



# Cool Beer Labels: The Best Art & Design from Breweries Around the World

By Daniel Bellon, Steven Speeg

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Cheers to beer design!

The days of boring, mass-produced yellow fizz-water are all but over. These days, independent beer makers are creating a wide variety of interesting beers that exhibit a vast range of depth and flavor. Beer is more than a beverage--it's an artisan craft championed by talented people devoted to quality and good taste. And as craft beer and home brewing continue to grow by leaps and bounds, the culture of beer has made the shift from big business to an industry filled with people who truly care about what they make. And that attention to detail goes for the art and packaging as well as the brews themselves.

*Cool Beer Labels* explores the art and design of beer culture from labels to cans to growlers and more. Inside you'll find:

- More than 400 full color examples of beer labels from craft and small breweries around the world
- Case studies from working designers
- Interviews with brewery owners and master brewers
- An exploration of breweries by region
- And more

Whether you are a visual creative looking for packaging design inspiration or simply part of the growing community of people who enjoy home brewing, craft beers and beer culture, you're sure to enjoy cracking open a cold one and settling back to enjoy this art-filled celebration of beer.

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- Sales Rank: #434671 in Books
- Published on: 2014-10-16
- Released on: 2014-10-16
- Original language: English
- Number of items: 1
- Dimensions: 8.00" h x .80" w x 8.00" l, .0 pounds
- Binding: Hardcover
- 203 pages



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### Editorial Review

#### About the Author

**Daniel Bellon** has been in the graphic design field for over 15 years and his experience has been as diverse as his list of clients which include the National Football League, Sony Music, Adidas, Nike and others. He is also the author of *Typography for the People*.

**Steven Speeg** is an associate creative director with more than 13 years of professional experience. He has worked for some of the biggest companies in the United States including Pepsi, Gatorade, Frito-Lay, World Wrestling Entertainment and others.

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