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2008

## All About Beer: Brewing, Pairing, & Enjoying the World's Most Popular Alcoholic Beverage, Exhibit Brochure

Tim Bottorff

Edmund Meason

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## About the Library

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The Universal Orlando Foundation Library serves the University of Central Florida's Rosen College of Hospitality Management. The collection contains materials related to all facets of the hospitality and tourism industries, including many items on brewing, pairing, and enjoying beer.

The UOF Library is located at 9907 Universal Blvd., in the heart of central Florida's tourism area. For more information, visit the Library's homepage at <http://library.ucf.edu/rosen> or call 407-903-8100.

## Exhibit Design

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Curators:

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- **Edmund Measom**, Adjunct Instructor, Rosen College of Hospitality Management

Special thanks to:

- **Melissa Bairey**, Manager, BJ's Restaurant, Kissimmee, FL

**Universal Orlando Foundation Library  
At the Rosen College of Hospitality Mgmt.**



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**Universal Orlando  
Foundation Library  
At Rosen College**

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**All About Beer:  
Brewing, Pairing, & Enjoying  
The World's Most Popular  
Alcoholic Beverage**

**On Display  
August—December  
2008**

**At the Universal Orlando  
Foundation Library  
at the Rosen College of  
Hospitality Management**

## Beer: The Abundant, Blissful Beverage

No one knows for sure when beer was first discovered, but recipes for brewing beer date back at least to the ancient Mesopotamian poem *Hymn to Ninkasi*, which also includes a passage celebrating the effects of beer:

While I turn around the abundance of beer,  
While I feel wonderful, I feel wonderful,  
Drinking beer in a blissful mood,  
Drinking liquor, feeling exhilarated.

Today the blissful beverage is brewed and consumed in nearly every country in the world, with many distinct flavors and varieties. The global beer market generated total revenues of over \$400 billion in 2007 (Mintel), and world beer production annually exceeds 35 billion gallons (Katz).



In the United States, beer has been popular since Colonial times. Founding Father Thomas Jefferson, who brewed some of his own beer, is even attributed as saying, "Beer, if drank with moderation, softens the temper, cheers the spirit, and promotes health."

And Benjamin Franklin may have been the first to say the oft-quoted line "Beer is proof that God loves us and wants us to be happy."

In more modern times, the U.S. market for domestic and imported beer reached \$95.7 billion in 2007. And in 2008, U.S. breweries will record revenue totaling \$22.2 billion, which is approximately 26% of total beverage product manufacturing revenue in the United States (IBISWorld).

With that background in mind, we invite you to explore our small exhibit on beer, which displays materials related to:

1. The ingredients and process of making beer,
2. The rise of microbrews and brewpubs, and
3. The art of pairing beer with food

May you, too, follow in Ninkasi's footsteps and discover more about beer, the blissful, abundant beverage! Or, if that sounds a little too highbrow for your tastes, you could just quote America's favorite TV dad, Homer Simpson: "Mmm... beer."



## A Few Good Books on Beer...

***Ambitious Brew: The Story of American Beer.*** By Maureen Ogle, Rosen Gen Coll TP577 .O46 2006

***American Brew: The Rich and Surprising History of Beer in America.*** By Here's to Beer, Inc., Rosen Gen Coll PN1997 .A5145 2007

***Beer: Health and Nutrition.*** By Charles W. Bamforth, Rosen Gen Coll TP577 .B26 2004

***Beer & Food: An American History.*** By Bob Skilnik, Rosen Gen Coll TX726.3 .S55 2007

***Beer: Tap Into the Art and Science of Brewing.*** By Charles Bamforth, Rosen Gen Coll TP577 .B34 2003

***Best of American Beer and Food: Pairing & Cooking with Craft Beer.*** By Lucy Saunders, Rosen Gen Coll TX726.3 .S275 2007

***Brewmaster's Table: Discovering the Pleasures of Real Beer with Real Food.*** By Garrett Oliver, Rosen Gen Coll TP577 .O55 2005

***Complete Encyclopedia of Beer: A Comprehensive Directory of the Beers of the World.*** By B. Verhoef, Rosen Ref Coll TP568 .V47 2003

***History of Beer and Brewing.*** By Ian Hornsey, Rosen Gen Coll TP577 .H67 2003

***How to Brew: Everything You Need to Know to Brew Beer Right the First Time.*** By John J. Palmer, Rosen Gen Coll TP570 .P275 2006

***Microbrewed Adventures: A Lupulin-Filled Journey to the Heart and Flavor of the World's Great Craft Beers.*** By Charlie Papazian, Rosen Gen Coll TP577 .P37 2005

