



So You Want to Start a Brewery?: The Lagunitas Story

Tony Magee

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So You Want to Start a Brewery? is the first-person account of Tony Magee's gut-wrenching challenges and heart-warming successes in founding Lagunitas Brewing Company.

In just 20 years, the company has grown from a seat-of-the-pants, one-man operation to be the fifth largest—and the fastest growing—craft brewer in the United States. This equal part memoir, narrative, and business story is an illuminating yet hilarious account anchored strongly in time and place as a one-of-a-kind, made-in-America journey that culminates with the success of one of the nation's most popular and enduring craft beer brands.

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