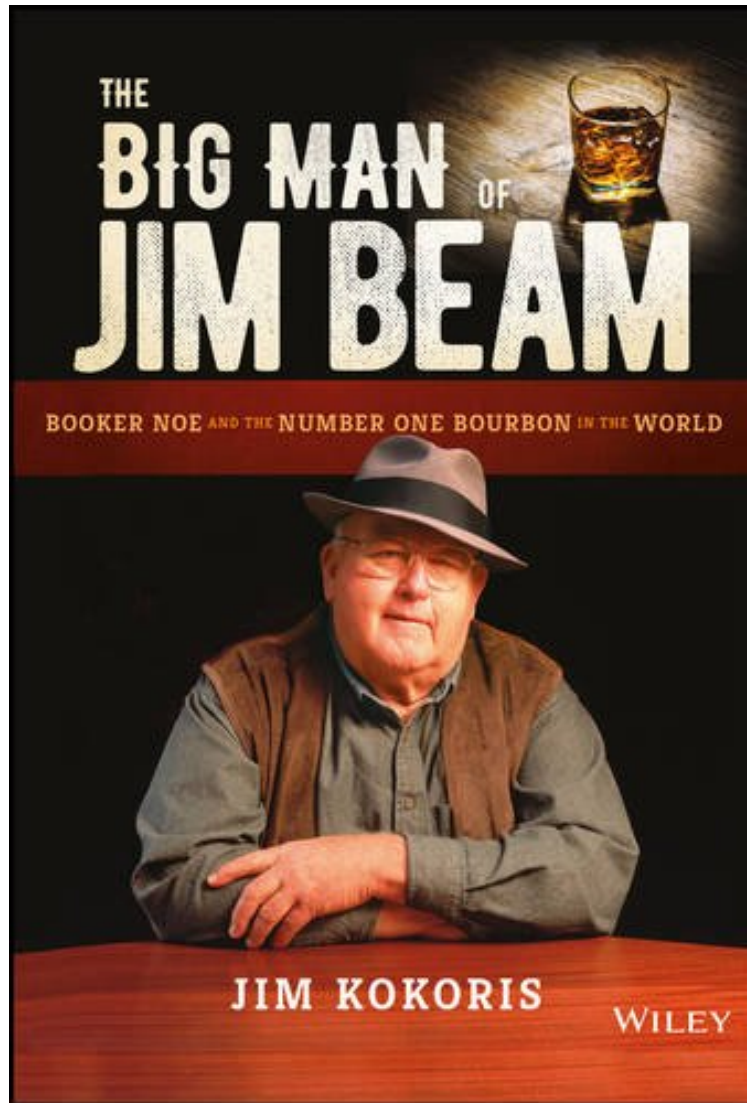


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Jim Kokoris

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Jim Kokoris : The Big Man of Jim Beam: Booker Noe And the Number-One Bourbon In the World before purchasing it in order to gage whether or not it would be worth my time, and all praised The Big Man of Jim Beam: Booker Noe And the Number-One Bourbon In the World:

0 of 0 people found the following review helpful. Jim Beam booksBy Kathy RatliffThanks these were for Christmas presents! My husband is the warehouse manager there,,,,MERRY Christmas!!1 of 1 people found the following review

helpful. Great story, mediocre telling. By Joanna D. Wish this was not written by a hack ghost writer. Yeah, I said that. Jim Korkoris specializes in memoirs of memorable people, but his writing is mediocre. The anecdotes in this book start--but they're over before you have a chance to savor them. Then it's on to the next little tale, with facts larded here and there so you feel you've learned something about bourbon. But it's like making a meal of those little nothings they start the party with, and then finding out, that was it, there's no main course and you really didn't appreciate artichoke paste on water biscuits and parmesan crisps as a repast. Booker Noe was the grandson of Jim Beam, the reknown distiller and his life was as large as the market he created for the signature whiskey of our American South. Bourbon is a passion not only now in the US, but worldwide--popular in whiskey-mad Japan (and ha, Jim Beam is owned by whiskey giant Suntory), Australia and even the UK, where they have the very tears of Prometheus dripping eternally from Scotland. Even the redoubtable "M" (played by Judy Dench, in *Casino Royale*) preferred bourbon as a tittle. How Booker got to suss out the market and seemingly insatiable demand these days for bourbon is interesting. I just wish the writing were not slapdash. As in "only my refined pallet"--and other gaffes that a critical reader could have caught but Spell Check blithely assumes you meant something like teakwood, tung-varnished platforms holding your whiskey cases. So read it, and learn a bit about Jim Beam, Booker Noe, bourbon but don't expect a really great book. 0 of 0 people found the following review helpful. Humorous, delivered in deadpan style over probably too many pages. By Greeny The point in this narrative is that the personality of the brand, Booker Noe, is an "everyman" - an ordinary individual in at least some respects. He enjoyed the things people tend to enjoy in an unpretentious way. The food and cocktail recipe section is serious content. I think Booker Noe demonstrated a certain wisdom in playing the role of a figurehead without letting it go to his head. Those behind the brand who pushed for profits were referred to as "the suits in Chicago." Booker is presented as almost the brand's mascot. He's the guy who'll be quoted in the book as saying that the bourbon is strong. And there's a cute story about one of the Jim Beam guys bringing a ham into a restaurant and so the waiter objects since customers aren't supposed to bring their own food in. The guy toting the ham points to Booker and the waiter feigns intimidation and joins in on the humor. We love Booker because he's fun and down to earth, and he makes us feel connected even to each other. I enjoyed the basic idea yet think the narrative was overly long. More information would have been required to do something different but I think the recipe section helps.

