Become a Better Beer Drinker, Remember the Beers You Drink

A New Tool to Record Your Beer Tasting Adventures.

Monument, CO, September 28, 2007 --(PR.com)-- The Craft Beer movement is gaining strength throughout the world. With more and more options for hand crafted beers, keeping track of which ones you like is becoming a harder (but enjoyable) task. Chris Wright has produced “The Beer Journal” for beer drinkers everywhere. According to The Brewers Association, the trade association that tabulates industry data for craft brewers, craft beer sales and growth continue to break records. The volume of craft beer sold in the first half of 2007 rose 11% compared to this same period in 2006 and dollar growth increased 14%. For the first time ever craft beer has exceeded more than a 5% dollar share of total beer sales. Beer is quickly overcoming the party reputation and developing its own place next to wine as a beverage to be enjoyed, savored, and experienced. It is a great time to enjoy or start enjoying beer.

“The Beer Journal” is a tool in which beer drinkers, from casual tasters to connoisseurs, can create their own descriptions of the beers they experience. “I could remember that I tried a particular beer, but it was hard for me to remember much more than I liked it or did not like the beer” says Chris Wright. “I wanted a way in which I could recall more details of the beer, so I created The Beer Journal”.

The book expands the normal tasting experience by providing all beer styles according to the Beer Judge Certification Program. The styles are included to frame the expectations of a certain beer. There are also journal pages to record visits to beer festivals, brewery tours, creating your own beer cellar, and food and beer pairings.

Whether for yourself or a beer drinker you know, “The Beer Journal” makes a great gift.

“The Beer Journal” is available in three different formats; soft cover, spiral bound, and hardback. The soft cover edition can be found using ISBN: 978-1-4303-1246-8 on online book stores. Other formats are available online at www.thebeerjournal.com.

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