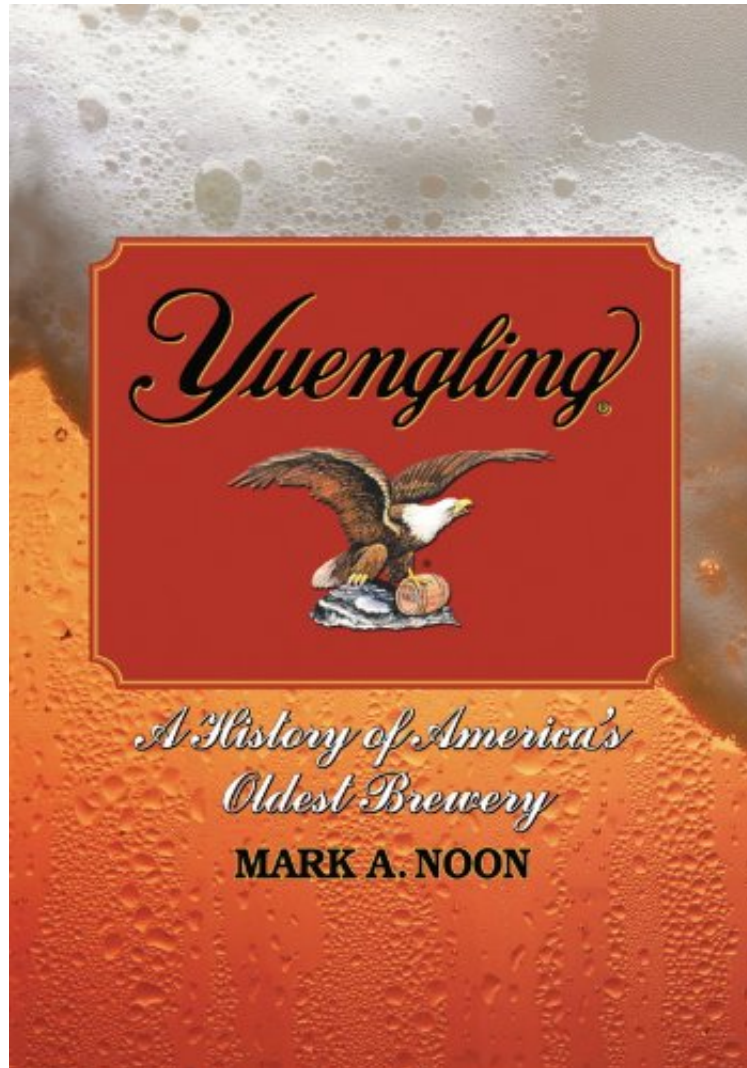


(Ebook free) Yuengling: A History of America's Oldest Brewery

Yuengling: A History of America's Oldest Brewery

Mark A. Noon

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Mark A. Noon : Yuengling: A History of America's Oldest Brewery before purchasing it in order to gauge whether or not it would be worth my time, and all praised Yuengling: A History of America's Oldest Brewery:

0 of 0 people found the following review helpful. Good history and Good fun. . .it requires a cold Yuengling while reading. By Paige Turner I grew up around Yuengling beer and Yuengling ice cream which is what attracted me to the book. The book is accurate in its facts and description of the "bound for hell" attitude of the locals and dedication to Yuengling products. It also provides a detailed overview of significant events in American history and economy which is transferable knowledge. Yuengling porter, IMHO, is better than fine wine. Would the good Mr. Noon pursue a history of Rolling Rock? 4 of 4 people found the following review helpful. Brewing History By K. Newcomer I recently finished the History of the Yuengling Brewery. The book was filled with history of Eastern Pennsylvania, especially

around Yuengling. Much of the book is about the founders and the 19th century. I wanted to read a little bit more about the late 20th century, but realize the book is about their history. Some great photographs throughout the book make for a pleasant read. The only part really missing were some interesting stories about the brewery passed down from the founders, the town, or people who worked there. Some stories exist, but would have liked to see more throughout the book. With that said, the book is a great biography of a cool brewery that continues to go strong and have a major presence in Pennsylvania and the Northeast. 0 of 0 people found the following review helpful. Excellent read. By compass69 Well written history not only of the Yuengling brewery but the coal mining regions of PA. Well written history dating per Civil War to the present. If you are interested in American history or beer this is a good book.

Can you name America's oldest brewery? If visions of outsized draft horses plod to mind, yours is the way off. Instead, head for the mountains of northeastern Pennsylvania. In 1829, in Pottsville, German immigrant D.G. Yuengling set up shop to slake the thirst of immigrants flocking to the region's booming anthracite coalfields. Five generations have steered the family-owned brewery through fires, temperance, depressions, Prohibition, and the whims of changing tastes; outlasted hundreds of local competitors; and turned Yuengling from a regional name into a national institution. For 175 years, the hard-working, hands-on approach of Yuengling has kept it going, and growing, while thousands of other brands vanished into history's recycling bin. Kick back, relax, and crack open a cool history of Yuengling and Son, Inc., America's oldest brewery. It begins with the brewery's founding in 1829 by German immigrant D.G. Yuengling, who saw an opportunity in the region's growing, beer-loving immigrant population. Subsequent chapters follow the brewery into the age of bottled beer and advertising; through the dark days of Prohibition; the age of consolidation, when a few big names swallowed up or buried most regional brews; and into the age of microbrews, when consumers turned away from bland brands in search of a beer with character, leading to Yuengling's resurgence on the national scene. An epilogue gauges the company's current status and immediate future, and a chronology lists key events in the brewery's existence. Notes and copious illustrations supplement this history, which also includes a list of reference works, and an index.

Outstanding...an important contribution to brewing history...well-written and enjoyable. --Mid-Atlantic Brewing News Detailed. --Pennsylvania Magazine As you read through the six generations and a company that stayed the course, you will be amazed and cheer how Yuengling has earned the honor of being America's oldest beer." --All About Beer "A heroic story of the underdog's survival against the odds." --The Social History of Alcohol and Drugs As you read through the six generations and a company that stayed the course, you will be amazed and cheer how Yuengling has earned the honor of being America's oldest beer. --All About Beer About the Author Mark A. Noon is a composition instructor at Bloomsburg University of Pennsylvania. He lives in Conyngham, Pennsylvania.