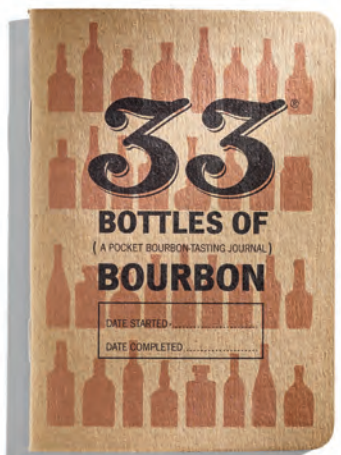
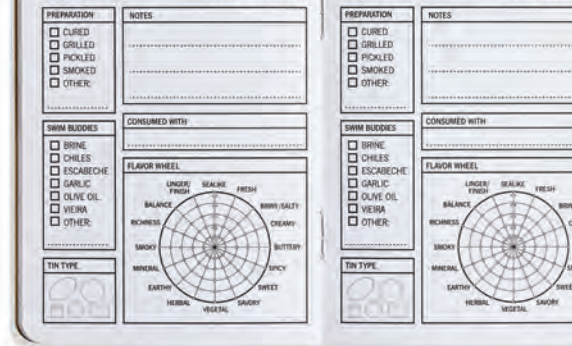




33 BOOKS CO.

WHOLESALE CATALOG

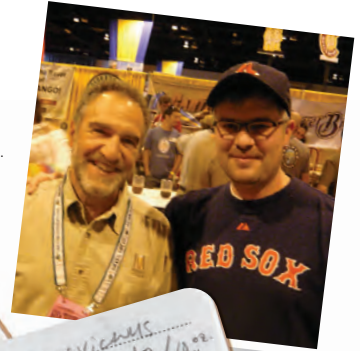


IT ALL STARTED WITH A BEER ...

(ACTUALLY, IT WAS MORE LIKE 2,000 BEERS)

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 almost 15 years, and I've developed more than 30 different notebooks – for wine, yes – but also for coffee, whiskey, cheese, cider and many other good things to eat and drink. The list is always growing.

RIGHT: Me (on the right) with Charlie Papazian, founder of the American Homebrewers Association.



Dave

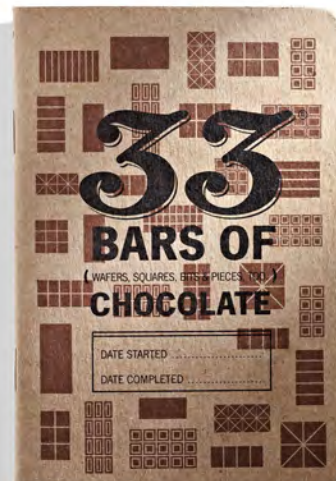
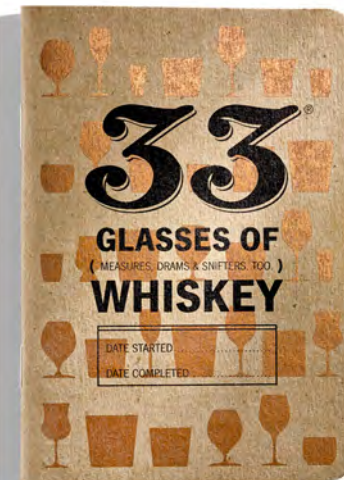
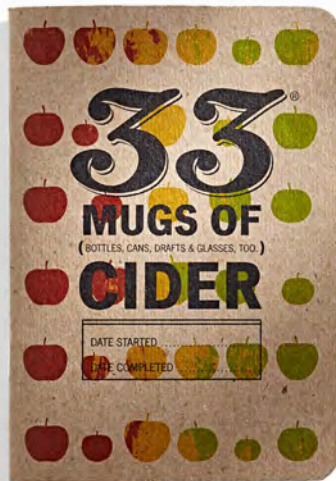
Dave Selden
Chief Janitor / Creator
33 Books Co.



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33

33 BOOKS CO.

BOOKS *for* FOODIES

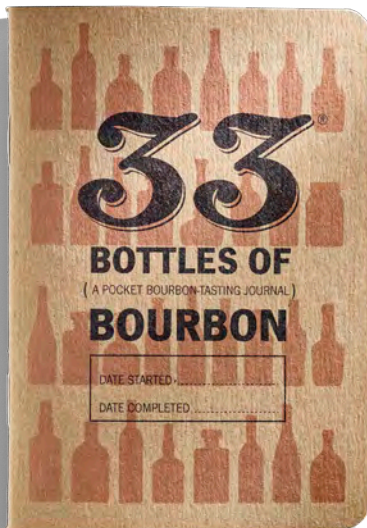
"33" brand tasting notebooks are designed to help people quickly record notes for their favorite foods and beverages. These little notebooks are perfect gift items for fine food and drink lovers, and easy impulse buys at the checkout counter. They work great in loyalty programs, for staff training and 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 \$6.00+ and do especially well near the register.



