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"Josh Noel has accomplished the very rare trick of telling a fascinating story that reveals the larger world it inhabits—in this

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case, how craft beer went from underdog to unlikely sensation.

Barrel-Aged Stout and Selling Out: Noel, Josh ...

Roughly divided in two equal parts the first part, 'Barrel-Aged Stout' deals about Goose Island, AB InBev and beer in general pre-takeover, the second part, 'Selling Out' post-takeover. While the focus in part one lies on the origin story of Goose Island, the rise of this iconic brewery didn't happen in a vacuum.

Barrel-Aged Stout and Selling Out: Goose Island, Anheuser ...

Barrel-Aged Stout and Selling Out is deeply reported and always a delight to read." —Jonathan Eig, author of Ali and Luckiest Man "Josh Noel has accomplished the very rare trick of telling a fascinating story that reveals the larger world it inhabits—in this case, how craft beer went from underdog to unlikely sensation.

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Barrel-Aged Stout and Selling Out: Goose Island, Anheuser ...

Barrel-Aged Stout and Selling Out is a book about Goose Island, Anheuser-Busch and craft beer.

Josh Noel

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Barrel-Aged Stout and Selling Out : Goose Island, Anheuser ...

Barrel-Aged Stout and Selling Out. If you can't beat 'em, buy 'em. For Anheuser-Busch InBev, the biggest of "big beer," that's how it's built a sizable craft beer portfolio. It started in 2011 with

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the purchase of Goose Island Brewing Co., which author Josh Noel details in his well-written and thoroughly researched book Barrel-Aged Stout and Selling Out.

Barrel-Aged Stout and Selling Out - Utah Beer News

Barrel-Aged Stout and Selling Out. : Josh Noel. Chicago Review Press, Jun 1, 2018 - Business & Economics - 400 pages. 1 Review. Goose Island opened as a family-owned Chicago brewpub in the late...

Barrel-Aged Stout and Selling Out: Goose Island, Anheuser ...

Barrel-Aged Stout and Selling Out is the masterful result that happens when a proper newspaperman gets his teeth into a story. Find a copy online or at your local, independent bookseller.

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Book Review: Barrel-Aged Stout and Selling Out by Josh

...

Josh Noel is the author of "Barrel-Aged Stout and Selling Out: Goose Island, Anheuser-Busch and How Craft Beer Became Big Business" and writes about travel and beer for the Chicago Tribune.

Josh Noel

Several of San Diego-based Alesmith's barrel-aged beers could have made this list. But this Belgian-style ale—aged in American and French oak red wine barrels—is a delicious change of pace

...

25 Exceptional Barrel-Aged Craft Beers | Food & Wine

"Barrel-Aged Stout and Selling Out" is the beer version of the Bible story of David vs. Goliath — if David gave up the fight and joined the board of Goliath, Inc. Barrel-Aged Stout and Selling

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How Goose Island became the poster beer for selling out to ...

Buy Sauce Beenleigh Rum Barrel Aged Imperial Stout online at Craft Cartel. They are now ready to drink, and for the first time ever, we've canned them! Perfect for enjoying by a warm fire, these beauties can be enjoyed now, or cellared. 11%

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Barrel-Aged Stout and Selling Out Goose Island, Anheuser-Busch, and How Craft Beer Became Big Business By: Josh Noel

Barrel-Aged Stout and Selling Out (Audiobook) by Josh Noel ...

In an exclusive excerpt from his upcoming book, "Barrel-Aged

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Stout and Selling Out," Tribune beer writer Josh Noel details how Goose Island was launched in 1988.

How Goose Island sale to Anheuser-Busch changed craft beer ...

Barrel Aged 11th Anniversary Stout comes in 22 oz. wax dipped bottles and special for our 11th anniversary, in a very limited number of 1.5L magnums, sold direct from the brewery. Unique this year...

Fremont Brewing Releases Barrel Aged 11th Anniversary Stout

As you probably know, ABI ultimately bought 10 of them -- from Goose Island (2011) to Wicked Weed (2017). Eventually the narrative came into view, and "Barrel-Aged Stout and Selling Out" was released June 1, 2018. Reaction has been largely positive.

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I'm Josh Noel, author of "Barrel-Aged Stout and Selling ...

Barrel-Aged Stout and Selling Out: Goose Island. Discussion in 'Beer Talk' started by Nbrock24, Jun 26, 2018. Thread Status: Not open for further replies. Nbrock24 Disciple (392) Mar 11, 2016 Illinois. Trader. I just finished Josh Noel's book chronicling the history of Goose Island from its roots through the AB InBev days. I finished it in ...

Barrel-Aged Stout and Selling Out: Goose Island ...

Josh Noel's new book, Barrel-Aged Stout and Selling Out: Goose Island, Anheuser-Busch, and How Craft Beer Became Big Business, not only takes a deeper dive into the sale of Goose Island, but it provides much more context into the craft beer industry and its practices, that not even the biggest of beer nerds have insight into.

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