When I first attended the world’s largest beer festival in 2008, I was overwhelmed by the sheer quantity of craft beers on tap. There was no way I could taste (let alone remember) them all later. And I wasn’t going to be that guy with the three-ring binder full of beer notes, either. So I made myself a pocket-sized notebook to quickly record tasting notes. As soon as beer geeks saw mine, they wanted one. And then my wine friends said, “Hey, you should do one for wine!” Fast-forward 11 years, and I’ve developed more than 30 different notebooks – for wine, yes – but also for coffee, whiskey, cheese, cider and many more. The list is always growing.

Dave Selden  
Chief Janitor / Creator  
33 Books Co.
“33” brand tasting notebooks are designed to help people quickly record notes for their favorite foods and beverages. These little notebooks are perfect gift items for fine food and drink lovers, and easy impulse buys at the checkout counter. They work great in loyalty programs, for staff training and special events.

**TASTING JOURNALS**

Perfectly pocket-sized, the original “33” notebooks are printed on 100% recycled paper using soy-based ink. A unique “flavor wheel” is included on each of the 33 pages of note-taking space, providing a quick, visual way to describe flavor. Checkboxes and other unique graphic elements further speed up the process.

**33 JOURNALS**

The cover for my standard pocket journals is a soft chipboard that wears beautifully. The thirty-three interior pages are white. The books typically retail for $5.00+ and do especially well near the register.

**33⅓ JOURNALS**

Incorporating unique print techniques such as metallic foils and embossing, my 33⅓ series books are dressed to impress and stand slightly taller than my standard books, at 5.75 inches. They generally retail for $6.00+

**33⅓ SERIES**

Incorporating unique print techniques such as metallic foils and embossing, my 33⅓ series books are dressed to impress and stand slightly taller than my standard books, at 5.75 inches. They generally retail for $6.00+

**LOGBOOKS**

My original books help with the consumption of fine food and drink. My newest series is focused on production, with unique notebooks designed to help you make better beer, roasted coffee and more. 5 x 7 in. MSRP: $7.00

**THE SECRET INGREDIENT?**

No, it’s not love. A teeny, tiny amount of real beer/wine/whisk(e)y/etc. is added to the ink in each new edition, cryptically noted on the back of each.
A one-time die charge of $75.00 applies to all orders. A solid magnesium block is engraved with your high-resolution black-and-white logo.

I get asked about co-branded “33” books almost every day, which I take as a huge compliment. I’m delighted when people want to align their brand with my pocket tasting notebooks! There are two basic options, detailed below.

**OPTION NO. ONE**

**IMPRINTING**

This is the fastest option, and the most cost-effective at small volumes. Send me your one-color logo, and I’ll imprint it on the front or back of stock books in a distinctive foil. Black, white, gold, silver, copper and many other foil colors are available.

This option also offers the most customization since books are printed just for you. Your books will take 2-3 weeks to print once we finalize artwork. Prices shown are for 2-color printing.

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>UNIT PRICE</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>250</td>
<td>$5.50 EACH</td>
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<tr>
<td>5000</td>
<td>1.85 EACH</td>
<td>9,250.00</td>
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</table>

Prices shown above are for 2-color printing and do not reflect shipping costs.

**OPTION NO. TWO**

**CUSTOM PRINTING**

Send me your color logo, and I’ll include it on the front and/or back of a “33” book of your choice. Since this run is printed just for you, I can position the logo for maximum impact.

A totally unique cover for the “33” book of your choice, with the 33 Books logo on the back. I can also modify the interior pages to include brief marketing messages or other content.

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>UNIT PRICE</th>
<th>TOTAL</th>
</tr>
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<tbody>
<tr>
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<tr>
<td>500</td>
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<td>4,900.00</td>
</tr>
<tr>
<td>5000</td>
<td>2.10 EACH</td>
<td>10,500.00</td>
</tr>
</tbody>
</table>

Have a special request? Let’s talk! Some of the most creative and impactful custom “33” book projects have included unique packaging, rubber bands, buttons, pens and/or pencils — just about anything is possible.