FITS IN
STANDARD
POCKET



33 $\frac{1}{3}$ JOURNALS

Incorporating unique print techniques such as metallic foils and embossing, my 33 $\frac{1}{3}$ series books are dressed to impress and stand slightly taller than my standard books, at 5.75 inches. They generally retail for \$7.00+

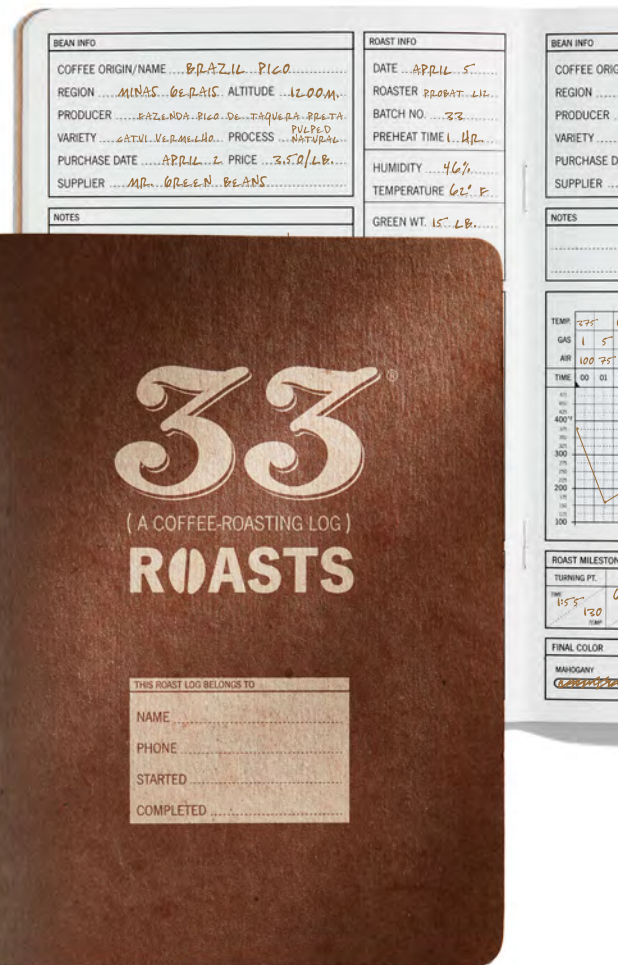


My 33 Cigars logbook is embossed with the texture of a real tobacco leaf and includes space to affix labels from the cigars you sample.

LOGBOOKS

My original books help with the *consumption* of fine food and drink. My larger notebooks are focused on *production*, with unique notebooks designed to help you make better beer, roasted coffee and more. 5 x 7 in. MSRP: \$8.00+

33 $\frac{2}{3}$ SERIES



MADE WITH LOVE IN SUNNY PORTLAND, OR.

It's hard to find anything made in America these days, least of all recycled goods. Well, look no further. All my books are designed, tested and printed right here.

COMPLETE LIST
OF BOOKS THIS WAY

THE EVER-GROWING LIST

My party joke is that “I’m a drinker with a design problem,” and I’ve made it my life’s work to bring well-designed products to help people appreciate fine consumables from wine to whisk(e)y. My books make great retail items in retail locations as diverse as bookstores, gift shops and tasting rooms. They’re great for classes, special events, and staff training.

