



The Lagunitas Story

Tony Magee

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The Lagunitas Story; So You Want To Start A Brewery...? was written by Tony Magee, founder of Petaluma, California's Lagunitas Brewing Company. So You Want To Start A Brewery...? is a thrilling first-person account of the gut-wrenching challenges and heart-warming successes of founding a brewery, told in the vibrant voice of the one person closest to the process who is also the one person with the most to lose. So You Want To Start A Brewery...? is equal part memoir, narrative and business story, with liberal dashes of pop culture and local color. The tale is anchored strongly in time and place as a one-of-a-kind Made in America journey that just happens to culminate with the continued success of one of the nation's most popular and enduring craft beer brands. Devoted to details but never boring, this is a must-read for anyone who's ever considered starting their own business and all those who've sweated blood working to get one on its feet, as well as an illuminating slice-of-life for Lagunitas many fans.

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