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# Whiskey Business: How Small-Batch Distillers Are Transforming American Spirits

Tom Acitelli

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## WHISKEY BUSINESS

HOW  
SMALL-BATCH DISTILLERS  
ARE TRANSFORMING  
AMERICAN SPIRITS



TOM ACITELLI  
author of *The Audacity of Hops*

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**Tom Acitelli : Whiskey Business: How Small-Batch Distillers Are Transforming American Spirits** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Whiskey Business: How Small-Batch Distillers Are Transforming American Spirits:

"Excellent historical account of how/why artisanal distillers in the U.S. changed the spirits category landscape in the late 20th century. Nice job of research and writing." - Paul Pacult, Spirit Journal Discover the underdog story of the improbable rise of small-batch distilling in America. This bracingly written, fast-paced work traces the relationship of Americans to spirits such as bourbon, scotch, vodka, gin, and rum. And it presents the full story of a plucky band of

entrepreneurs who disrupted the nation's conception of how those libations could appear and taste--and how much they could cost. Acitelli weaves the unlikely triumph of the small-batch distilling movement into other major trends, including a neo-Prohibitionism that nearly croaked the entire thing, America's re-embrace of cocktails, and the twin rises of craft beer and fine wine. He also expertly delves into the controversies currently wracking American spirits, ones that threaten to tank the movement at the moment of what should be its greatest triumph.