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## **999 Bloggers of Beer on the Web** ***Opinions Flow Online about Nation's No. 1 Alcoholic Beverage***

BOULDER - *Philadelphia Daily News* beer columnist Don Russell ([joesixpack.net](http://joesixpack.net)) and *1001 Beers You Must Taste Before You Die* contributing writer Jay Brooks ([brookstonbeerbulletin.com](http://brookstonbeerbulletin.com)) make a living writing about beer. So does Stephen Beaumont ([worldofbeer.wordpress.com](http://worldofbeer.wordpress.com)) who is as likely to tell you about a new beer in Brazil as one in Boston.

Thanks to the growing popularity of craft beer, they've been joined by Ashley Routson ([drinkwiththewench.com](http://drinkwiththewench.com)), Sean Jansen and Ian Cowpar ([2beerguys.com](http://2beerguys.com)) and hundreds of other beer lovers whose blogs and websites are filled with advice, passionate opinions, and tips on where to find the best beers in the US and elsewhere.

With annual beer consumption estimated at 200 million barrels, beer continues to be the beverage of choice for Americans who drink alcohol. A 2010 Gallup poll reports that 41 percent pick beer over wine or spirits. Given the 1,700 craft breweries now making beer in the United States, consumers have more choices than ever -- and plenty are quick to talk about them.

According to Allan Wright, creator and organizer of annual Beer Blogger Conferences in Europe and the United States, the number of "citizen" beer bloggers worldwide -- those who blog on their own rather than for a brewery or other company -- is currently at 999 and growing.

"People love beer. They love telling you about their favorites. And many people now love reporting on their blog about a craft beer they've just discovered or telling you what beers go best with which food," said Wright. "It's so easy to put your opinions online that any beer lover can do it and, right now, we know of 999 who are doing just that via their own blogs."

Wright should know. He's just back from the European Beer Bloggers Conference in London and getting ready for the US version in Portland on August 19-21.

The conferences give beer bloggers or aspiring beer bloggers the chance to mingle with brewers and fellow bloggers, find out about the latest trends in craft beer and blogging, and do what beer lovers love most: drink great beer. The Portland conference, which is currently accepting registrations ([beerbloggersconference.org](http://beerbloggersconference.org)), will feature a keynote speech from blogger J. Wilson, who became famous earlier this year for a five-week Lenten fast, consuming only beer. Portland itself is a mecca for those whose tastes run to craft beer. *Men's Journal* says it's one of the top five best beer towns in the country, and *USA Today* has just named it one of the top ten places for bar hopping in the US.

Wright does more than organize annual gatherings of beer bloggers -- for the first time this year, he'll also lead an adventure tour that rewards hikers and cyclists with a cold brew at the end of each active day ([zephyradventures.com](http://zephyradventures.com)). Slated for September 9-14, this year's beer adventure is a 567-mile pub crawl in and around Yellowstone and Grand Teton National Parks, including a hike along the Henry's Fork River in Idaho's Harriman State Park, a downhill bike ride starting atop Montana's Beartooth Pass, and visits to six craft breweries in Montana, Wyoming and Idaho.

"You don't have to be a beer expert or star athlete to enjoy this tour," said Wright. "It a great way for people of any ability to soak up some beautiful scenery, get outside and breathe fresh mountain air, and taste some of the best beer in the West. Of course, chasing a bear sighting with a crisp Snake River Lager makes for good blog material, too."

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*Allan Wright is the founder of Zephyr Adventures, a 14-year-old active vacation tour company based in Red Lodge, MT. For the Complete List of Beer Blogs and information about the Portland Beer Bloggers Conference, visit [beerbloggersconference.org](http://beerbloggersconference.org). For information about the Yellowstone Bike, Hike, and Beer Tour, visit [zephyradventures.com](http://zephyradventures.com).*