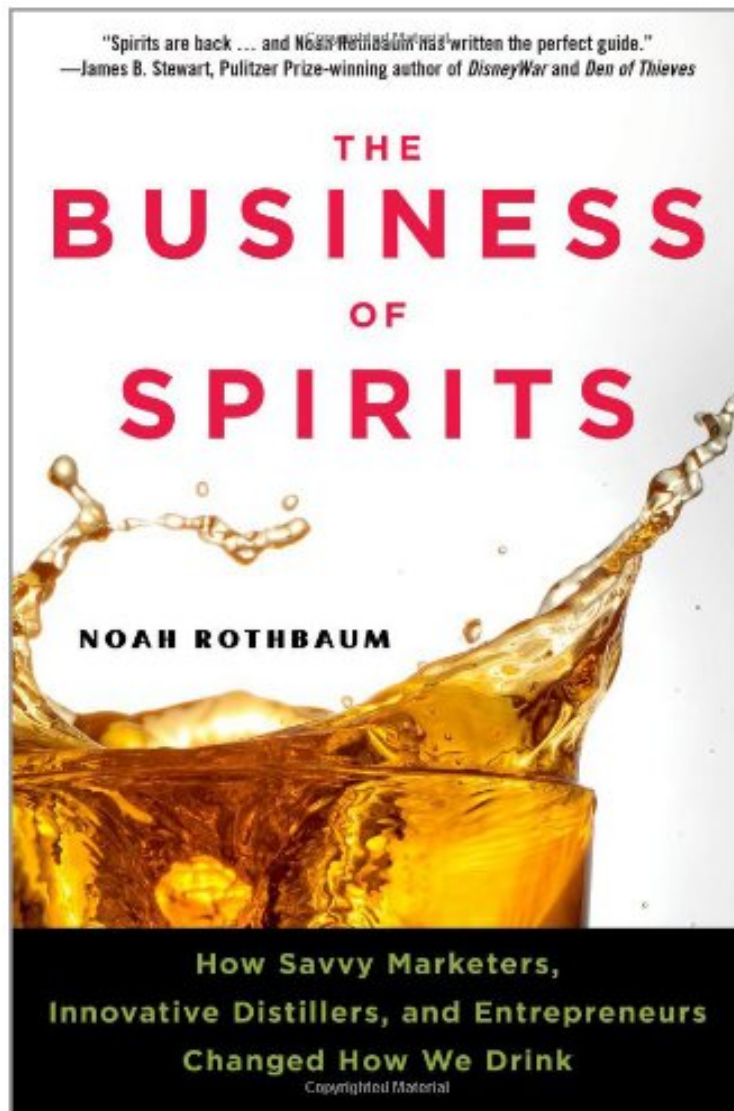


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# The Business of Spirits: How Savvy Marketers, Innovative Distillers, and Entrepreneurs Changed How We Drink

Noah Rothbaum

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Noah Rothbaum : The Business of Spirits: How Savvy Marketers, Innovative Distillers, and Entrepreneurs Changed How We Drink before purchasing it in order to gage whether or not it would be worth my time, and all praised The Business of Spirits: How Savvy Marketers, Innovative Distillers, and Entrepreneurs Changed How We Drink:

7 of 7 people found the following review helpful. It's easy to see a lot of hard work went into this book. By Stephen Visakay. It's easy to see a lot of research and hard work went into this book. It's insightful, interesting and fun to read. Lots of great interviews. enjoyable reading of How why the cocktail has made a comeback in the last few years. An insiders look at the big business of Spirits. Fascinating to see how Premium spirits were created and how they have become a significant part of our cocktail culture. An intriguing read all the way. stephen visakay, author Vintage Bar Ware, collector books, 1997 founding member The Museum of the American Cocktail. 2 of 2 people found the following review helpful. interesting read. By Edward A. Palmer. The book is a quick read on how the liquor industry really works. I found it interesting, engaging, and attention holding. 3 of 5 people found the following review helpful. Not a how-to guide. By Anthony Witecki. Good book; interesting read. However, I was expecting (for some reason) that this would be more of a how-to guide. I thought it might help the reader navigate some of the laws, marketing challenges, etc. To some extent, it provides some ideas, but falls short of being the guide I had expected it to be. More of a history book.

Walk into a liquor store today and you will be faced with an unprecedented variety of vodka, gin, whisky, cognac, rum and even tequila. In the past decade, the amount of spirits sold in bars, stores and restaurants has climbed nearly sixty percent. Celebrating the acumen of the businessmen and craftsmen responsible for this phenomenal sales growth, *The Business of Spirits: How Savvy Marketers, Innovative Distillers, and Entrepreneurs Changed How We Drink*, is a cocktail of history and insight into a rapidly growing industry. Journalist Noah Rothbaum takes readers from the cellars of Cognac, France, to the Scottish Highlands to the agave fields of Mexico to find out what's now driving this age old industry. The book explores new production techniques, cutting-edge marketing campaigns and introduces a new crop of crafty entrepreneurs.

From Publishers Weekly. In this slim book, journalist Rothbaum explains how the liquor business has engineered a new golden age. As with so many industries, conglomerates have soaked up the small distilleries, improving global distribution, while increasing connoisseurship spurred partly by pop culture vehicles like *Sex and the City* has turned on consumers to super-premium vodkas and rum distilled from hand-harvested sugarcane. Among those he profiles is impresario Sidney Frank, who transformed Jagermeister from an obscure herbal elixir to frat-boy staple, and opened his Grey Goose vodka distillery not in Russia, Poland or Scandinavia but in France's Cognac region, gaining easy access to excellent water, local distilling expertise and a unique and luxurious-sounding provenance. He eventually sold the brand to Bacardi for more than \$2 billion, but not before me-too brands popped up to lure imbibers, with ever more complex backstories and filtration processes, not to mention flashier bottles for the tasteless spirit. Rothbaum devotes a chapter to applauding the revival of the pre-prohibition craft of quality cocktails, a trend distillers celebrate as well. The text is sprinkled with informative sidebars; perhaps too many, given its slender size; like a guide to artisan cocktail bars in New York, London and Prague, and a thumbnail history of rye whiskey. An industry cheerleader, Rothbaum tells his story well, but it could have benefited from more social context regarding the roots of today's hard alcohol renaissance. (Sept. 4) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. About the Author. For over five years, Noah Rothbaum wrote for *SmartMoney* *The Wall Street Journal Magazine*. He has also written about spirits for *Money*, *Forbes.com*, the academic food journal *Gastronomica* and the trade publications *Beverage Media* and *Beverage Dynamics*. His work has also appeared in the *New York Times*, *The Wall Street Journal*, *Food Wine*, *Food Arts*, *O, The Oprah Magazine*, *Esquire*, *Details*, *Fortune* *Small Business* and *Life*.