BOOKS

STANDARD 33 JOURNALS	ESPAÑOL	日本語	UPC	UNIT MSRP	UNIT WHSLE.	CASE QTY.	CASE COST
33 Glasses of Amaro			6 89466 94008 4	\$6.00	\$3.00	12	\$36.00
33 Aquavits (available in four colorways)			6 89466 92338 4	6.00	3.00	12	36.00
33 Beers <small>BEST SELLER</small>	•	•	6 89466 28933 6	6.00	3.00	12	36.00
33 Beers, Fresh Hop Edition			6 89466 89992 4	6.00	3.00	12	36.00
33 Beers, Super Sour Edition			6 89466 92331 5	6.00	3.00	12	36.00
33 Bourbons			6 89466 94006 0	6.00	3.00	12	36.00
33 Burgers			6 89466 92344 5	6.00	3.00	12	36.00
33 Cheeses <small>BEST SELLER</small>			6 89466 28936 7	6.00	3.00	12	36.00
33 Chocolates			6 89466 40674 0	6.00	3.00	12	36.00
33 Ciders			6 89466 69426 0	6.00	3.00	12	36.00
33 Cocktails			6 89466 92323 0	6.00	3.00	12	36.00
33 Coffees <small>BEST SELLER</small>	•	•	6 89466 28935 0	6.00	3.00	12	36.00
33 Doughnuts			6 89466 77964 6	6.00	3.00	12	36.00
33 Gins			6 89466 90078 1	6.00	3.00	12	36.00
33 Hot Dogs			6 89466 94024 4	6.00	3.00	12	36.00
33 Hot Sauces			6 89466 40675 7	6.00	3.00	12	36.00
33 Ice Creams			6 89466 89073 0	6.00	3.00	12	36.00
33 Japanese Whiskies		•	6 89466 92324 7	6.00	3.00	12	36.00
33 Martinis			6 89466 89074 7	6.00	3.00	12	36.00
33 Meads	•		6 89466 84636 2	6.00	3.00	12	36.00
33 Mezcal			6 89466 90071 2	6.00	3.00	12	36.00
33 Olive Oils			6 89466 89994 8	6.00	3.00	12	36.00
33 Oysters <small>BEST SELLER</small>			6 89466 79491 5	6.00	3.00	12	36.00
33 R(h)ums			6 89466 89993 1	6.00	3.00	12	36.00
33 Sakés		•	6 89466 92329 2	6.00	3.00	12	36.00
33 Salumi			6 89466 84632 4	6.00	3.00	12	36.00
33 Scotches			6 89466 69428 4	6.00	3.00	12	36.00
33 Tacos			6 89466 94019 0	6.00	3.00	12	36.00
33 Teas			6 89466 84637 9	6.00	3.00	12	36.00
33 Tequilas			6 89466 90079 8	6.00	3.00	12	36.00
33 Tins of Fish			6 89466 94005 3	6.00	3.00	12	36.00
33 Whiskeys <small>BEST SELLER</small>			6 89466 40673 3	6.00	3.00	12	36.00
33 Wines <small>BEST SELLER</small>	•		6 89466 28934 3	6.00	3.00	12	36.00
33 Wines, White Wine Edition			6 89466 92341 4	6.00	3.00	12	36.00
33 1/3 JOURNALS			UPC	UNIT MSRP	UNIT WHSLE.	CASE QTY.	CASE COST
33 Beers Professional Edition			6 89466 84630 0	\$7.00	\$3.50	12	\$42.00
33 Champagnes			6 89466 77963 9	7.00	3.50	12	42.00
33 Cigars <small>BEST SELLER</small>			6 89466 40672 6	7.00	3.50	12	42.00
33 2/3 LOGBOOKS			UPC	UNIT MSRP	UNIT WHSLE.	CASE QTY.	CASE COST
33 Brews	Homebrewing Log		6 89466 89077 8	\$8.00	\$4.00	12	\$48.00
33 Cider Pressings	Cider-Making Log		6 89466 89991 7	8.00	4.00	12	48.00
33 Roasts of Coffee	Coffee-Roasting Log		6 89466 89076 1	8.00	4.00	12	48.00
33 Wheels of Cheese	Cheesemaking Log		6 89466 90073 6	8.00	4.00	12	48.00

NEW RELEASES



As a platform, there isn't a lot you can't do with a hot dog. Add chili (Coney). Wrap it in bacon (L.A. dog). Add cream cheese (Seattle). Put it in a maple bacon doughnut (Portland). I think that's why people* love **hot dogs** so much.

*Other than cardiologists, that is.



Do you know anyone who doesn't like **tacos**? Everyone does (even dragons, as every parent knows). Take this journal on a taqueria tour. Use the “taco translator” on the inside front cover to reveal the difference between *suadero* and *surtido*.



At my house, Friday is pizza night. But if you're like a lot of pizza lovers I know, pizza is life, and you're always chasing that next slice. That's where **33 Pizzas** comes in. Chronicle your crusts, from thick to thin, and everything in between.



