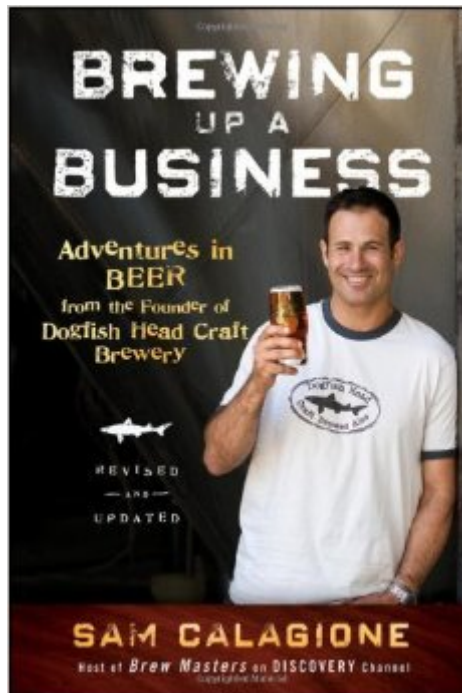


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# Brewing Up A Business: Adventures In Beer From The Founder Of Dogfish Head Craft Brewery



## Synopsis

Updated business wisdom from the founder of Dogfish Head, the nation's fastest growing independent craft brewery Starting with nothing more than a home brewing kit, Sam Calagione turned his entrepreneurial dream into a foamy reality in the form of Dogfish Head Craft Brewery, one of America's best and fastest growing craft breweries. In this newly updated Second Edition, Calagione offers a deeper real-world look at entrepreneurship and what it takes to operate and grow a successful business. In several new chapters, he discusses Dogfish's most innovative marketing ideas, including how social media has become an integral part of the business model and how other small businesses can use it to catch up with bigger competitors. Calagione also presents a compelling argument for choosing to keep his business small and artisanal, despite growing demand for his products. Updated to offer a more complete look at what it takes to keep a small business booming An inspiring story of renegade entrepreneurialism and the rewards of dreaming big, working hard, and thinking unconventionally Shows how to use social media to reach new customers and grow a business For any entrepreneur with a dream, *Brewing Up a Business, Second Edition* presents an enlightening, in-depth look at what it takes to succeed on their own terms.

**Q&A with Author Sam Calagione**

**Author Sam Calagione** When did you start Dogfish Head Brewery, and what was your inspiration? We opened Dogfish Head in 1995. At that time, we were the smallest commercial brewery in the country. We wanted to make beers that weren't referencing commercially dominant styles and beers that incorporate exotic ingredients from around the globe. Or as we call it: Off-centered ales for off-centered people. What effect has being the host of *Brew Masters* on Discovery Channel had on the brewery and/or the Dogfish Head brand? We've been very fortunate that demand for our off-centered ales has been beyond our ability to make them for the last eight years. So the show hasn't helped us sell more beer but it has helped spread the word about Dogfish and about the craft brewing renaissance happening around the globe right now. We've had a blast doing the *Brew Masters* show, and I am most proud of the moments in it that celebrate how talented and passionate all of my co-workers are as they do their jobs. Also, the show does a great job of demystifying the brewing process and makes it approachable for people just getting into all of the amazing and diverse beers that are being made by small indie breweries now. What can readers expect to get out of this new updated and revised edition of *Brewing Up a Business*? There's still great stuff on what we learned at Dogfish as we started our business, but there is now more content devoted to ideas we've incorporated to grow our business. With chapters on utilizing social media (my wife Mariah is the queen of this at Dogfish) and differentiating your product or service in a crowded marketplace. What's in store for the

future of Dogfish Head? Lots of new and exotic beers, for sure. There will also be a Brew Masters episode centered around a brewpub we are working on that will be on a rooftop in New York City called Eataly. The restaurant will be run by Mario Batali and Joe Bastianich and Dogfish. Birra Del Borgo (Rome) and La Baladin (Turin) are the contributing breweries to the project. Weâ™ve expanded our brewery and our website. We plan to build a bigger distillery and open another pub in 2012. Mostly, we just want to keep putting the where in Delaware and the mental in experimental.

