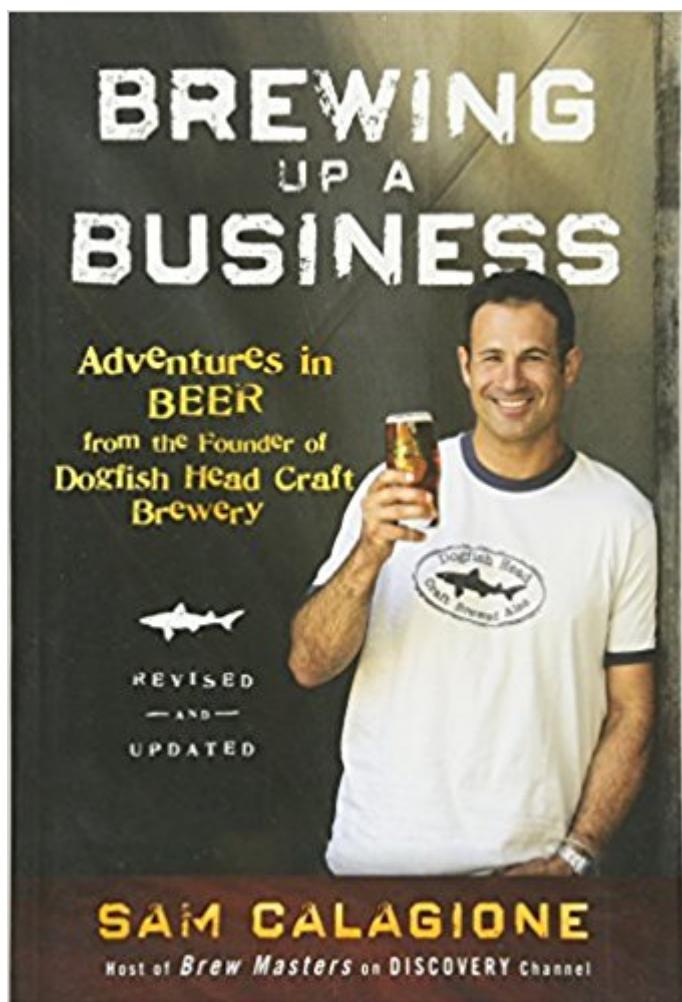


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# Brewing Up A Business: Adventures In Beer From The Founder Of Dogfish Head Craft Brewery



## 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. We'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**

Brewing Up a Business reveals how Sam Calagione built Dogfish Head Craft Brewery from a tiny operation to one of the fastest growing breweries in America by dreaming big, working hard, and thinking differently. Packed with real-world lessons every businessperson can learn from, this revised edition includes new chapters on Sam's most innovative and unconventional marketing techniques, including how Dogfish uses social media to level the playing field against bigger competitors—and how you can too. "Rarely is a book as good as a beer, but this one is. It's written with humor, humility, and passion, essential ingredients for any entrepreneur." —BOB GUCCIONE JR., founder of Spin magazine and Gear magazine "Brewing Up a Business will inspire both entrepreneurs and aspiring small business owners to have the confidence to follow their dreams." —JIM DAVIS, Chairman and CEO of New Balance "Sam Calagione embodies the

spirit of a true Delaware entrepreneur. Starting out as the smallest brewery in the nation, Sam's ambition, acute business sense, and vision have allowed Dogfish Head Craft Brewery to successfully enter an extremely competitive market as Dogfish Head continues to leave an indelible mark on the beer industry." •RUTH ANN MINNER, former Governor of Delaware "Everything you want to know about succeeding in business you can learn from beer. At least, you can if it's the remarkable story of Dogfish Head Craft Brewery. Brewing Up a Business is like a how-to manual for entrepreneurs. With humor, creativity, and wisdom, Sam Calagione has crafted a new kind of business book that's as unique as his great beer!" •JOE CALLOWAY, author of *Becoming a Category of One* and *Indispensable*

SAM CALAGIONE is the founder and owner of Dogfish Head Craft Brewery in Milton, Delaware, one of the nation's fastest growing independent breweries, and Dogfish Head Brewings & Eats in Rehoboth Beach, Delaware. His innovative style has earned him a reputation as one of America's most adventurous entrepreneurs and brewers. A Small Business Association Businessman of the Year and a Huffington Post Game Changer for 2010, he is the star of the Discovery Channel's new show *Brew Masters*. He lives in Lewes, Delaware.

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 a 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 than 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.

I LOVED this book. It is both entertaining and informative. Sam Calagione is a great writer, and you feel like you know him by the time you finish the book. He offers some wonderful advice and tells great stories. I highly recommend this book for anyone who either owns a small business or wishes to start one. Does not have to be a brewery...

It's a good book to read, and has good advice, but it is not an instruction manual for opening a brewery.

My favorite brewing autobiography to date. This book is great for entrepreneurs in any industry, not

just the beer industry.

The book provoked a great deal of thoughts for me. I enjoyed the writer's wit, the recounting of his experiences, and the concepts/values he proposed are good advice for anyone to follow regardless of one's vocation. I had read other's reviews prior to purchase and understand their reticence to give a greater rating. Those persons, I suspect, were hoping for a very nuts and bolts how-to guide on brewery start-up. They were disappointed. I did, however, find the substance within this volume applicable to Business and to brewing. Sam's concepts are grounded in fundamental values designed for the success of persons willing to walk a narrow (albeit unconventional) path. I find myself wanting to know more about the writer and what is more, to know this interesting man.

super informative and lots of laughs along the way!

Good!

Sam Calagione passionately wrote this book and showed a piece of his soul in it. Numerous passages show extraordinary *ÃƒÂ¢Ã ¬Ã Ëœoff centeredÃƒÂ¢Ã ¬Ã „¢ moments. On the negative side, the book turns quite repetitive in many of the concepts presented. Would say itÃƒÂ¢Ã ¬Ã „¢s a good entertaining reading for young and not so young unexperienced entrepreneurs as myself! Cheers to all beer lovers.*

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