33 Tins of Fish is a **tinned fish journal**. Yes, you read that correctly. “Isn't that for old men?” Well, yes, but it is also very on trend with the youngs.

#girdinner
#charcuterie
#tinnedfish

READY TO ORDER?

E-mail orders@33books.com

OPENING MINIMUM \$120

RE-ORDERS \$60

Orders generally ship in 1-3 days from Portland, OR.

**THIS WAY TO
RETAIL DISPLAYS**

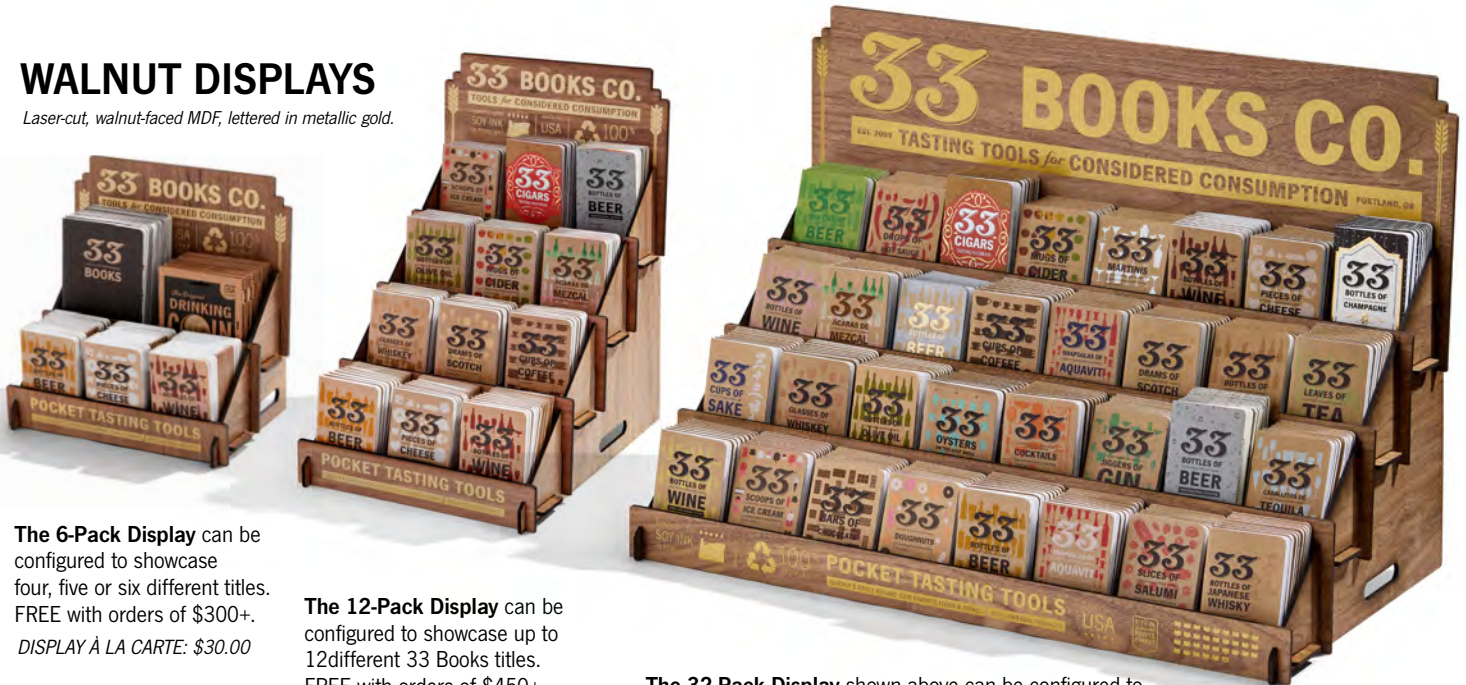
This space intentionally left blank... to make room for new books!

RETAIL DISPLAYS

Most retailers carry several of my titles — shoppers at a winery tend to also like cheese, for example. *Who doesn't like cheese?!* With merchandising in mind, I designed my displays to attractively present books both large and small — as well as some of my other goods. The displays pack flat and are easy to assemble without tools.

WALNUT DISPLAYS

Laser-cut, walnut-faced MDF, lettered in metallic gold.



