read and one of the first books I have finished in a long time. One last thing is there were some sections I would have liked to have more focus on. And don't bother reading the forward...no idea what that was all about. It kind of really sets the tone of the book way off.

*So You Want to Start a Brewery?* is the first-person account of Tony Magee's gut-wrenching challenges and heart-warming successes in founding Lagunitas Brewing Company. In just 20 years, the company has grown from a seat-of-the-pants, one-man operation to be the fifth largest—and the fastest-growing—craft brewer in the United States. This equal part memoir, narrative, and business story is an illuminating yet hilarious account anchored strongly in time and place as a one-of-a-kind, made-in-America journey that culminates with the success of one of the nation's most popular and enduring craft beer brands.