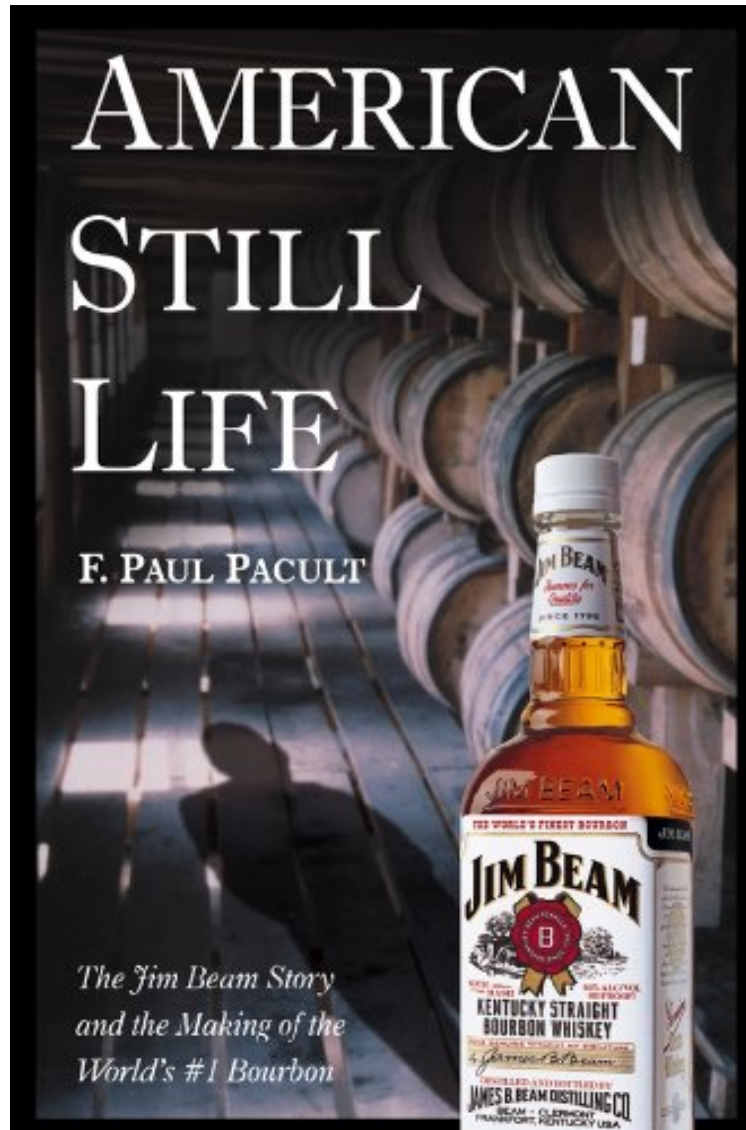


[Download pdf] American Still Life: The Jim Beam Story and the Making of the World's #1 Bourbon

# American Still Life: The Jim Beam Story and the Making of the World's #1 Bourbon

*F. Paul Pacult*

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**F. Paul Pacult : American Still Life: The Jim Beam Story and the Making of the World's #1 Bourbon** before purchasing it in order to gage whether or not it would be worth my time, and all praised American Still Life: The Jim Beam Story and the Making of the World's #1 Bourbon:

0 of 0 people found the following review helpful. A fine book,By J. TantBourbon is my vice. There, I said it. And I should say, after many many meetings with various professionals, I say it very well. Here, let me say it again...Bourbon is my vice.One of the staples of the Bourbon scene is, of course, the fine products from Jim Beam. As

much an American success story as any others you could name, the Beam family took the Bourbon industry and, as documented in this book, pretty much bent it to its will. But they did so not via soap-opera-style intrigue and backstabbing, but through honest and forthright dealings with both their peers and the public. While members such as Booker Noe inject some relief, overall the portrait is that of a steady and patient family, willing to do things right without rushing or cutting corners...a necessary philosophy for success in the Bourbon world. The writing is clear and approachable, with logical organization and evidence of meticulous research. Pacult is to be commended on what I think is the definitive work on both the family and the product they create. Part industry manual, part dynastic biography, this book hits to a number of bases and hits well. It is not a jiffy-read insta-published book. No this, like the spirit that inspired it, deserves to be savored and enjoyed. 0 of 0 people found the following review helpful. Five Stars By Dennis L. Williams Great. 0 of 0 people found the following review helpful. Great history of bourbon and the USA By Heidi Pititto I liked how the story showed the history of Kentucky, and the USA intertwined. How the bourbon industry began and related. I will recommend this book to anyone who enjoys bourbon and history.