The **6-Pack Display** can be configured to showcase four, five or six different titles. FREE with orders of \$300+.
DISPLAY À LA CARTE: \$30.00

The **12-Pack Display** can be configured to showcase up to 12 different 33 Books titles. FREE with orders of \$450+.
DISPLAY À LA CARTE: \$30.00

The **32-Pack Display** shown above 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

AUTOMATED BOOKSHOP & LARDER

Book vending machines hold 20 or more titles in a bespoke electronic dispenser perfect for punk rock cider bars, regional airports, boutique hotels, upwardly-mobile apartment buildings and bowling alleys. Each machine is custom-curated for your venue and can be credit-card enabled. Machines start at \$4000.00, filled with my own wares, as well as those of my foodie friends. Delivery available.



33 BOOKS CO.

CUSTOM BOOKS

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.



QUANTITY	WHOLESALE COST	W/ IMPRINT
24+ BOOKS	\$3.00 EA.	\$3.33 EA.
120+ BOOKS	3.00 EA.	3.25 EA.
240+ BOOKS	3.00 EA.	3.15 EA.

A one-time die charge of \$90.00 applies to all orders. A solid magnesium block is engraved with your high-resolution black-and-white logo.

OPTION NO. TWO

CUSTOM PRINTING

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.

2A: COLOR LOGOS



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.

QUANTITY	UNIT PRICE	TOTAL
250	\$6.95 EACH	\$1737.50
500	3.95 EACH	1975.00
1000	2.95 EACH	2950.00
2000	2.75 EACH	5500.00
5000	2.25 EACH	11,250.00

2B: CUSTOM DESIGN



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.

QUANTITY	UNIT PRICE	TOTAL
250	\$7.50 EACH	\$1875.00
500	4.55 EACH	2275.00
1000	3.55 EACH	3550.00
2000	2.75 EACH	5500.00
5000	2.45 EACH	12,250.00

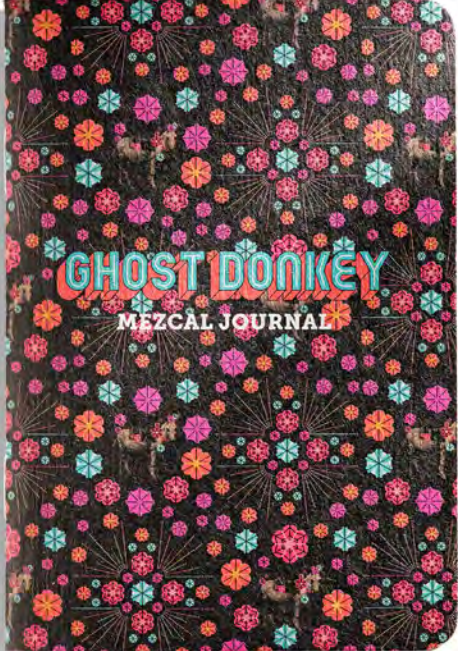
Prices shown above are for 4-color (CMYK) exteriors and black/white interiors. Prices do not reflect shipping costs. White/metallic inks \$400 ea.

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 SMALL SAMPLE OF SMALL CUSTOM BOOKS



PINKIES (AND PENS) UP

The Portland Indie Wine & Food festival was legendary among Northwest wine dorks, giving festgoers a chance to sample wines from very small producers, who often went on to become legendary in their own way. The festival included a custom copy of *33 Wines* in the ticket price, wrapped with a bespoke rubber band, Portland-made button, and a click pen (not shown).

The custom package was a huge hit with attendees, who were delighted to have a record of the wines they sampled after the festival.

PAIRING PAGES: Tillamook Cheese organized a wine and cheese pairing event, for which I created this hybrid wine and cheese book (at right), featuring facing pages from both *33 Cheeses* and *33 Wines*. The kit also included a custom pencil and insert, all tied up in string (a few of my favorite things).



COLOR MAKES IT POP!

I've done a lot of **colorful books** over the years, but the mezcal journal I created for restaurant micro-chain Ghost Donkey is a personal favorite. Based on *33 Mezcals*, I printed spots of white ink under the areas of brightly-colored pink, red and blue ink on the cover to make it really pop off the printed page. To the uninitiated, the natural brown of the kraft paper can seem like a turnoff, but with the right design, it really pops!

STILL LIFE WITH STILTON: My friends at Peterson Cheese asked me to design a book for their premium collection, shown below. Like the example above, this cover also includes white ink under this full-color, gorgeous still life. Several inside pages show off the scenery surrounding the dairies and creameries which produce the cheese in glorious, full-color photos. The rest of the book uses pages from *33 Pieces of*

Cheese, making it a cherished journal for the lucky cheesemongers who received it.



