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Canned!: Artwork Of The Modern American Beer Can



Synopsis

In 2002, Oskar Blues Brewery founder and owner Dale Katechis made a decision that would have a resounding impact on craft beer manufacturing for years to come. By putting his Dale's Pale Ale, a bold and flavorful brew, in a can, he dared venture where only the big corporate brands had gone before. A decade later the canning movement is in full swing, with hundreds of craft breweries now canning their beers. This volume provides a close look at the original artwork on 600 different modern beer cans from 40 states. Get to know the story behind your favorite beer's name and can design, with examples from breweries such as Sierra Nevada, Ska, Midnight Sun, Maui, New Belgium, Oskar Blues, and nearly 200 others. The craft breweries featured in this book turned canning beer into an art form!

Book Information

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Customer Reviews

Russ Phillips is the Founder and Editor of CraftCans.com as well as a contributor and columnist for several beer-related publications both online and in print. He is a lover of all things craft beer, and an avid traveler. He lives with his wonderful wife, two great kids, and two dogs in New England. He also has way too many empty beer cans in his basement. This is his first book.

I was somewhat skeptical of this book. Its focus seemed a bit narrow. Clearly it will have appeal to a somewhat niche market; not a NYT best seller suspense novel by King, etc. However, I'm sure that was never the intention of this book. The thrust of this book is to inform; to entertain. It should find

acceptance with anyone who is a beer aficionado, any informed beer distributorship owner, or the many micro brewery brewmasters and their apprentices, or anyone else who loves the bubbly, hoppy, golden elixir that is beer. Not too long ago canned beer was looked down upon as the cheaper version of "real" beer. This volume puts that old idea to rest. Canned beer has emerged from "stepchild" status to the current acceptance as a legitimate, full flavored product. Well done, Russ!

Perfect coffee table book. Must have for craft beer lovers. Beautiful graphics and concise, informative can descriptions. I learned a lot about local breweries I didn't even know existed! I hope there's a sequel!

Thank You

This is an awesome book, I feel like everybody needs a copy. I make cans for a living and I'm a fan of craft beers so this book allows me to see the cans I don't make and be able to share stories with family and friends either about cans I make or beers I drink. Plus being able to see all the different graphic ideas in one book is basically mind blowing.

Picked it up for a beer fanatic friend, might just have to get another for my coffee table. Nice conversation piece, filled with artwork & info!

A great coffee table book. Crisp graphics and informative captions. If you enjoy beer and/or graphic design, this is a fun book to flip through.

Vivid pictures, interesting facts, and a fun book to sit down and look at it. Beer and art lovers will both love this book!

Interesting book

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