A one-time die charge of $75.00 applies to all orders. A solid magnesium block is engraved with your high-resolution black-and-white logo.
LOYALTY IN A BOX

Traditional loyalty programs reward the act of consumption, but don’t do much in the way of education, which is where true loyalty — relationships — are born. My “drinking club for the thinking person” helps you build smarter, better customers by teaching them about your beverages and rewarding them for drinking them. I’ll use beer as an example, but this program has been successfully deployed in whiskey bars, coffeeshops and cider bars. Here’s how it works:

Recruit Members
Most tasting rooms charge $5-10 to join. This includes a tasting journal for the customer, which is stored in the boxes below when not in use.

Sell Drinks (33 of them!)
Every drink the customer buys is chronicled in their journal (by the customer). As they complete the books, they learn more about what makes your brand special. They’re great for staff training, too.

Reward and Repeat
Once the customer has completed a book, reward their loyalty with a prize. This could be a special drink from the cellar, a piece of branded merchandise, a behind-the-scenes tour …

THE BASIC PACKAGE
Start today with an affordable package perfect for startup cideries and small taprooms.

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>UNIT COST</th>
<th>SUBTOTAL</th>
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</thead>
<tbody>
<tr>
<td>50 Books</td>
<td>$2.50</td>
<td>$125.00</td>
</tr>
<tr>
<td>4 Boxes</td>
<td>$15.00</td>
<td>$60.00</td>
</tr>
</tbody>
</table>

$185.00

THE MIDDLE ONE
Get a lower unit cost on my books and storage boxes by ordering a few more books.

<table>
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<th>QUANTITY</th>
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</thead>
<tbody>
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<td>100 Books</td>
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<td>$225.00</td>
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<tr>
<td>4 Boxes</td>
<td>$10.00</td>
<td>$40.00</td>
</tr>
</tbody>
</table>

$265.00

MY STANDARD PACKAGE
Each box holds 50 books. Get the best bang for your book when you fill them up at the get-go.

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>UNIT COST</th>
<th>SUBTOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>200 Books</td>
<td>$2.25</td>
<td>$450.00</td>
</tr>
<tr>
<td>4 Boxes</td>
<td>$5.00</td>
<td>$20.00</td>
</tr>
</tbody>
</table>

$470.00

ADD YOUR LOGO FOR JUST $100
I get asked about co-branded “33” books almost every day. I love collaborating on new book designs, but the required minimums, long lead-time and up-front investment aren’t right for every project. I was delighted to discover a solution on a recent trip — a really cool, American-made machine that lets me add your logo to my already-made books in nearly any color.

Pricing includes a one-time die charge of $75.00 and imprinting your first order. A solid magnesium block is engraved with your high-resolution black-and-white logo. Reorders pay just $.33/book for imprinting.

READY TO ORDER?
E-mail orders@33books.com

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FOR MORE INFO, VISIT 33BOOKS.COM, OPEN 23 HOURS/DAY.
Based on my pocket-sized tasting journals, these wall maps are a great way to memorialize tasting journeys. They make excellent gifts and eye-catching decor, and provide a unique, long-lasting record of your tasting experiences. All posters are printed on heavy recycled paper made in Niles, Michigan, and printed in sunny Portland, Oregon.

**SINGLE MALTS OF SCOTLAND**
Every distiller of single malts in Scotland is included on this map. Try scotch from each of the five classic whisky-producing regions, with additional emphasis on examples from the Highlands and Islay.
18 x 24 in. (46 x 61 cm) MSRP: $25.00

**GREAT WINES OF FRANCE**
Taste an example from thirty major wine appellations around France displayed on this map, printed in wine, black and silver ink.
24 x 24 in. (61 x 61 cm) MSRP: $25.00

**UNITED STATES OF BEER**
Each state contains an area to log a beer from that state, with a place for the beer’s name, brewer, the date sampled and the standard 33 Beers flavor wheel. Printed on heavy gray paper with gold, silver and black inks.
39 x 25 in. (99 x 64 cm) MSRP: $25.00

