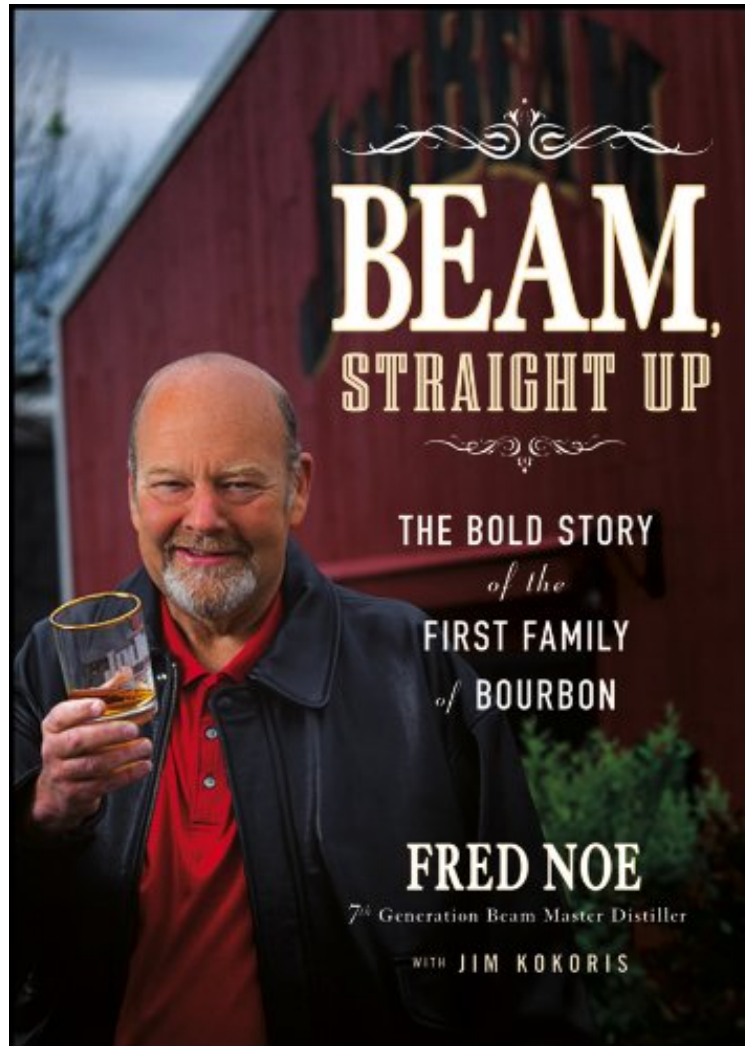


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Beam, Straight Up: The Bold Story of the First Family of Bourbon

Fred Noe, Jim Kokoris

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Fred Noe, Jim Kokoris : Beam, Straight Up: The Bold Story of the First Family of Bourbon before purchasing it in order to gage whether or not it would be worth my time, and all praised Beam, Straight Up: The Bold Story of the First Family of Bourbon:

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 role in helping to shape it.