“DO YOU HAVE A ... ?”

When I met the good folks of Island Creek Oysters at a food tradeshow, I immediately figured they would be interested in my oyster journal, *33 Oysters*. They were, but they were also interested in developing a couple of **new tasting journals** to coincide with the launch of two new business lines — caviar, and tinned fish. I got a crash course in both, and created two brand new books for the brand: *33 Spoons of Caviar*, and *33 Tins of Fish*, which was eventually released as an unbranded version. I love learning about new things, especially food and/or drink things, and the collaboration was the icing ... er, sour cream and chives ... on top.

CHOWDER JOURNAL: The Coupeville, Washington visitor's association commissioned me to create a **chowder journal** for their annual Musselfest. I don't always love the ideas people send my way — *33 Caesar Salads* feels forced — but I love chowder, and the chowder book (not pictured) has become a favorite at the annual festival.

WHY GO CUSTOM?

I'm constantly amazed at seeing how my books end up being used. Here are just a few examples of why people choose to create a custom book with me:

- Product Launch
- Branded Merchandise
- Mini Catalog
- Sales Tool
- Loyalty Program
- Special Events
- Party Favors
- Level a Table
- Classes and Seminars
- Influencer Gift
- Media Kits
- Client Gift
- Employee Retention
- Journal that Doesn't Exist ... But You *Want* It
- Gift Baskets
- Tasting Set
- Event Souvenir
- Staff Training

E-mail dave@33books.com or call **(503) 888-3532** to discuss your custom tasting book project!



IT'S A JOURNAL ... IT'S A CATALOG ...

No, it's the Creminelli Salumi journal! When you choose to go the fully custom route, you can choose to some of my books' pages for your own completely content. I really like this Creminelli example, which is used to taste buyers through their extensive (and very tasty) lineup. Important product details are included in the front, and the remainder of the book uses pages from *33 Slices of Salumi* so the buyers can take their own notes. This makes a boring catalog feel personal, and extends the piece's shelf life.

33 BOOKS CO.

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 with an affordable package perfect for startups and small tasting rooms.

QUANTITY	UNIT	SUBTOTAL
4 Boxes	\$20.00	\$80.00
50 Books	3.00	150.00

\$230.00

The MIDDLE ONE

Get a lower unit cost on both books and boxes by ordering a few more books.

QUANTITY	UNIT	SUBTOTAL
4 Boxes	\$20.00	\$80.00
100 Books	3.00	300.00

\$360.00

The STANDARD PACK

Each box holds 50 books. Get the best bang for the book when you fill them up.

QUANTITY	UNIT	SUBTOTAL
4 Boxes	\$10.00	\$40.00
200 Books	3.00	600.00

\$640.00

READY TO ORDER?

E-mail orders@33books.com

Operator are standing by.

**ADD YOUR LOGO
TO ANY PACKAGE
FOR \$111**



Imprint the front or back of the books with your logo. A variety of colored and metallic foils are available. Just send a high-quality black-and-white version of your logo with your order and I'll do the rest.

COCKTAIL GLASSES

Is a Collins if it's served in a coupe? Is a Martini even a Martini if it's not in a Martini glass? Can you make or break a mixed drink. Choose wisely.



COLLINS	HIGHBALL	CORDIAL	NICK & NORA	COUPE	MARTINI
<p>Slender taller and narrower than a highball, the Collins is used for serving cocktails in a pitcher. That if you're making a Tom Collins, the pitcher-sized version will hold 12-16 oz. you'll need to go with a tall Collins glass.</p>	<p>The highball is designed for large the volume that most drinks come in small sizes. In some, the drink has become something of an art form, with bartenders showcasing a high class of cocktail over the bar for the classic, elegant and subtle.</p>	<p>When not serving a cordial glass, a cordial glass is useful for serving beverages with decorative forms, or serving cordial ingredients on their own.</p>	<p>Reserved for a pair of Frenchmen, the Nick & Nora is a small glass used for serving cocktails. The glass design is meant to capture the feeling of the golden age of cocktails.</p>	<p>Indisputably it was used for serving wine, a bowl of which it is also known for. The large surface area allows for aeration. Today the coupe is in the mix as possibly the most common vehicle for craft cocktails served up.</p>	<p>Long stems or cocktail glasses are functional - they keep your hands away from your drink, which are meant to be served slowly. This means keep cold and frosty from the bottom and are chosen best to be more subtle than those that are elegant.</p>
12 ounces / 360 mL	10 ounces / 300 mL	2 ounces / 60 mL	5 ounces / 150 mL	6 ounces / 180 mL	5 ounces / 150 mL
Mixing, Collins, Tom Collins, and other long drinks, usually carbonated.	Old & Fash, Dark & Stormy, Scotch & Soda, the spiced rum highball, and other long drinks.	Aromatic, Cordial, Sherry, and other spirits.	Any cocktail that is served "up," except for other glass. The wine bottle provides support for the cordial glasses used to serve the cocktail (usually served). French 75 (lemon juice), Paper Plane (gin and tonic), etc.	There's really only one kind of drink that belongs in a Martini glass, although there are endless variations.	