**EXPLORE THE WORLD OF COFFEE**
Great coffee is grown in a thin band hugging the Earth’s equator, in places where rainfall, elevation and soil combine to create the perfect conditions for the perfect cup. With this unique wall map, you can celebrate the resulting diversity of flavors. Take a journey around the world by trying (and logging) a coffee from the 40 countries growing the world’s best Arabica beans, using the format you’re familiar with from my 33 Cups of Coffee pocket tasting notebook.
39 x 18 in. (99 x 46 cm) MSRP: $25.00

**PORTLAND DOUGHNUT TASTING MAP**
Portland has a hole lot of doughnut shops. 43 are shown on this map of Doughnut City, USA, including the iconic Voodoo Doughnut, Blue Star Doughnuts, Pip’s Original, and many more. Designed, tested and printed by yours truly on pink paper in ... where else?! Sold in a printed cardboard frame.
16 x 20 in. (41 x 51 cm) MSRP: $40.00
LETTERPRESS PRINTS

These open-edition prints are designed for lovers of the good life. Each one is printed by hand, with love, on gluten-powered, 100-year-old letterpress equipment in Portland, USA using mostly soy-based inks on 100% recycled, American-made, French brand paper. Sold unframed, but eminently frame-able.

WINE BOTTLE TAXONOMY
Today's most common wine bottle is the straight-sided, high-shouldered design native to Bordeaux. It's available in many different formats, twelve of which are are chronicled here at 1:10 scale, from the mighty Melchior to the diminutive Demi. 9 x 14 in. (23 x 36 cm) MSRP: $25.00

CIGAR TAXONOMY
Today's most common cigar shape is the straight-sided, round-headed parejo, but many other shapes are available, from the twisted Culebra to the aptly-named Torpedo. The print also covers color – there are seven, each with its own name. 11 x 14 in. (28 x 36 cm) MSRP: $30.00

COFFEE MULTIPLICATION TABLE
Coffee Pros measure not by “scoops” but by weight. Find your perfect brew ratio using my handy printed guide, designed to work for most every brew method. 5 x 8 in. (13 x 20 cm) MSRP: $12.00

CLASSIC BOURBON COCKTAILS
Bourbon has been called “America’s spirit.” Similarly, cocktails are an essentially American invention. I decided to combine both in one handsome print, celebrating nine of my favorite pre-1950 bourbon cocktails. 11 x 14 in. (28 x 36 cm) MSRP: $25.00

ESSENTIAL GIN COCKTAILS
Essential Gin Cocktails is a frameable guide to creating nine classic gin cocktails, distilled into a simple, attractive print that’s perfect for hanging in your gin den, gin parlor(our), gin bar or gin kitchen. 11 x 14 in. (28 x 36 cm) MSRP: $25.00

MODERN MEZCAL COCKTAILS
Mezcal is a fantastic cocktail ingredient, and bartenders all over the world are waking up to its many possibilities, substituting mezcal in old favorites for new flavors (smoky and savory and vegetal and tropical – oh my!), and inventing new concoctions sure to pique your palate. 11 x 14 in. (28 x 36 cm) MSRP: $25.00
There are some tasting situations for which pen, ink and book are not sufficient. For those situations, I have created a few products to help you better appreciate your favorite beverages and foodstuffs. Think of them as inanimate drinking buddies.

**TASTING TOOLS**

**CIDER TASTING MUG**

Cider lacks an important element of drinking culture – a vessel with which to appreciate it. I tried using beer and wine glasses, but they didn’t seem quite right. So I created a mug that’s purpose-built to enhance your craft cider experiences. 3.5” diam. x 5.25” tall. MSRP: $50.00

- Wide Mouth: Puts your nose near the cider.
- Tapered Neck: Aromas concentrate where your nose will meet them.
- Finish: The interior and lip of the mug are finished with a bright white glaze, but most of the exterior is left bare, providing a firm grip, even when wet.
- Insulated: Glass is great, but ceramic is better, at least when it comes to insulating properties. Cider stays cooler longer in ceramic.

The “33” logo embossed in the mug’s bottom serves as a nucleation site for CO₂ bubbles that deliver aroma to your nose and texture to your tongue. The “33” logo also helps you evaluate cider’s clarity.

