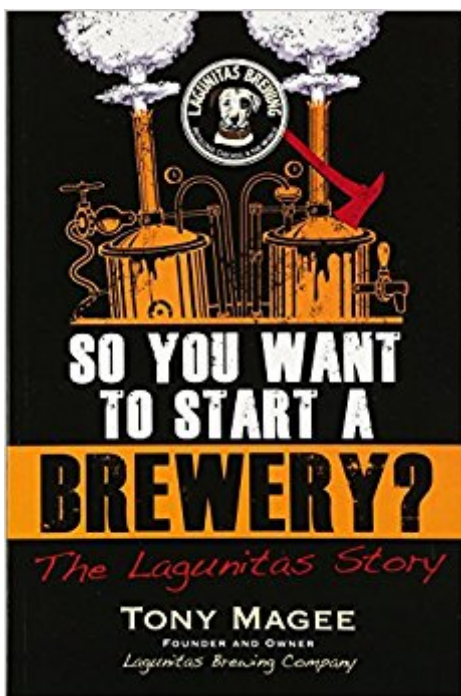


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# So You Want To Start A Brewery?: The Lagunitas Story



## Synopsis

In 1993, Tony Magee, who had foundered at every job he'd ever had, decided to become the founder of a brewery. *So You Want to Start a Brewery?* is the thrilling first-person account of his gut-wrenching challenges and heart-warming successes. Based in Petaluma, California, the Lagunitas Brewing Company makes simple and flavorful craft beer that defies categorization. The same could be said for this book. Equal part memoir, narrative, and business story, with liberal dashes of pop culture and local color, this illuminating yet hilarious account of a one-of-a-kind made-in-America journey just happens to culminate with the success of one of the nation's most popular craft beer brands. In twenty years, Lagunitas has grown from a seat-of-the-pants one-man operation to be the fifth largest-and the fastest-growing-craft brewer in the United States. *So You Want to Start a Brewery?* is a look behind the curtain rather than a simple business story. It's unglamorous and full of hilarious digressions, but it's never afraid to mess with the nuts and bolts. Devoted to details but never boring, this is a must-read for all who have considered starting their own business-or have sweated blood working to get one on its feet. Told in the vibrant voice of the man closest to the process-and with the most to lose-this illuminating volume should quench the thirst of anyone who has ever tried a Lagunitas beer. Tony Magee is the founder and CEO of the Lagunitas Brewing Company. He lives in Marin County, California.

## Book Information

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## Customer Reviews

“If you really want to understand what makes craft brewing fundamentally different and more

recklessly thrilling than its plodding industrial counterparts, it's hard to find a better spirit guide than Tony Magee. This is not a how-to business book, but a stream-of-consciousness sermon on one man's ongoing trip into the unknown as he creates and continues to shape the destiny of one of the more iconic craft beer brands anywhere. There's no glib advice here. Tony insists that we all find our own unique way to success, but it sure is enlightening being along with him for the ride.

•Randy Mosher, author of *Tasting Beer* "Forget the title this book will be as interesting to a teetotaler as it is to a beer geek. In *So You Want To Start A Brewery*, Lagunitas founder Tony Magee waxes poetic about the beginning days of Lagunitas. It really has nothing to do with brewing beer. It's all about taking chances, and the trials and tribulations that inevitably follow. If anything, it's an adventure story. I received a copy and was blown away at how much fun the writing is in this book."

•Paste magazine "Magee's account of the company's founding and near-floundering reads less like a dry history than a breathless adventure script. With candid honesty throughout, there is no denying that this is a story from the heart."

•ChicagoFoodies.com "Documents the seemingly simple but uniquely savvy thinking Magee used to turn a six-barrel brewhouse into a top craft brewer. Instructive and inspiring for entrepreneurs of all stripes."

•Ray Daniels, director, Cicerone Certification Program, and author of *Designing Great Beers* "A must read for aspiring brewers, beer aficionados, and entrepreneurs alike. This is a tale of perseverance and patience; creativity and wisdom; innovation and insight; and shared through the lens of an unlikely beer genius who cultivates his brand through a symphonic approach."

•Brett Joyce, president, Rogue Ales "Like the beer of the brewery he founded, Tony Magee's voice is original and provocative. Read this book."

•Tom Acitelli, author of *The Audacity of Hops* "All brewers think they can write, but Tony brings his unique and entertaining beer story to life in such a funny, breezy, yet thoughtful way that reading it feels like you're having one of his IPAs with Hemingway and Gore Vidal in a Key West bar. I read it cover to cover in one sitting and found myself laughing out loud throughout."