PRINTED IN PORTLAND, OREGON | DRINKBOOK.COM

33 BOOKS CO.

OYSTER SP

found in North

	ATLANTIC	PACIFIC	KUMAMOTO
OTHER NAMES	EASTERN	ROCK	"KUMIE"
SPECIES	<i>Crassostrea virginica</i>	<i>Crassostrea gigas</i>	<i>Crassostrea magallana</i>
ORIGIN	North American Atlantic coast	Japan / Pacific coast	Spain / Pacific coast
HARVEST REGIONS	Atlantic Canada to Gulf of Mexico	Alaska to Baja California	Pacific Northwest to California
PEAK SEASON	April - June	April - June	April - June
HARVEST AGE	18 - 36 months	12 - 36 months	36 months
SIGNATURE LOOK	Slender shape with slightly curved hinge, flat top shell, deep sulcus, growth rings	Egg to flower petal shape, deep top, fluted edges or completely smooth (smooth)	Flat or oval pink shape, moderate top, flat's low ridge
SHELL LENGTH	2 1/2 - 4 inches	2 - 3 inches	2 - 2 1/2 inches
FLAVOR AND TEXTURE	Low to high acidity range. Mineral briny with briny of earthy notes. Crisp, viscous flesh. Slight to firm texture, depending on the season.	Mid to high acidity range. Mineral briny with briny of earthy notes. Crisp, viscous flesh. Slight to firm texture, depending on the season.	Low acidity. Mineral briny, viscous, and creamy soft notes. Light, sweet flesh. Creamy to buttery texture.

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33 BOOKS CO.

PRINTS

THE COFFEE MULTIPLICATION TABLE

Grind size and coffee amount are the two most important factors in determining the strength of your coffee. The table below shows the relationship between the two. The numbers in the table are based on a standard 1:16 ratio of coffee to water. The numbers in the table are based on a standard 1:16 ratio of coffee to water. The numbers in the table are based on a standard 1:16 ratio of coffee to water.

COFFEE	WATER							
	17 1/2	16 1/2	15 1/2	14 1/2	13 1/2	12 1/2	11 1/2	10 1/2
100g	17.5	16.5	15.5	14.5	13.5	12.5	11.5	10.5
200g	35.0	33.0	31.0	29.0	27.0	25.0	23.0	21.0
300g	52.5	49.5	46.5	43.5	40.5	37.5	34.5	31.5
400g	70.0	66.0	62.0	58.0	54.0	50.0	46.0	42.0
500g	87.5	82.5	77.5	72.5	67.5	62.5	57.5	52.5

PEPPER PEPPERS

of Mexico and Beyond



JALAPEÑO	MANZANO	CHILE DE ÁRBOL	MIRASOL	POBLANO	NEW MEXICO	CHILACA
<i>Capsicum annuum</i>	<i>Capsicum pubescens</i>	<i>Capsicum annuum</i>	<i>Capsicum annuum</i>	<i>Capsicum annuum</i>	<i>Capsicum annuum</i>	<i>Capsicum annuum</i>
Chipotle (dried/smoked)	Apple Pepper	Bird's Beak, Rat Tail	Guajillo (dried)	Ancho (dried)	Anaheim, Magdalena, Hatch	Chile Negro, Pasilla (dried)
UP TO 8,500	UP TO 30,000	UP TO 30,000	UP TO 5,000	UP TO 2,000	UP TO 8,000	UP TO 2,500
Vegetal, green, fresh	Sweet, fruity, citrus, fresh	Nutty, smoky, earthy	Fruity, berry-like	Vegetal, green, earthy	Sweet, bright, tangy	Rich, deep, floral
Although green is most commonly seen, jalapeños	The manzano chile, like all members of the	Chile de Árbol means "Tree Chile," which	Most common in their dried format, the name	Its large size and thick skin make this an	When grown in New Mexico's Hatch Valley,	The chilaca turns from green to a dark brown

CLASSIC BOURBON



BOULEVARDIER
Add equal parts of bourbon, red vermouth, and orange liqueur. Stir and strain into a coupe glass.



