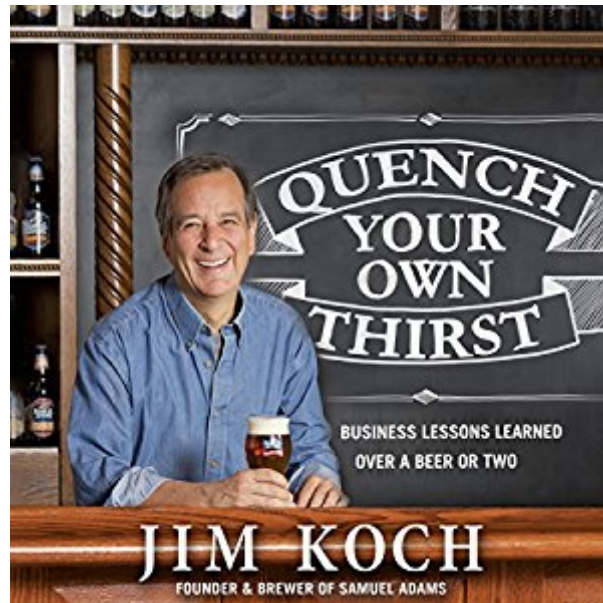


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# Quench Your Own Thirst: Business Lessons Learned Over A Beer Or Two



## Synopsis

Founder of The Boston Beer Company, brewer of Samuel Adams Boston Lager, and a key catalyst of the American craft beer revolution, Jim Koch offers his unique perspective when it comes to business, beer, and turning your passion into a successful company or career. In 1984, it looked like an unwinnable David and Goliath struggle: one guy against the mammoth American beer industry. When others scoffed at Jim Koch's plan to leave his consulting job and start a brewery that would challenge American palates, he chose a 19th-century family recipe and launched Samuel Adams. Now one of America's leading craft breweries, Samuel Adams has redefined the way Americans think about beer and helped spur a craft beer revolution. In *Quench Your Own Thirst*, Koch offers unprecedented insights into the whirlwind ride from scrappy start-up to thriving public company. His innovative business model and refreshingly frank stories offer counterintuitive lessons that you can apply to business and to life. Koch covers everything from finding your own Yoda to his theory on how a piece of string can teach you the most important lesson you'll ever learn about business. He also has surprising advice on sales, marketing, hiring, and company culture. Koch's anecdotes, quirky musings, and bits of wisdom go far beyond brewing. A fun, engaging guide for building a career or launching a successful business based on your passions, *Quench Your Own Thirst* is the key to the ultimate dream: being successful while doing what you love.

## Book Information

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## Customer Reviews

Really enjoyed reading this book. No nonsense business advice straight from the man himself. It

was refreshing to read a story of a successful company that quality of the product was the most important concern. Sadly you don't see that often enough. It was a really easy read that felt as relaxed as if you were sitting have a beer with the man himself (sounds cheesy I know). Have a new appreciation for Sam Adams and a fresh perspective for my business. Planning on reading this one over and over again.

Fifteen years ago I featured Boston Beer in my book Value-Creating Growth as a prime example of a well-crafted strategic construct, also well executed. Now Jim is sharing the full arc of how to build a business. Boston Beer has had, of course, it's downs and ups. 'Quench...' Can serve as a primer for established enterprises that need to ratchet up their growth. And the lessons serve equally well to paint the journey a young company must transverse.

I listened to this book on audible. What I noticed right away is that Jim Koch does a fine job of narrating his own book but talks a bit slow for my taste. So I listened to the whole book at 125% and it sounded great. At one point, I was curious as to what it would have sounded at 75%. It sounded exactly like Mr. Koch was imbibing in too much of his own product. I laughed out loud. I drink craft beer, (we have a lot of choices in Colorado) and sometimes have a Sam Adams. That's what caught my interest in the book. But the book is full of all kinds of practical wisdom for any entrepreneur. Jim Koch has a lot of experience-and he shares both success and failures-and the lessons learned. If you are an entrepreneur you can benefit from this book-all the while enjoying Jim Koch's ability to tell a good story.

This is a very, very fun book to read. Jim puts together a bunch of amusing anecdotes from certain time periods of the brewery's past, and tells them in an engaging way. It's fun as historical nonfiction. That being said, it definitely reads like somewhat of a propaganda piece - he just did everything for the sake of beer every moment of every day and created/supported the entire craft beer community! Awesome! As far as the business advice goes, it's mainly platitudes and in-house rhetorical phrases used to give the impression of significant advice when little to none is actually present. There are also a couple of instances where Jim takes explicit shots at Brooklyn brewery, which even if they were justified come off as somewhat petty and "I'm going to use this chance to correct the record"-y. Read it as a fun bit of info about the history of Boston Beer Company, as the "business lessons learned over a beer or two" tag line suggests more business advice than is present.

I am by no means an MBA or a CEO, but I do have my own small business, so to speak - I'm a freelance writer/speech coach. Reading this book was educational beyond belief. Anyone who runs a business in any way, shape or form will benefit from the read. Jim's common sense business lessons are highly educational and - bonus - entertaining as hell, to boot. A terrific read!

I got the book on Audible and loved the fact that Jim narrated the book. Jim is a great story teller and I loved the book to the very end. I enjoyed the real down to earth experiences this book brings to what it is like to start a business from scratch. I really liked the chapter on String Theory and how useful that is for a startup. I think one of the biggest take aways are about the golden rule of selling. If you are going to make it in a business, you have to be able to sell your product and have someone want to to spend their money for your product.

This is a fabulous book, and Jim's advice is original and surprising. I worked for Jim many years ago, and what he says about the way he runs his business is accurate. I watched the company grow 40% year after year. When sales plateaued, he used the slowdown to perfect the brewing and operations. Mostly, he continued to make sure that Samuel Adams beers were brewed to an exacting level of care. He supported small brewers in many ways. And truly Jim Koch is the best boss I have ever had, period. This book is a blast.

Couldn't put this one down. Fantastic business book for any startup, but if you're a beer lover, craft beer, not so much Bud or Miller Lite, this book will more than quench your thirst. Finished it in two sittings and am planning a trip to the brewery.

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