



Brew Britannia: The Strange Rebirth of British Beer

Jessica Boak, Ray Bailey

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At the start of the twentieth century Britain was home to over 6,000 breweries. By 1960 this number had dwindled to 358 and, with the "Big Six" of Munich continuing to increase its dominance, the prospects for British beer looked weak, yellow and fizzy. In 2012, however, UK breweries topped 1,000 for the first time since the Great Depression. Moreover, they are now producing and exporting more varied and inventive ale than ever before. Across the country, evidence of this national brewing renaissance is easy to find: the Campaign for Real Ale has more members than the Conservative Party; beer festivals proliferate with every passing month; the Camden Brewery and Meantime have become international brands, producing acclaimed lagers and IPAs; the ultra-fashionable BrewDog dispenses shots of strange 40%-proof liquids to hipster types; and cyberspace plays host to hundreds of thousands of beer enthusiasts, all debating and virtually savoring the merits of New Zealand hops, or the latest chocolate stout. Brew Britannia will tell the story of this remarkable reversal. Following a disparate group of Trotskyite hacks, eccentric City bankers, hippie "micro brewers" and a lot of men in pubs, the writers behind the acclaimed Boak & Bailey blog promise to reveal how punter power pulled the British pint back from the brink.



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