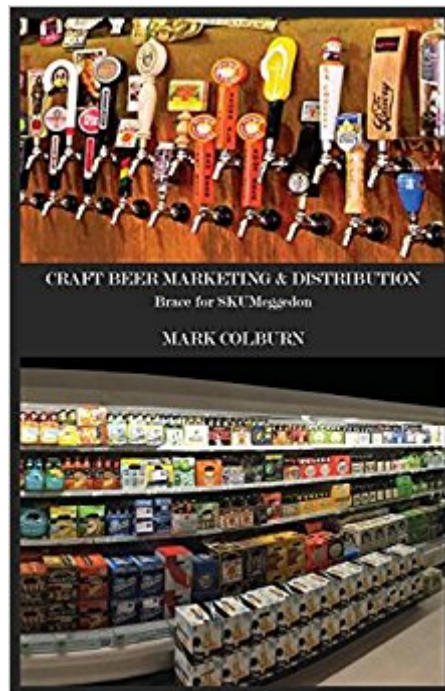


The book was found

# CRAFT BEER MARKETING & DISTRIBUTION - BRACE FOR SKUMEGGEDON



## Synopsis

This unique book is written by a marketing executive who has 30 years in the US beverage alcohol business focusing on craft beer. The book covers marketing and distribution for any size craft beer brewer, spirits distiller, wine vintner or non alcoholic beverage producer. Real life case histories and personal experiences show the reader how to develop strategy, objectives, overcome objections and how to work with US wholesalers as well as their sales teams. Case histories cover both the On and Off Premise (On and Off Trade) channels while showing the reader how to analyze the market and the competition to gain entry into the very challenging US alcohol marketplace. The author holds a masters degree in marketing and has been published by the American Marketing Association. The book has taken four years to write and is based on needs communicated in countless craft beer conferences and festivals by brewers and industry professionals who want to learn about marketing and distribution. As of this writing, the author knows of no other book on the market like it. The book also teaches the reader how to select, manage and motivate US wholesaler teams including incentive/sales planning real life examples. Social media is also addressed along with expansion precautions, product line extension discussions and new product names, pricing and packaging.

## Book Information

Paperback: 180 pages

Publisher: Shinerunner Publishing (September 18, 2015)

Language: English

ISBN-10: 0692503919

ISBN-13: 978-0692503911

Product Dimensions: 5.5 x 0.4 x 8.5 inches

Shipping Weight: 12.6 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars See all reviews (2 customer reviews)

Best Sellers Rank: #499,378 in Books (See Top 100 in Books) #42 in Books > Business & Money > Management & Leadership > Distribution & Warehouse Management #237 in Books > Business & Money > Industries > Restaurant & Food #317 in Books > Cookbooks, Food & Wine > Beverages & Wine > Beer

## Customer Reviews

What a great combination of business acumen and interesting backstories. Entertaining and informative. You'll want to meet the author and have a beer.

Great read!

[Download to continue reading...](#)

CRAFT BEER MARKETING & DISTRIBUTION - BRACE FOR SKUMEGGEDON Beer Tasting & Food Pairing: The Ultimate Guidebook: Become An Expert In Beer Tasting, Food Pairing & Flavor Profiling (Beer, Beer Brewing, Beer Bible, Beer Making) Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Oh Beautiful Beer: The Evolution of Craft Beer and Design The Craft Beer Bites Cookbook: 100 Recipes for Sliders, Skewers, Mini Desserts, and More--All Made with Beer Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Eating the Alphabet: Fruits & Vegetables from A to Z (Harcourt Brace Big Book) The Complete Beer Course: Boot Camp for Beer Geeks: From Novice to Expert in Twelve Tasting Classes Home Brewing: 70 Top Secrets & Tricks to Beer Brewing Right the First Time: A Guide to Home Brew Any Beer You Want Beer is Proof that God Loves Us: Reaching for the Soul of Beer and Brewing Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Network Marketing : How To Recruit Prospect Step By Step From Newbies To Professional in network marketing: network marketing, multiple marketing, MLM, ... Step from Newbies to Professional Book 5) FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business

Marketing, Social Media Marketing) Complete IPA: The Guide to Your Favorite Craft Beer

[Dmca](#)