**DRINKING COIN**

I have a hard time with choices in bars. There are just so many fun things to try! Should I get that really fresh IPA or the rare, barrel-aged stout instead? White or red with dinner? Should I have scotch or bourbon for dessert? One more, or time to go?

The designer in me sees “problems” like these as opportunities, and that’s where the idea for the Drinking Coin came from. Now, the answer to your drinking decisions is just a flip away. I like to think of it as my pocket drinking buddy. Made of super-heavy, solid brass in Nevada, USA, it develops a really cool patina over time. MSRP: $10.00

**POCKET pH KIT**

Your friends will be happy to see you at your next tasting when you pull out your Pocket pH Kit. My convenient, American-made dispenser travels light and has over 5 yards (450 cm) of super-sensitive pH paper. Torn into 1” strips, it’s enough for 180 samples. Knowing how acidic a particular beverage is makes for a delightfully nerdy party trick, but it’s also useful for home fermentation. If you make cider, beer, mead, wine or spirits at home, tracking your acidity can clue you in to what’s happening with your beverage during fermentation. MSRP: $10.00
FLIGHT DECKS

Flight Decks help tasters explore the wide world of flavor. Chart your tasting experience by labeling liquids specs directly on the thick, high-quality coaster mats before you embark. Create your own tasting themes – compare different regions, production techniques, aging conditions, ingredients ... the sky’s the limit. MSRP: $18.00

THE FLAVOR SAVER

Cards are sold in cases of four sleeves, with each sleeve containing 20 cards. More varieties are on the way, and co-branding is available.

- Beer
- Cider
- Coffee
- Gin
- Whisk(e)y
- Wine

LEVEL UP YOUR TASTING FLIGHTS

Flight Decks help tasters explore the wide world of flavor. Chart your tasting experience by labeling liquids specs directly on the thick, high-quality coaster mats before you embark. Create your own tasting themes – compare different regions, production techniques, aging conditions, ingredients ... the sky’s the limit. MSRP: $18.00

Cards are 4 inches tall by 10.5 inches wide (10 x 27 cm), providing plenty of room for three sample- or full-size glasses. 100% recycled paper.
SUMMON THE SPIRITS!

If you’re having trouble deciding your next beverage, consult The Spirit Summoner, my newest tasting tool. It’s a high-quality, hand-printed, birch plywood board that looks great as wall décor, and makes a killer gift item. Board measures 15x20 in., and comes in an attractive, retail-ready box with a bespoke planchette. MSRP: $50.00

CORPSE REVIVER NO. 1
2 oz. / 60 mL COGNAC
1 oz. / 30 mL CALVADOS
1 oz. / 30 mL SWEET VERMOUTH

CORPSE REVIVER NO. 2
1 oz. / 30 mL DRY GIN
1 oz. / 30 mL Cointreau
1 oz. / 30 mL LILLET
1 oz. / 30 mL FRESH LEMON JUICE
Spritz/Rinse/ABSENT

LION’S TAIL
1½ oz. / 45 mL BOURBON
¼ oz. / 7.5 mL ALLSPICE DRAM
¼ oz. / 7.5 mL LIME JUICE
1 dash ANGOSTURA BITTERS

SHAKEN

STIRRED
BRANDY : GIN : RUM : MEZCAL : TEQUILA : VODKA : WHISK(E)KY

BRANDY : GIN : RUM : MEZCAL : TEQUILA : VODKA : WHISK(E)KY

ORANGE
People have asked me to make a beer-tasting set for a long time, but I declined. There are so many beer sets out there (obviously designed by wine lovers), and who needs another tiny, cheap glass in the cupboard? If I was going to make one, I wanted it to be different and actually useful. Here’s what I came up with. My hop sensory kit is designed to help drinkers better understand hoppy beer, starting with four specific hop varieties. Fill each tasting glass with 4 ounces of neutral beer (those industrial lagers work great here). Add 2-3 drops of Beer Baster, a different variety in each one. Give the glasses’ laser-etched nucleation sites a few moments to fill the tapered neck with hoppy aromas. Use the included hop-focused beer journals to compare and contrast. Just remember ... you’re not drinking – it’s for science! 20" x 7" x 4.25" MSRP: $60.00

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TO PLACE YOUR ORDER, SEND AN EMAIL TO ORDERS@33BOOKS.COM.
FOR MORE INFO, VISIT 33BOOKS.COM. OPEN 23 HOURS/DAY.
Occasionally I’ll come across a tasting accessory so awesome that I want everyone to have it. These tasting sets include some of my own books plus one or more unique tasting tools that I’ve found out in the world, presented in an attractive, affordable package. They make great gifts.