•Harry Schuhmacher, publisher, *Beer Business Daily* "Unconventional brands come from unconventional people. Drawing from music and literature, Tony Magee sees the world in a way that most completely miss. He has poured his heart and soul into Lagunitas and we are all richer for it."

•Keith Greggor, co-owner & CEO, Anchor Brewing Company "Tony is one of the most unique characters in all of craftdom, rising fast to become one of the top US craft brewers in recent years. He's wicked smart and has a way with words; here's

his story told in his own inimitable fashion." •Benj Steinman, Beer Marketer's Insights "Highly recommended for readers who are interested in beer, business tales, or even humorous and narrative American nonfiction." •Library Journal "Tony Magee is quite the craftsman, not only with beer, but also with this wonderful and revealing read. Magee is as much an artist with words as he is with malt and hops." •All About Beer magazine "Magee's writing, an entertaining and at times hilarious mix of Hunter S. Thompson gonzo-babble and Neil Young Waging Heavy Peace stream of consciousness, grabs the reader by the cojones (and if you weren't endowed with them, you acquire them quickly) and drags them along the cacophony of trials and tribulations rendering the biblical Job something of a slacker. Spoiler alert: it all works out. Somehow. Get this book." •Celebrator Beer News

Tony Magee is the founder and CEO of the Lagunitas Brewing Company.

Great book to read and it doesn't matter if you are a small time Home Brewer or a someone building a brewery or a owns larger Brewery. I found myself laughing out loud, especially Tony's description of events as I envisioning what he was trying to say. Sorry that he sold out out to AB though. Hope he writes another book soon!

Good read of someone with a dream and the journey to fulfilling it. This is not a how-to book but there are tons of real world experience that enlightens one looking to venture down a similar path. The stories are great and really add character. Congrats on fulfilling your dream Tony and thanks for sharing your journey

Im not a big reader but I am a brewer and fan of Lagunitas. So with that said I actually really enjoyed the book with its insight to the story behind Lagunitas. There were some great sections of the book that really pulled me in yet there were quite a few moments where I wondered what the hell am reading. There were some parts that just went way off in left field...rambling without rambling. Those chapters or sections of them lost me. There were some things I would lay out differently in the book like the comentary from friends and family that are smack dag in the middle of the chapters that force you off topic of the chapter. The labels at the start of each chapter would also be better suited of they matched up with the time frame of that chapter in time. There was some jumping around that I felt was unnecessary and caused some confusion but overall pretty well written and you can tell it all came from the heart. Easy read and one of the first books I have

finished in a long time. One last thing is there were some sections I would have liked to have more focus on. And dont bother reading the forward...no idea what that was all about. It kind of really sets the tone of the book way off.

This is an excellent book written by an off-beat person, with delightfully amusing writing skills .he information is valuable and the book is a fun read! I highly recommend it, even for people starting other types of business, but particularly good for the beverage business.

This book should be read by every aspiring entrepreneur. Mr. Magee takes us with him on his personal, creative and lighthearted journey from a kitchen counter home brewer to star in the craft brewing industry. His tale tracks his personal growth as he learns to balance his own instincts with the messy reality of building a brand. Like other successful entrepreneurs, he pays attention to his own weaknesses and owns his own mistakes along the way. As autobiography, I find it open and honest. Not a single false note is struck. A really fun book. I know I'll read it several times.

The book was okay...A little disjointed in his writing because it was hard to follow some of the concepts & assumptions that you already knew what he was talking about. But I have to admit that Mr Magee sure had perseverance. "It's not that I'm so smart, it's just that I stay with problems longer." • Albert Einstein

This is a great book about the early days of the brewing industry. As someone who really enjoys books about business and craft beer, I thought the stories Tony told, the fashion that he told them in, and the business knowledge he lacked at the beginning made for a great read. He discusses some missteps more in depth here than I've seen in articles, and you really get an insight into the struggles of the early craft beer industry. When I finished the book I popped open a bomber of Lagunitas Sucks (which has a great background of the name) and thoroughly enjoyed the beer, and the story behind the beer!

Tony has quickly become an idol of mine after reading this book. The story of his character and integrity that power him through to becoming one of the most inspirational Brewers (and entrepreneurs) of his time, is fascinating. I leave this book feeling invigorated for my own goals and journeys, and feel more enlightened because of it. Thank you for sharing your life with us Tony, and

being so open with your soul. Cheers to a fantastic read!

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