



NEWS

Finally, the ultimate beer reference book is available for brewers, distributors and retailers

***The Essential Reference of Domestic Brewers and Their Bottled Brands (DBBB)*[™] proves a valuable asset for the beer industry and consumers alike**

Asbury, NJ, April 18, 2006 (PRWEB)--- Looking for a unique way to add to the understanding of specialty crafted beers and the fine craft of brewing, MC Basset, LLC is proud to announce the 2nd edition of *The Essential Reference of Domestic Brewers and Their Bottled Brands (DBBB)*[™].

Nearly four hundred pages long, *The Essential Reference of Domestic Brewers and Their Bottled Brands (DBBB)*[™] is the first hard cover beer reference to index and detail all U.S. beer brewers and their bottled brands, with listings broken out alphabetically, by beer style, by geographic location, and by individual Brewery Portfolios.

In a forward to the book, dubbed by some as the “the Beer Bible,” master brewer Jim Koch, Founder of The Boston Beer Company—makers of Samuel Adams and other fine beers—comments: “...looking at the 2nd Edition you can see I was right, it is quite an undertaking, and the timing could not be any better. To appreciate beer, one needs to experience its wide variety and taste its increasing diversity of flavor. Increasing drinker demand comes from increased education about the styles of beer available and the awareness of where these beers can be found.”

“This book is a must-have tool for retailers of all sizes in helping to educate beer lovers and the public about new brands and styles of beer available across the United States,” said Michael Kuderka of MC Basset, LLC the publisher of DBBB. *The Essential Reference of Domestic Brewers and their Bottled Brands*[™] can be purchased at (www.thebeerbible.com). Each book includes a one-year subscription to the book’s Online Companion, which is updated monthly with any brand changes, launches and discontinuations.

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