**CHEESE TASTING SET**

My idea of a great party involves several hunks of great cheese and a few good friends. That’s what inspired this “cheese party in a box.”

It includes everything you need for a great cheese tasting – just add cheese. Present cheeses one at a time on the included cheese board using a unique placard for each. Flip the card so your guests can’t see the particulars, and let them guess the cheese’s name, origin and milk using the included cheese journals.

A bespoke carbon steel knife included in the set is sharp enough to cut hard cheese, but also works well serving soft and fresh cheeses.

Everything in the box is made in the USA.
11.125” x 8.75” x 3” MSRP: $75.00

- 8 Letterpressed Cards
- Oregon Black Walnut Board
- carbon-steel knife/spreader
- 4 x 33 Pieces of Cheese Journals
- 2 x 33 Doughnuts Journals
- 3 x USA-made colored pencils
- Rainbow Stickers: 2 x Rainbow
- Chocolate Stickers: 2 x Chocolate
- 3 x USA-made colored pencils

**DOUGHNUT TASTING SET**

My delightfully deluxe doughnut tasting kit includes two copies of my doughnut-tasting journal, **33 Doughnuts**. The books have space to draw your doughnuts using the three American-made colored pencils, selected to provide the perfect pastry palette. Top off your drawing with one of four transparent sprinkle stickers – two chocolate and two rainbow stickers are included in the resealable case. 7.25” x 11” x 0.625” MSRP: $16.00

- 3 x USA-made colored pencils
- 2 x Rainbow Stickers
- 2 x Chocolate Stickers
- doughnut-tasting journals
WHISK(E)Y TASTING SET

When I was developing my whisk(e)y tasting journals, I consumed a fair bit of “liquid research.” In my hand was always one glass — the Glencairn glass. Winner of the “Queen’s Award for Innovation,” it perfectly presents scotch and bourbon, with an emphasis on aroma. The kit includes one glass, two books (33 Drams of Scotch and 33 Glasses of Whiskey) and a pen in a bold, whisk(e)y barrel-inspired box that includes some tips on tasting. 11.5” x 6.625” x 3.25” MSRP: $25.00

HOT SAUCE TASTING SET NO. 2

I had the opportunity to try quite a few sauces in developing 33 Drops of Hot Sauce. The two bottles included in this kit were and remain favorites: Marshall’s Haute Sauce Serrano Ginger Lemongrass and Hot Winter’s Santa Fe Grande. Both are what I’d call culinary sauces that pack some heat but mostly add a unique flavor that complements (rather than overwhelms) the foods you add sauce to. The kit also includes two journals and a click pen in a spicy, laser-cut box that is silkscreened by hand in a range of fiery colors. 11.125” x 8.75” x 3” MSRP: $32.00
SUGGESTED STARTING ORDERS

“What are your top sellers?” It’s a question I get a lot, but my answer depends quite a bit on the type of retailer you are. What works in a bookshop is not generally what works in a bar or restaurant, and every situation is different. I’d love to chat with you about your needs, or consult the sample orders I’ve assembled here.

BREWERIES & BEER STORES

Every brewery in the world offers t-shirts, pint glasses and even socks. Stand out from the rest with with unique goods that extend the beer-tasting experience, designed for beer geeks by a beer geek.

RECOMMENDED PRODUCTS

24 Beer Journals 60.00
12 Brewing Logs 42.00
8 Drinking Coins 40.00
4 US of Beer Maps 50.00
16 Bert’s Beer Basters, Variety 80.00
4 Hop Exploration Kits 120.00
3 Counter Displays FREE

10+ Case Discount (10%) -39.20

$352.80

CHEESE / SPECIALTY FOOD

“I had this cheese here last week ... it was white, and round ...” If you’ve ever had a conversation like that, my books are a great solution to this all-too-common-problem. Help your customers recall the foods and drinks they love with unique goods that won’t spoil. They’re great with a gift card around the holidays, too.

