



Beam, Straight Up: The Bold Story of the First Family of Bourbon

Fred Noe, Jim Kokoris

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An insider's look at the Jim Beam brand, from a 7th generation Master Distiller

Written by the 7th generation Beam family member and Master Distiller, Frederick Booker Noe III, *Beam, Straight Up* is the first book to be written by a Beam, the family behind the 217-year whiskey dynasty and makers of one of the world's best-selling bourbons. This book features family history and the evolution of bourbon, including Fred's storied youth "growing up Beam" in Bardstown, Kentucky; his transition from the bottling line to renowned global bourbon ambassador; and his valuable business insights on how to maintain and grow a revered brand.

- Includes details of Fred Noe's life on the road, spreading the bourbon gospel
- Describes Fred's journey to becoming the face of one of America's most iconic brands
- Shares a simple primer on how bourbon is made
- Offers cocktail and food recipes

For anyone wanting a behind the scenes look at Jim Beam, and an understanding of the bourbon industry, *Beam, Straight Up* will detail the family business, and its role in helping to shape it.

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