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"BEER BIBLE" A GODSEND FOR BEER CONNOISSEURS

April 10, 2006, Asbury, NJ - *The Essential Reference of Domestic Brewers and their Bottled Brands* (DBBB) is the first compilation offering big brewery fans, and microbrew & craft brew connoisseurs a single point of reference.

Nearly 400 pages long, the *DBBB* is the first hardcover beer reference to index and detail all of the US beer brewers and their bottled brands, with listings broken out alphabetically, by style, by geographic availability, and by individual brewer portfolios.

"The concept for the book came from one part frustration and one part passion. My wife and I attended a beer festival in 2004 and enjoyed several fantastic beers. When we tried to find our favorites at our local retailers, we didn't have a great deal of success." said Michael Kuderka, Managing Member of MC Basset, LLC, the book's creator and publisher. "In some cases, we remembered the style of beer, but not the brewery; in others, we knew the brewery but were not too sure of the brand we had enjoyed."

It became immediately clear that the retailers weren't able to provide a quick, easy answer to satisfy the thirst for new brands. The quest to create and provide one nationally-recognized reference, published annually for all domestic breweries and their brands began.

The new book features a foreword from the Boston Beer Company's founder, Jim Koch, and individual style descriptions, color & bitterness comparison pages, and state-by-state availability charts. The *DBBB*, and the Online Companion site have become a must-have in the beer enthusiast's library, as well as a popular gift item for anyone interested in expanding their microbrew & craft beer options.

The Essential Reference of Domestic Brewers and their Bottled Brands can be purchased by going to www.essential-reference.com, and retails for \$47.50 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.

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

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