RECOMMENDED PRODUCTS

24 Cheese Journals 60.00
24 Wine Journals 60.00
24 Beer Journals 60.00
24 Cider Journals 60.00
12 Salami Journals 30.00
12 Olive Oil Journals 30.00
1 Counter Display FREE
4 Wine Taxonomy Prints 50.00

350.00
10+ Case Discount (10%) -35.00

$315.00

COFFEESHOPS & CAFÉS

My books, maps and prints are great teaching tools for both consumers and baristas alike. They make excellent gifts and go well with a bag of coffee to-go.

RECOMMENDED PRODUCTS

24 Coffee Journals 60.00
24 Tea Journals 60.00
2 Counter Displays FREE
4 Coffee Posters 50.00
4 Coffee Multiplication Tables 24.00

$194.00

CIDERIES

Sell your customers the original pocket cider-tasting notebooks and create a more knowledgeable, loyal customer base. Pair the cider-tasting books with a companion cidermaking book or my highly-rated cider-tasting mug. All my goods go great in gift baskets and take tastings to the next level.

RECOMMENDED PRODUCTS

24 Cider Journals 60.00
12 Cidermaking Journals 42.00
4 Cider Mugs 100.00
2 Counter Display FREE

$202.00

“One of the most amazing glasses for cider that I’ve ever encountered isn’t a glass at all, it’s a mug: the Original Cider Tasting Mug by 33 Books Co. What I live about this mug is how it concentrates everything that cider has to offer: aroma, color and body.”

CIDER • CULTURE

Prices shown do not include shipping. All pricing subject to change at any time.
SUGGESTED ORDERS

HOMEBREW STORES
The DIY demographic loves my books, because I love DIY. I roast my own coffee, brew my own beer, and make my own cider and cheese. People tell me it shows in the features of my books, which are designed for those who make. Merchandise the make logs with the relevant supplies; post the tasting notebooks and Bert’s by the counter and boost your order, $5-10 at a time.

RECOMMENDED PRODUCTS
- 12 Brewing Logs: $42.00
- 12 Cider-making Logs: $42.00
- 12 Cheese-making Logs: $42.00
- 12 Coffee Roasting Logs: $42.00
- 12 Beer-Tasting Journals: $30.00
- 12 Cider-Tasting Journals: $30.00
- 12 Cheese-Tasting Journals: $30.00
- 12 Coffee-Tasting Journals: $30.00
- 12 Wine-Tasting Journals: $30.00
- 16 Bert’s Hop Concentrates: $80.00
- 8 Pocket pH Kits: $40.00
- 6 Counter Displays: FREE

$ 421.20

10+ Case Discount (10%) $ 46.80

DISTILLERIES
When you get a party of tasters in, you definitely want them to leave with a bottle or two. It’s also nice if they remember the spirits they sample in the future, which is where my books come in. Offering guests a book to taste with gets you a little green now, and when they remember your bottle at the liquor store. Send them home with a cocktail recipe to encourage further usage! Win win win!

RECOMMENDED PRODUCTS
- 12 Cocktail Journals: $30.00
- 12 Gin Journals: $30.00
- 12 Rhum Journals: $30.00
- 12 Whiskey Journals: $30.00
- 4 Whiskey Tasting Sets: $50.00
- 4 Bourbon Cocktails Print: $50.00
- 4 Gin Cocktails Print: $50.00
- 4 Counter Display: FREE

$ 270.00

WINERIES / TASTING ROOMS
What goes well with wine? Cheese, of course! Or salumi ... or olive oil. “Oh, and my brother loves beer.” “We should get the Champagne one for Crystal ...” These are the conversations you’ll hear once you install one of my attractive journal stands. My books make excellent, low-cost gifts. Your guests – and their guests – will love them.