## **Book Information**

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## **Customer Reviews**

In this reviewers humble opinion, this book is a rather fun overview of the founding and growing of Dogfish Head brewery. Though I did somewhat enjoy Sam's writing style and some of the witty stories, the book never really leans completely towards being either a true recipe for building a successful business or a fun and lighthearted read about the good and bad times of opening his own business. Instead this book lands somewhere in between. I would say that those individuals with experience in opening a business, or having a college background in business or management would find the contents rather uninformative. It reads like a very beginner book for those who have thought about opening a business but have never really studied up on the subject. Unfortunately those individuals to whom this book is targeted, are the most likely to fail in opening a business. Reading this might open their eyes to much of the unseen costs and time put in to start up. The book mainly centers around Sam's personal beliefs. It never really delves deeply into subjects such as

licensing, raising startup capital, insurance, liabilities, theft, and planning. Instead he briefly touches on these subjects and then discusses his own personal beliefs and opinions on the subjects. "I think I did great because I had great people" or "Make sure to take some time off, I find that it really helps me creatively". Good words of advice, but not what I am looking for as a major source of information for opening a business. I do love the craft brewery market, and this does contain some fun stories (though not enough in my opinion) so that is why it gets 3 stars. Though I did find some anecdotes interesting, I think there are much better business texts out there that one should use as a guideline for opening a business, this is just one book that can be added to a collection of the many books you can and SHOULD read before starting a business.

I really liked reading the book and am a pretty big dogfish head fan. When I looked into this book I thought it would be more of an outline and a guide book on opening a brewery than anecdotal tales from Sam. If you are looking for a book to help you figure out what you need to be a successful brewery then I would recommend you look for another book. If you are just looking for a book that tells you stories on some of the weirder hurdles that dogfish head had to contend with or just some more knowledge on dogfish head ideology and guidelines then this is your book.

If you are expecting to learn anything about Dogfish Head Brewery and how it came to be, or if you are interested in brewing in general, this book doesn't have much to offer. It's mostly a collection of trite business advice, "Know Your Customer," illustrated with very short and superficial anecdotes from Sam's life and experiences. Some of these would probably be interesting if he spent more than a couple of paragraphs on them. I'm currently reading a book about watching yeast grow (White and Zainasheff) that's far more interesting.

Like many reviewers I was hoping to figure out how / more about the brewing process. You are not going to find that here. He does give a few hints here and there. And he did admit that he only brews about 1 week a year now. The grunt work is up to his employees. Another disappointment is that he doesn't explain or tell the story how he got his first customers outside of his brewpub. Or tell you more about how he dealt with employees stealing which happens in every bar. Sam must be a hell of a talker in order to get the law changed and his first loan. He doesn't really explain that well either. Basically the book is common sense business stuff with a few stories of his struggles. I was hoping more down in the nuts and bolts but he doesn't get that deep. That said, it is his story and his point, I think, is to give inspiration. For that he does well but...the title of the book is misleading in

that you think he is going to tell you more about brewing. That makes it a bit disappointing.

One of my favorite business related book of all time. It's not just about the business but about being positive and optimistic no matter what line of business you choose to be an entrepreneur in! I've got this thing highlighted and pencil marked throughout the whole book, with crinkled Post it note book marks leafing out of the top! Just a good book, especially if you are a craft beer lover! You can really hear Sam's voice and how he speaks coming through in his writing as well! Good read! Not just for Beer geeks! (but it helps I'm sure!)

This "book" is just one really long press release written by the brewery's owner. He goes on for 200 pages about how cool his company is. How "outside the box" they are. It's all a little self-indulgent and amateurish. I was looking for a little more of the logistics of starting a business, not an ego-stroking diary.

Gave this as a gift to a couple for their engagement party. They have been wanting to start brewing beer, and they said they really enjoyed the book. He had already been looking into how to brew beer, so this was nice that it focused on the business side of things

Overall great book, I just wanted him to discuss his employee hiring process more in-depth. Very interesting read if you are a beer lover, and I'm sure it would be someone helpful and encouraging for someone starting a business.

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