The untold story of the world's premier bourbon and the family that made it #1 American Still Life tells the intertwined true stories of America's favorite whiskey and the family dynasty that produces it to this very day. Jim Beam is the world's top-selling bourbon whiskey, with sales of over five million cases per year. Not a day has passed in the 207 years of Jim Beam's existence when a Beam family member has not been master distiller. Dedicated to quality, and dedicated to the family legacy, the Beams have shepherded their particularly American spirit to the top of their industry. And they've done it in an industry beset by challenges, from government regulation and prohibition, to changing consumer tastes, to fierce new global competition. By creating a brand of unparalleled quality and consistency, and by tying the success of their product with the good name of the family, the Beams have established a lasting legacy as perhaps one of the greatest family business dynasties in American history. Not just a simple history of "America's native spirit" (so named by an act of Congress in 1964) or a simple family history, American Still Life is a story of business success based on quality and attention to detail, constant innovation, revolutionary branding and advertising, and adaptation to the business environment. F. Paul Pacult (Walkill, NY) is recognized the world over as his generation's most accomplished and respected authority on beverage alcohol. He has written for many magazines, including Playboy, Wine and Spirits, Connoisseur, Whisky, Drink, Men's Journal, Cheers, Country Inns, Travel and Leisure, Bon Appetit, Decanter, and Food and Wine. Among his many accomplishments, he has hosted and coproduced two syndicated talk-radio programs and served as the primary expert on whiskey, beer, and wine for the History Channel documentary America Drinks: History in a Glass.

From Publishers Weekly How does a sour mash corn whiskey brand go from being a Kentucky family's "adjunct farming activity" to founding a corporation that ships over five million cases worldwide each year? Pacult (Kindred Spirits: The Spirit Journal Guide to the World's Distilled Spirits and Fortified Wines) extensively researched the story of the Beam family, which is just as much a 19th- and 20th-century American history. The young country's struggles with slavery, Prohibition and war, its sociopolitical maturation and its shift from an agricultural to an industrial economy all come into play. A prolific spirits writer, Pacult has an expert's grasp on the topic, which carries the book through its slow periods. Upstanding citizens to a man, the Beams don't always make for scintillating reading - no scoundrels, no scandals - and only Jim Beam's grandson Booker Noe, the refreshingly blunt, six-foot-four, 360-pound former master distiller, emerges as a character with any color. Trying to keep all the Beams straight might make readers feel like they've just downed a few shots of the bourbon itself. Most interesting is Pacult's examination of American popular culture and its effect on the bourbon business: how bourbon became declasssquo; in the 1970s, the venerable spirit losing out to sexy newcomer vodka (and its inadvertent pitchman, James Bond), and how scotch whisky's rising popularity in the 1980s fueled the production of bourbon's answer to the single-malt, the small-batch bourbon. The book could use a few more colorful details, however, such as the bit about temperance activist Carry Nation and her ax attacks on taverns. Copyright 2003 Reed Business Information, Inc. How does a sour mash corn whiskey brand go from being a Kentucky family's "adjunct farming activity" to founding a corporation that ships over five million cases worldwide each year? Pacult (Kindred Spirits: The Spirit Journal Guide to the World's Distilled Spirits and Fortified Wines) extensively researched the story of the Beam family, which is just as much a 19th- and 20th-century American history. The young country's struggles with slavery, Prohibition and war, its sociopolitical maturation and its shift from the agricultural to an industrial economy all come into play. A prolific spirits writer, Pacult has an expert's grasp on the topic, which carries the book through its slow periods. Upstanding citizens to a man, the Beams don't always make for scintillating reading - no scoundrels, no scandals - and only Jim Beam's grandson Booker Noe, the refreshingly blunt, six-foot-four, 360-pound former master distiller, emerges as a character with any color. Trying to keep all the Beams straight might make readers feel like they've just downed a few shots of the bourbon itself. Most interesting is Pacult's examination of American popular culture and its effect on the bourbon business: how bourbon became deacute;classeacute; in the 1970s, the venerable spirit losing out to sexy newcomer vodka (and its inadvertent pitchman, James Bond), and how scotch whiskey's rising popularity in the 1980s fueled the

production of bourbon's answer to the single-malt, the small-batch bourbon. The book could use a few more colorful details, however, such as the bit about temperance activist Carry Nation and her ax attacks on taverns. (Aug.) (Publishers Weekly, June 16, 2003) "...It's a fascinating glimpse of American political history..." (Drinks International, December 2003) From the Inside Flap Beverage alcohol has been a part of American culture since the first European settlers arrived with their family recipes for beers and spirits and founded their own distilleries and alehouses. Yet it wasn't until Kentuckians began distilling whiskey from corn in the late eighteenth century that America would find its national drink—bourbon whiskey. Today, bourbon is as American as apple pie and Jim Beam is the biggest name in the business. When first-generation American Jacob Beam relocated from Maryland to Kentucky and began distilling bourbon, he couldn't have known that he was launching a family business of remarkable longevity. Over two centuries and seven generations, the company's dedication to consistent quality has made Jim Beam the bestselling bourbon in the world and an American icon recognized around the globe—all the while keeping the business in the family's hands. In *American Still Life*, F. Paul Pacult—one of the world's foremost writers on the subject of spirits—chronicles the success of the Beam family business and the drink that became a permanent fixture of our culture. Always willing to innovate, but never willing to sacrifice the integrity of their product, the Beam family steered their brand through challenges that would sink the average business—the Civil War, Prohibition, two world wars, and today's fierce global competition. It's a story inextricably interwoven with America's rise to cultural and economic greatness and full of enlightening lessons for today's business leaders.