

Book Reviews

Author, Title

Reviewer

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| Victor J. Tremblay and Carol Horton Tremblay
<i>The U.S. Brewing Industry: Data and Economic Analysis</i> | Kenneth G. Elzinga |
| George M. Taber
<i>In Search of Bacchus: Wanderings in the
Wonderful World of Wine Tourism</i> | Orley Ashenfelter |
| Hugh Johnson
<i>Hugh Johnson's Wine Companion</i> | Paul Howard |
| Jerome Tuccille
<i>Gallo Be Thy Name: The Inside Story of How One Family
Rose to Dominate the U.S. Wine Market</i> | Baylen J. Linnekin |
| Masanobu Fukuoka
<i>The One-Straw Revolution</i> | Peter Musolf |
| Natalie MacLean
<i>Red, White, and Drunk All Over:
A Wine Soaked Journey from Grape to Glass</i> | Domenic V. Cicchetti |

VICTOR J. TREMBLAY and CAROL HORTON TREMBLAY: *The U.S. Brewing Industry: Data and Economic Analysis*. The MIT Press, Cambridge, MA., 2005, 397 pp. ISBN 978-0262201513, \$45.00 (paperback: The MIT Press, Cambridge, MA., 2009, 400 pp., paperback ISBN 978-0262512633, \$22.00)

With the advent of craft brewing in the United States, beer is no longer just for “Joe six-pack.” Beer has become a beverage for connoisseurs. Some domestic brewers today vie for the patronage of wine drinkers, as well as for the patronage of those who normally consume imported malt beverages.