2008

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

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About the Library

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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Special thanks to:

- Melissa Bairey, Manager, BJ’s Restaurant, Kissimmee, FL
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.”

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**A Few Good Books on Beer...**

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