RECOMMENDED PRODUCTS
- 24 Wine Journals: $60.00
- 24 Champagne Journals: $84.00
- 12 Beer Journals: $30.00
- 12 Cheese Journals: $30.00
- 12 Salami Journals: $30.00
- 12 Olive Oil Journals: $30.00
- 4 Drinking Coins: $20.00
- 4 Wine Taxonomy Prints: $50.00
- 1 Counter Display: FREE

$ 300.60

Prices shown do not include shipping. All pricing subject to change at any time.

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### WHOLESALE PRICING

**OPENING MINIMUM $120**
Orders generally ship in 1-3 days from Portland, OR.

**RE-ORDERS $60**

**Volume Discounts**
- 10+ cases .................. 5% off
- 20+ cases .................. 10% off

Multi-case discounts do not apply to items marked with an asterisk (*).

### PAYMENT TERMS
*(and a little philosophy)*
There are small businesses, and there are small businesses. I fall within the latter category, wearing a lot of hats as the President, Graphic Designer, Shipping Manager, Social Media Manager, Chief Janitor and, reluctantly... Accountant. The below policies help me stay focused on what I enjoy – making cool stuff your customers want – and keeping costs low.

- I ask for payment in advance for custom orders, opening orders and all orders from customers outside the United States.
- I am happy to extend Net 30 terms to established accounts. ... But I’m an independent publisher, not a bank. I’m not a fan of Net 45, Net 60, etc.
- I rely on prompt payments. If we agree to Net 30 payment terms, I’ll expect payment on or before the 30th day. A late fee of 5% of invoice will be assessed to invoices which are 30 days past due, and will be re-assessed every 30 days thereafter.
- I prefer checks to cards. I rely on prompt payments. I’m a reasonable guy.
- I offer a 5% check discount (see below). I also have a mileage card, but I don’t expect you to buy my tickets to Hawaii. And while I imagine this as the beginning of a beautiful friendship, I don’t want to buy your plane tickets. I’d rather buy you a beer sometime!
- I’m a reasonable guy. ... and I’m happy to discuss special circumstances at any time.

### Standard 33 Journals

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<thead>
<tr>
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### 33⅓ Journals

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### 33⅔ Logbooks

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### Maps

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### Prints

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### Tasting Tools

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### Tasting Sets

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<td>Cheeser Kit</td>
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<td>Doughnut Kit</td>
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<td>Hop Exploration Kit (Beer)</td>
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<td>Hot Sauce Kit</td>
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<td>Whiskee’s Kit</td>
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</table>

*Prices shown do not include shipping. All pricing subject to change at any time.*
When I designed myself a pocket beer journal back in 2009, I had not the slightest inkling where it would lead me (other than to a lot of breweries, of course). My ever-growing line of journals are used all over the world by lovers of fine food and drink, so much so that I've developed a perfect party joke when asked about my occupation – "I'm a drinker with a design problem." The fact is, I'm always working on something new. Join me on the social channels or drop me an e-mail and I'll be more than glad to fill you in.

### WALNUT DISPLAYS
Most retailers carry several of my titles, so I designed a laser-cut walnut display that better presents books large and small, as well as some of my other goods. The displays pack flat and are easy to assemble.

- **The 6-Pack Display**
  - Can be configured to showcase 4, 5 or 6 different 33 Books titles.
  - One free with orders of $300 or more.
  - Display À LA CARTE: $15.00

- **The 12-Pack Display**
  - Can be configured to showcase up to twelve different 33 Books titles.
  - One free with orders of $450 or more.
  - Display À LA CARTE: $30.00

- **The 32-Pack Display**
  - Shown at right can be configured to showcase up to 32 different 33 Books Co. titles. It's an eye-catching display that customers love to browse (and buy). One free with orders of $900 or more.
  - Display À LA CARTE: $60.00

### CARDBOARD DISPLAYS
Corrugated display units easily hold up to 20 books in a register-ready format. Ask for one free with each 24 books ordered.

