

FOR IMMEDIATE RELEASE



### **New Book is the Ultimate Travel Guide for Beer Lovers**

ASBURY, N.J. – May 31, 2007 – What’s the first thing you do when you arrive at your vacation destination? Check out the pool? Find a good restaurant? If you’re one of the millions of beer enthusiasts in the country, chances are your first concern is finding the local breweries and beer brands.

You can spend all your time searching the internet for local breweries and new beers or you can take the newly released 3<sup>rd</sup> Edition of **The Essential Reference of Domestic Brewers and Their Bottled Brands™ (DBBB)** with you on vacation. The DBBB features over 570 pages of detailed information about more than 400 U.S. brewers.

“When I travel, even for business, my first priority for my free time is finding a local brewery where I can sample new and different ales and lagers,” said Michael Kuderka, managing partner of MC Basset, LLC, and the book’s creator and publisher. “One of the reasons we created this book was because I got tired of looking through dozens of trade publications and internet sites to find information on these breweries.”

The DBBB indexes more than 3,000 brands in several different ways including a geographical listing of breweries by state. The book also offers:

- State-by-state availability charts for each brewery
- Brand listings grouped by beer style
- Color and bitterness comparison charts
- “How supplied” information for each brand, listing availability of can, bottle, and keg sizes
- Over 100 brewery portfolios (utilizing each brewer’s brand labels)
- Alphabetic brewery listings.

“The best thing about the DBBB is that you can take it with you any where you go,” continues Kuderka. “It’s almost like a Zagat guide for beer lovers. All of the information is at your fingertips. Pick the brewery, or pick the beer style you’re craving, consult the book and start your beer quest.”

The 3<sup>rd</sup> edition of DBBB retails for \$60 including shipping. Each book includes a one-year subscription to the book’s Online Companion, which is updated monthly with any brand changes, launches and discontinuations. Users who register online also will receive the monthly *Show Your Style* and *Style Trends* e-mail communications and *DBBB Alerts* that give real-time information about new brewery brands and brewery events.

To order or for more information call **1-800-247-6553** or go online at [www.thebeerbible.com](http://www.thebeerbible.com). Portions of the book can be reviewed online.

**About MC Basset, LLC:**

MC Basset, LLC is the publisher and distributor of "The Essential Reference of Domestic Brewers and Their Bottled Brands™" (DBBB). MC Basset, LLC is a limited liability company based in Asbury, New Jersey, and is managed by Michael S. Kuderka and Catherine A. Ench-Kuderka. For further information, visit [www.mcbasset.com](http://www.mcbasset.com).

For more information, to receive a review copy of the book or high resolution images, or to arrange an interview, please contact:

**Donna Schwartz, 314-330-3488, [donnaschwartz@kc.rr.com](mailto:donnaschwartz@kc.rr.com)**