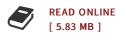




Beam, Straight Up: The Bold Story of the First Family of Bourbon (Hardback)

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...



Reviews

A must buy book if you need to adding benefit. it absolutely was writtern very properly and valuable. I found out this book from my i and dad advised this ebook to find out.

-- Amanda Larkin

The book is straightforward in go through easier to recognize. it was actually writtern extremely perfectly and useful. I am very happy to explain how this is actually the greatest publication i have read through within my individual life and might be he finest ebook for actually.

-- Gladys Conroy

Relevant PDFs



Caveman Farts: The Story of the First Stinky Fart

Createspace, United States, 2013. Paperback. Book Condition: New. 222 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****. FREE Audiobook Inside! That s right. For a limited time you can download a FREE bonus MP3 audiobook version of J.B....



James Dixon's Children: The Story of Blackburn Orphanage

Fleetfoot Books,a division of Gazelle Book Services Ltd. Paperback. Book Condition: new. BRAND NEW, James Dixon's Children: The Story of Blackburn Orphanage, Melanie Warren, James Dixon, born in 1855, was the founder of Blackburn Orphanage. A contemporary of Dr Barnardo, during his...



Weebies Family Halloween Night English Language: English Language British Full Colour

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand ******. Children's Weebies Family Halloween Night Book 20 starts to teach Pre-School and Junior Children how to read with this...



The Story of Patsy (Illustrated Edition) (Dodo Press)

Dodo Press, United Kingdom, 2007. Paperback. Book Condition: New. Illustrated. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Kate Douglas Wiggin, nee Smith (1856-1923) was an American children s author and educator. She was born in...



Little Girl Lost: The True Story of a Broken Child

HarperCollins Publishers. Paperback. Book Condition: new. BRAND NEW, Little Girl Lost: The True Story of a Broken Child, Mia Marconi, The fourth in a series of true short stories from foster carer Mia Marconi. Kira first came to foster carer Mia Marconi's...



All My Fault: The True Story of a Sadistic Father and a Little Girl Left Destroyed

Ebury Publishing. Paperback. Book Condition: new. BRAND NEW, All My Fault: The True Story of a Sadistic Father and a Little Girl Left Destroyed, Audrey Delaney, 'I could see what he was doing to the other girls because he had been doing...