- Display À LA CARTE: $1.00

### RETAIL DISPLAYS
When I designed myself a pocket beer journal back in 2009, I had not the slightest inkling where it would lead me (other than to a lot of breweries, of course). My ever-growing line of journals are used all over the world by lovers of fine food and drink, so much so that I've developed a perfect party joke when asked about my occupation – "I'm a drinker with a design problem." The fact is, I'm always working on something new. Join me on the social channels or drop me an e-mail and I'll be more than glad to fill you in.

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  - One free with orders of $300 or more.
  - Display À LA CARTE: $15.00

- **The 12-Pack Display**
  - Can be configured to showcase up to twelve different 33 Books titles.
  - One free with orders of $450 or more.
  - Display À LA CARTE: $30.00

- **The 32-Pack Display**
  - Shown at right can be configured to showcase up to 32 different 33 Books Co. titles. It's an eye-catching display that customers love to browse (and buy). One free with orders of $900 or more.
  - Display À LA CARTE: $60.00

### CARDBOARD DISPLAYS
Corrugated display units easily hold up to 20 books in a register-ready format. Ask for one free with each 24 books ordered.

- Display À LA CARTE: $1.00
I’m not a huge fan of a certain Wisconsin-based company that sells boxes, bags, bubble wrap and more, served with a side of political commentary, but I know a good marketing schtick when I see one. Shamelessly lifted, minus the weird diatribe* on the back page of the catalogue.

SPEND $1,000,000 OR MORE

Ever cut peat in Scotland? Sipped tea at a medieval castle? We’ll do so together on a tour of Scotland, visiting four of my favorite distilleries over Four Days with Dave on Scotland’s Isle of Islay and the Scottish Highlands. Lodging, airfare from the continental US and meals for two included. I mean, you’re spending a million bucks with me - it seems the least I could do is buy you a few peat logs. You’re on your own for shortbread, though. That stuff adds up!

SPEND $10,000 OR MORE

“Do what you like, and you’ll never work a day in your life.” That’s what my grandfather always told me, and yours probably did, too. I love tasting new things, and have developed quite a collection of beer, wine, cocktails and spirits, and I love sharing them even more. Join me for a Personal Zoom Tasting for Four. I’ll bring the drinks, or rather, your postal carrier will.

SPEND $1,000 OR MORE

Inspired by a certain spooky game board I enjoyed at childhood slumber parties (and perhaps a creative cocktail or two), I present the Spirit Summoner - a “talking board” for the 21-and-over crowd. It’s made of high-quality birch plywood that measures a giant 15 x 20 inches (38 x 50 cm), and hand-printed printed by yours truly in gloomy, doomy Portland, Oregon. The planchette is made from cast acrylic, embossed with a gilt design, resting on a bed of felt made from recycled plastic bottles.

SPEND $500 OR MORE

When I’m not designing, printing, or riding my electric bicycle, I like to bake. Specifically, I bake bread, of the Pain de la Campagne sort. This slightly sour, wild-fermented, airy and gluten-y goodness goes exceptionally well with most of my other favorite things: artisan cheese, farmhouse cider, and a nice finocchiona.

Your New Favorite T-Shirt is 50% polyester / 50% combed-cotton raglan, made in the USA, and printed by hand (by yours truly) right here in sunny Portland, Oregon. Specify size.

SPEND $250 OR MORE

Sure, you work at a cheese shop. But on the weekends, your real passion is hot sauce. I get it. Order the cheese books for the store, and get three books of your choice, just for you. I won’t tell your boss (I get it, mine can be a real bear). Mix-and-match from any of my standard books. Specify titles.

*OKAY, ONE LITTLE DIATRIBE for veritas. Do you buy powdered laundry detergent? In the cardboard box? Me, too. I really hate single-use plastic, and plastic jugs of detergent are Exhibit A for wasteful packaging practices. With their irregular shape, I’m sure they ship to the store in another box full of void space. Cardboard boxes are much better, and they stack nicely if you’re a “save a trip, buy two” kind of person. But why do they insist on shipping you a scoop inside every box of detergent? I can hang onto a scoop. I have about fifty of them from the previous 49 boxes I bought! Are we expected to throw them away? They’re just so... unnecessary. What’s next? Spoons inside your cereal box? A hammer in every box of nails? I mean, really. Respect your customers. Respect the planet. Respect yourself, detergent company!