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Oh Beautiful Beer: The Evolution of Craft Beer and Design

Harvey Shepard

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The beautifully illustrated homage to the art of beer?and the design that makes it stand out

The craft beer boom of the last decade has led to an explosion of new breweries. In such a crowded market, how do you make your beer stand out from the crowd? For many of the best brewers, the secret is to have an eye-catching design, something that reflects the quality of the product within and the values of the brewer who made it.

Based on the hugely popular blog, *Oh Beautiful Beer* collects the most innovative new labels and logos into a sumptuous full-color book. Each brewery is selected by graphic designer Harvey Shepard, who uses the designs to create a visual history of craft beer. From the Gonzo cartoons of Flying Dog to the playful geometric patterns of Evil Twin to the classic Brooklyn "B," every beer geek will want to own this love letter to the art of beer. Over 200 Color Illustrations

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