Lessons on product, quality, innovation, and longevity from the "First Family of Bourbon" *The Big Man of Jim Beam* delves into the life and times of legendary distiller F. Booker Noe III, grandson of Jim Beam and father of the bourbon boom. A true American original who left his mark on everything he did and everyone he met, this charismatic, opinionated man turned the Jim Beam company into the world's largest bourbon distillery and secured his product's place in the cultural psyche. This book tells his story, from growing up in the "First Family of Bourbon" to becoming master distiller, offering insights and guidance for creating brands and products that stand the test of time. His commitment to innovation and quality earned him legendary status and tremendous business growth; the discussion keys in on some of his most prized creations, including one of the first super-premium bourbons on the market, and the small batch collection that laid the groundwork for bourbon's modern resurgence. Jim Beam is a distinctly American brand that has tapped into the collective consciousness and leveraged vision into growth. This book tells the story of the man behind the brand, and his approach to his work, his product, his company, and his people. Read colorful stories about growing up as "bourbon royalty" Trace Booker's journey from apprentice to world's largest bourbon distiller Learn how innovation and a commitment to quality delivers product longevity Gain deep, personal insight on creating a brand that becomes a legend Booker was the sixth generation of the Beam family to make bourbon, and he grew an empire. Driven by commitment, vision, and a singular sort of ambition, his success offers many lessons to anyone in business. *The Big Man of Jim Beam* tells the story, and digs out the wisdom and insight from this legendary leader.

From the Inside Flap "Making whiskey wasn't a job to him, it was a calling," Fred Noe writes in the Foreword about his father, the legendary master distiller Booker Noe. As the grandson of Jim Beam, it may seem logical for Booker to step in and run the family business. What could be easier than inheriting a bourbon empire? *The Big Man of Jim Beam* shows you no silver spoon came in Booker's tumbler as it unwinds the story of how a Kentucky boy, through hard work and perseverance, found his destiny leading an aging family business and in the process, revitalized an entire industry. The author who first shined a light on Fred Noe in *Beam, Straight Up*, now goes back a generation to examine the remarkable life of Booker Noe, whose name decorates the Boston, Kentucky distillery he helped build with his "Uncle Jere," T. Jeremiah, the only son of Jim Beam. From Plant Number Two, as it was originally called, Booker filled orders the main plant couldn't handle and soon started outpacing its production numbers. Through firsthand family stories, you get to know the hard-working man who learned how to distill bourbon from grain to barrel to bottle and then went beyond to do it better, even if it meant just one-tenth of a percent better. Without formal training in business, Booker instinctually learned and lived by the principles followed by the most successful business leaders to overcome such setbacks as significant inventory loss during the Kentucky tornado of '74 and a twenty-year market decline when the world lost interest in America's native spirit. Illustrative accounts of Booker's passion for

making bourbon give you an insider's look at the complete process, including what happened on the fifth floor of the rack house in Plant Number Two to usher in the current bourbon boom with: Booker's Bourbon, uncut and unfiltered, just like the man himself The bourbon trio, Knob Creek, Basil Hayden's, Baker's, part of the original Small Batch Collection The Big Man himself, an American original who became an ambassador for his brands To make the best bourbon in the world, Booker Noe needed to redesign a dilapidated distillery, and The Big Man of Jim Beam shows you how he did both. From the Back Cover Praise for The Big Man of Jim Beam "The Big Man of Jim Beam, is a no-nonsense account of the life of Jim Beam's grandson, Booker Noe. Noe's uninhibited character is revealed with poise, honesty and precision throughout the book. Noe would expect his biography to be as uncut and unfiltered as his favorite whiskey, Booker's Bourbon. Kokoris delivers." —F. Paul Pacult Author of American Still Life: The Jim Beam Story and the Making of the World's #1 Bourbon; Editor, F. Paul Pacult's Spirit Journal "Kokoris' stories brought a little bit of Booker back for me. He was real and real easy to like. This book lets Booker be Booker, which is all that is necessary." —Chuck Cowdery Author of Bourbon, Strange: Surprising Stories of American Whiskey, he can be found at bourbonstraight.com "Without Booker Noe, bourbon never makes its comeback. He was whiskey's first rock star and this is his story." —Fred Minnick Author of Bourbon: The Rise, Fall Rebirth of American Whiskey About the Author Jim Kokoris is spokesperson and publicist for the Beam family, and a longtime family friend. He traveled extensively with Booker Noe for more than ten years while he conducted bourbon tastings and supported the launch of the Knob Creek and the Small Batch Bourbon Collection. He is coauthor with Fred Noe of Beam, Straight Up, and author of four novels, including It's. Nice. Outside, The Pursuit of Other Interests, Sister North, and The Rich Part of Life.