



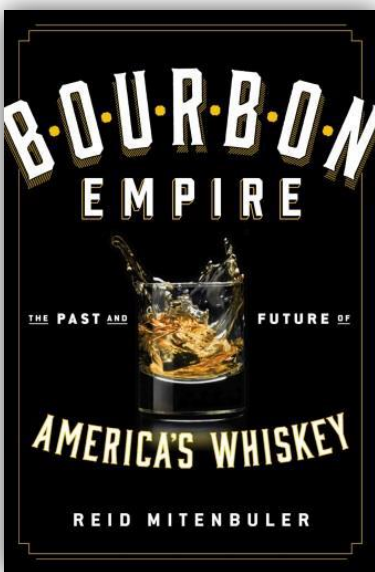
BOURBON EMPIRE

The Past and Future of America's Whiskey

REID MITENBULER

VIKING (US) · 4th JUNE 2015 · £19.99 Hardback · eBook available

Rowdy, dynamic and full of attitude, **BOURBON EMPIRE**, takes the reader on a fascinating journey through the history and the future of this extraordinary drink.



Whiskey has profoundly influenced America's political, economic and cultural destiny, just as those same factors have inspired the evolution and unique flavour of the whiskey itself. Unravelling the many myths and misconceptions surrounding America's most iconic spirit, **BOURBON EMPIRE** traces a history that spans frontier rebellion, Gilded Age corruption and the magic of Madison Avenue. Few products better embody the United States or American business than bourbon.

Reid Mitenbuler's writing is as gutsy and full of verve as the drink itself, capturing this vivid tale of innovation, success, downfall and resurrection. An exploration of the spirit in all its unique forms, **BOURBON EMPIRE** creates an indelible portrait of both bourbon and the people who make it.

"In this savory history of bourbon whiskey, journalist Mitenbuler recounts the journey of this archetypal American libation...Mitenbuler's prose is relaxed and mellow with a shot of wry; his entertaining, loose-limbed narrative revels in the colorful characters and droll hypocrisies of capitalism at its booziest."

Publishers Weekly

"An illuminating, well-paced narrative that will interest students and imbibers of the wee drap, American-style."

Kirkus Reviews

ABOUT THE AUTHOR:

REID MITENBULER lives in Brooklyn, NY, and has written about whiskey and drinking culture for *The Atlantic*, *Slate*, *Saveur*, and *Whiskey Advocate*, among other publications.

He blogs about American whiskey on his website www.reidmitenbuler.com

This is his first book.

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