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# Cool Beer Labels: The Best Art & Design From Breweries Around The World



## Synopsis

Cheers to beer design! The days of boring, mass-produced yellow fizz-water are all but over. These days, independent beer makers are creating a wide variety of interesting beers that exhibit a vast range of depth and flavor. Beer is more than a beverage--it's an artisan craft championed by talented people devoted to quality and good taste. And as craft beer and home brewing continue to grow by leaps and bounds, the culture of beer has made the shift from big business to an industry filled with people who truly care about what they make. And that attention to detail goes for the art and packaging as well as the brews themselves. *Cool Beer Labels* explores the art and design of beer culture from labels to cans to growlers and more. Inside you'll find: More than 400 full color examples of beer labels from craft and small breweries around the world Case studies from working designers Interviews with brewery owners and master brewers An exploration of breweries by region And more Whether you are a visual creative looking for packaging design inspiration or simply part of the growing community of people who enjoy home brewing, craft beers and beer culture, you're sure to enjoy cracking open a cold one and settling back to enjoy this art-filled celebration of beer.

## Book Information

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## Customer Reviews

Daniel Bellon has been in the graphic design field for over 15 years and his experience has been as diverse as his list of clients which include the National Football League, Sony Music, Adidas, Nike and others. He is also the author of *Typography for the People*. Steven Speeg is an associate creative director with more than 13 years of professional experience. He has worked for some of the

biggest companies in the United States including Pepsi, Gatorade, Frito-Lay, World Wrestling Entertainment and others.

I have traveled all over the US to over 160 breweries so I know my beer around here. I have seen some of the coolest most unique designs. The book is very nice, great pictures and will make a great coffee table book. But for my personal taste I do feel like some selections made weren't that great and some were missing. For example Abita is pretty boring to me, along with some others. And then a brewery like Three Floyds, who have some of the greatest designs, only pictured 4 and one of them is one of their lamest labels. And some breweries with great designs were absent entirely for example Pipeworks in Chicago, Bells in Michigan has Hopslam which is awesome, Surly in Minneapolis has Darkness which changes dispensing yearly, and many others. I hope to see a sequel to this book and make it more about just USA breweries, and perhaps allow people to send in suggestions for the sequel. Either way however it is a great picture book...not too much information on most the beers but it is a picture book so I didn't mind.

I bought 2 and was even fortunate enough to get a chance to have the authors sign both copies. In an age of digital print, the book in hand is quite impressive. The photos are all well thought out and the layout is outstanding. I've given both copies as gifts to beer enthusiasts and they were both quite pleased.

I got this book as a gift for a craft beer lover and she really loves it. It is a beautiful book with very nice pictures and stories of unique craft breweries and the designs that they use on their beers. It is really a beautiful art book.

This book is fantastic!! It's so fun to browse through and look at all the art work. We leave it out in our living room and all of our guests comment on it and enjoy it as well. Buy it, you'll love it!

Great beer art -- and a good companion to Beer Can Art book. This book is also well constructed.

Beautiful book! Great inspiration for Brewers and designers alike!

Great book!

Perfect!

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