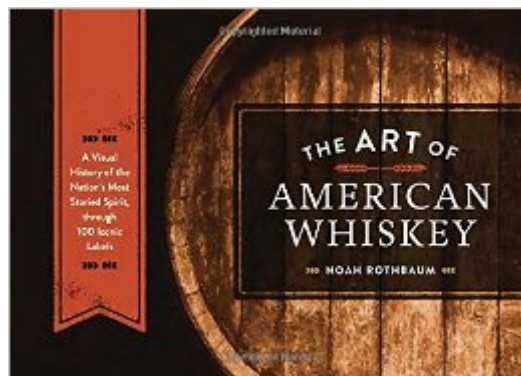


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# The Art Of American Whiskey: A Visual History Of The Nation's Most Storied Spirit, Through 100 Iconic Labels



## Synopsis

A visual history of American whiskey, as told through hundreds of whiskey bottle labels, from early, pre-Prohibition-era days to the present. Just as wine is to the French or beer is to the Germans, whiskey--especially bourbon and rye--is an integral part of the history and culture of the United States. The Art of American Whiskey traces the arc of this beloved, renowned spirit--from its earliest days in the Colonial era, through the Civil War, Prohibition, Great Depression, and up to the current craft-distilling boom. Illustrated with 100 full-color modern and historic labels from the most iconic bottles ever made, The Art of American Whiskey is an instant collectible and a fantastic gift for any whiskey enthusiast or design lover. Captions, sidebars, profiles and short histories tell the story of the pioneers and places behind the labels, and each chapter features era-appropriate recipes from all-star bartenders and cocktail experts that will tickle any tippler's fancy.

## Book Information

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## Customer Reviews

I came of legal drinking age in 2003 in a small Ohio town just a stone's throw from "The Dry Capital of the World," a place where the ghost of prohibition still lingered. A person could buy "half proof" spirits in most grocery stores, but if they wanted real liquor they'd have to head to the state-run liquor. I'd heard rumors that those places were surrounded by cops and young drinkers faced particularly tough scrutiny. So due to unfounded fear, my first foray into drinking was half proof coconut rum from Meijer's grocery store. After a few months of typical male, twenty-something braggadocio my friends convinced me that coconut rum might taste great, go

down easy, and "get the job done"™, but it was definitely not cool. With visions of manliness dancing in my head my next purchase was a bottle of Early Times Bourbon (half proof of course). It didn't take much for my palate to adjust. I had a natural affinity for the oaky, woodiness of that sweet brown liquor. That summer I graduated and took a job as a software developer in central Kentucky. I was unprepared for the culture shock of coming to the Bluegrass from my suburban life in central Ohio. People talked slower, the closest "big city" was almost an hour away, and drinking was socially taboo. However, despite everyone playing teetotaler in public, bourbon was everywhere! Along with thoroughbred racing and basketball, it was a lifestyle. Since I'm allergic to horses and sports I decided to integrate into my new home state through bourbon. That was twelve years ago, but I still count myself a fan of all things bourbon and Noah Rothbaum's *The Art of American Whiskey* is a unique, must have book for any whiskey fan's library. What makes this book so special is the way it presents the history of whiskey.

In full disclosure I am a Boardwalk Empire junkie. Not sure what it is or why it is but the history around this era is fascinating to me. Prohibition was an ill-conceived, though well intentioned, hiccup in history that helped solidify the sanctity of whiskey in all its forms. Naturally I jumped at the chance when I found out I could write a review for *The Art of American Whiskey* by Noah Rothbaum. This book is rich with history, imagery and my personal favorite-recipes. Rothbaum takes you through history beginning with the 1800s and landing you in what he calls the New Golden Age. Each page is artfully crafted to include images culled from labels and signage through the ages and is as visually pleasing as the smoothest bourbon tastes going down. His attention to detail is clear resulting in a layout that is easy to navigate and pleasure to just flip through for the casual browser. I enjoy having this book laying around because inevitably visitors pick it up and thumb through it. No book about whiskey would be complete without recipes, at least in my opinion. One could try but what would be the fun in that? As a "Manhattan"™ purist I look forward to working my way through these cocktail recipes to see if I could be persuaded to change my tune. From the "Boilermaker"™ to the "Presbyterian"™ I intend to be committed to diligent and thorough research and if I can remember any of it I'll return with a post-script in the future. My guess is that they're all gonna be good so let's just leave it at that. As always-I never write about things I don't like-life is too short to dwell on the negative. I am required to let you know that I have written this review as part of Blogging for Books but I would have done this one anyway!

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