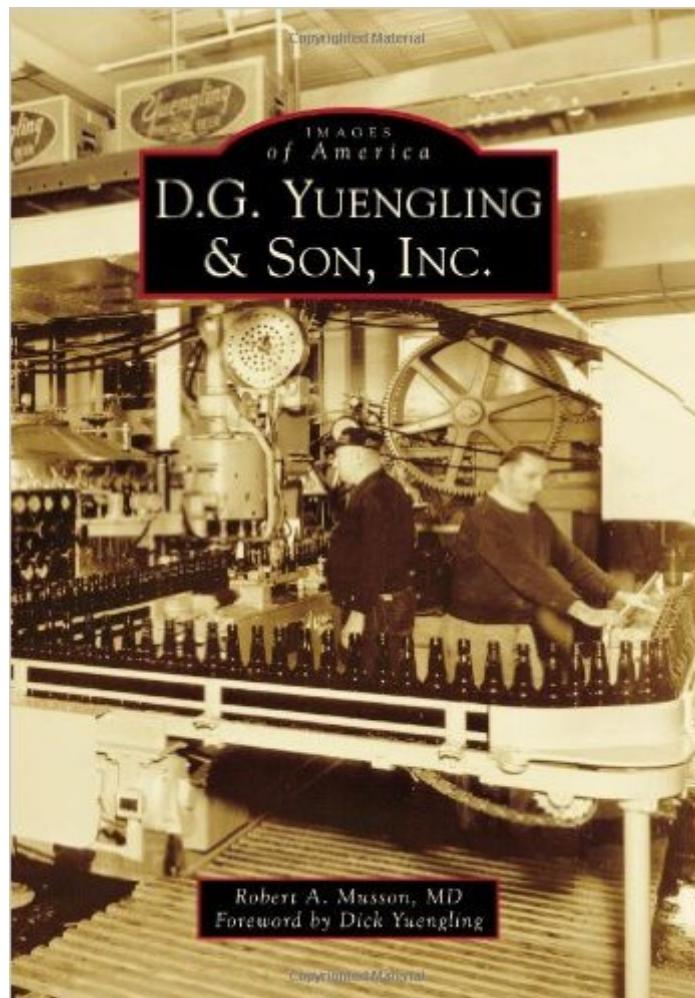


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# D.G. Yuengling & Son, Inc. (Images Of America)



## Synopsis

Known as "America's Oldest Brewery," D. G. Yuengling & Son, Inc., of Pottsville has been in continuous operation since 1829. Since its start, Yuengling has been prudently managed by the Yuengling family. Overcoming the 14 dry years of Prohibition, Yuengling persevered due in part to the ingenuity and creativity of its owners and loyalty of its consumers. Unlike many of the regional brewers who were forced to close their doors over time, Yuengling found a niche for itself beginning in the late 1980s. With the introduction of Yuengling Lager and Black & Tan, the brand became a sensation in and around Philadelphia. Popularity of the beverages led to Yuengling being distributed in 14 states, making it the largest American-owned brewery. Through more than 220 historic images, D.G. Yuengling & Son, Inc., tells the story of this legendary American company.

## Book Information

Series: Images of America

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Average Customer Review: 4.8 out of 5 stars (See all reviews) (9 customer reviews)

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## Customer Reviews

I bought this as a gift for my honey for Christmas. Yuengling is his favorite beer and he is a history buff so i thought he might enjoy reading about the history of this company. He absolutely loves this book! Its full of pictures and the very interesting history of this company. I am very happy with this purchase!

If you like local history and you like it in a condensed form with a lot of pictures; then these books are for you. I have 20 of them so far and have never disliked a one! Usually I end up lending them out a lot to friends and family because they are so good.

I Had toured the brewery a few years ago, but thoroughly enjoyed learning more about the history of Yuengling. The pictures were great also!

My husband liked this book a lot. Of course, it is about the history of his favorite beer! Interesting facts provided.

I gave it as a gift to my grandfather, a huuuge fan of Yuengling, and he loved it.

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