

HEAVEN KNOWS WHEN YOU'LL NEED IT!

BEHIND THE COUNTER,
ON THE FLOOR,
IN YOUR BASEMENT,
AT THE BAR,
IN THE BEER COOLER.

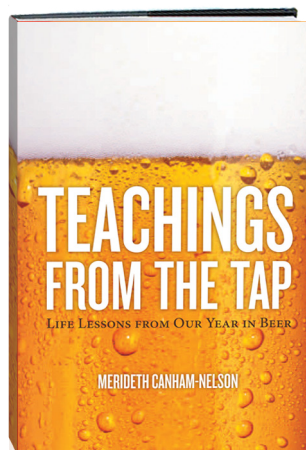
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EDITOR'S PICK INFORMATION

TEACHINGS FROM THE TAP: LIFE LESSONS FROM OUR YEAR IN BEER



For many people, traveling to new places often includes a visit to the local pub or brewery. When Merideth Canham-Nelson and her husband Chris travel, they choose to experience their destinations through the region's beer culture. The first beer travel book authored by a female, *Teachings From The Tap: Life Lessons From Our Year in Beer* is Meredith's first-hand account of her beer adventures. After nearly 20 years of visiting breweries as a hobby, Merideth Canham-Nelson and her husband

Chris embarked on a year-long journey to discover the world through beer culture. Aiming to fulfill their fantasy of becoming professional beer travelers, the couple spent a year visiting a major beer event or destination each month. Narrated in the first person, the book is a detailed account with one-of-a-kind stories that cover the range of emotions created by interesting encounters and new experiences. Their epic adventure included three hundred pints of beer, ninety breweries, seven countries, four of the world's best beer festivals, and of course, life lessons. It is written to appeal to beer enthusiasts and hobby travelers alike. The author is one of the most experienced female beer travelers in the world, having visited over 700 breweries in the United States, Canada, Western Europe, and Australia. The beer exploits of Merideth and her husband are chronicled through travelogues and videos on the website thebeergeek.com. *Teachings from the Tap* is also available on the website and at amazon.com. Suggested retail is \$16.

BEER REPORT AT PRESS TIME

SMALL BREWERS MAKE IT BIG

Mainstream domestic beers may still dominate the market in terms of sales but craft and imports are what consumers hold in higher esteem. Harris Interactive, a market and research firm recently released the results of its annual poll, which examines the health of over 1500 brands and analyzes responses from over 38,000 consumers across multiple consumer goods categories. The Harris Interactive Poll judges how well-perceived brands are amongst consumers by analyzing elements of familiarity, quality and purchase considerations. According to the company, "The stronger the brand, the greater the bond." And in the beer category, it was craft and import brands taking top honors away from brands like Budweiser and Coors. Yuengling Traditional Lager nabbed the top spot with Blue Moon and Sierra Nevada Pale Ale trailing close behind in 2nd and 3rd respectively. Also making the list was Samuel Adams, in the 6th position.