DERBY
Combine equal parts of bourbon, red vermouth, and orange liqueur. Stir and strain into a coupe glass.



KENTUCKY COLONEL
Combine a mix of bourbon, red vermouth, and orange liqueur. Stir and strain into a coupe glass.



LION'S TAIL
Combine equal parts of bourbon, red vermouth, and orange liqueur. Stir and strain into a coupe glass.



MINT JULEP
Combine equal parts of bourbon, red vermouth, and orange liqueur. Stir and strain into a coupe glass.



OLD FASHIONED
Combine equal parts of bourbon, red vermouth, and orange liqueur. Stir and strain into a coupe glass.

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TASTING MAPS

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, providing a unique, long-lasting record of your experiences. All posters are printed in sunny Portland, Oregon on heavy recycled paper made in Niles, Michigan.



SINGLE MALTS OF SCOTLAND

18 x 24 in. (46 x 61 cm)
MSRP: \$25.00



UNITED STATES OF BEER

39 x 25 in. (99 x 64 cm)
MSRP: \$25.00

PRINTED WITH
SOY INK
IN PORTLAND



100%
RECYCLED



GREAT WINES OF FRANCE

24 x 24 in. (61 x 61 cm)
MSRP: \$25.00



EXPLORE THE WORLD OF COFFEE

39 x 18 in. (99 x 46 cm)
MSRP: \$25.00

PORTLAND DOUGHNUT TASTING MAP

16 x 20 in. (41 x 51 cm) MSRP: \$40.00



33 BOOKS CO.

LETTERPRESS PRINTS

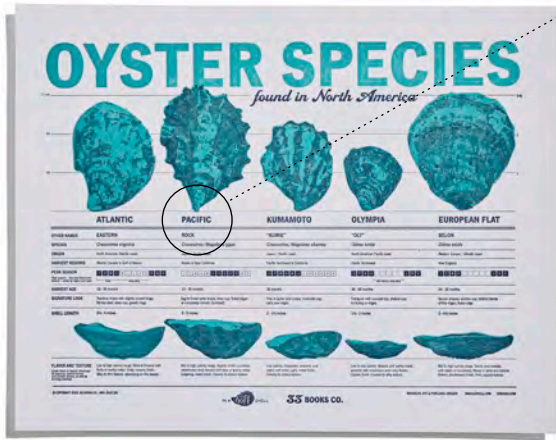
My open-edition prints are designed for lovers of the good life. Each one is printed by hand, with love, on gluten-powered, 100-year-old letterpress equipment in Portland, USA using mostly soy-based inks on 100% recycled, American-made, French brand paper. Sold unframed, but eminently frame-able.

What is letterpress? In the late 1800's, printing presses were mechanized, using human, steam or actual horse power to power heavy, cast-iron gear movements. The basic action uses a rubber roller to gather and apply ink to a printing plate full of *letters*, which is then *pressed* with a force of several tons into a piece of paper, one ink color at a time.



Letterpress printing gives prints an embossed, tactile quality not found in modern, digital prints.

LETTERPRESS
PRINTED
(NOT A PRINT-OUT)



OYSTER SPECIES OF NORTH AMERICA

11 x 14 in. (28 x 36 cm) MSRP: \$30.00



A VISUAL GUIDE TO COCKTAIL GLASSES

11 x 17 in. (28 x 43 cm) MSRP: \$30.00



33 BOOKS CO.

LETTERPRESS PRINTS *CONTINUED ...*



MODERN AQUAVIT COCKTAILS

11 x 14 in. (28 x 36 cm) MSRP: \$30.00



ESSENTIAL TEQUILA COCKTAILS

11 x 14 in. (28 x 36 cm) MSRP: \$30.00



ESSENTIAL GIN COCKTAILS

11 x 14 in. (28 x 36 cm) MSRP: \$30.00



MODERN MEZCAL COCKTAILS

11 x 14 in. (28 x 36 cm) MSRP: \$30.00



BOURBON COCKTAILS

11 x 14 in. (28 x 36 cm) MSRP: \$30.00

SEE THE PROCESS

These prints are made one-at-a-time, by hand, with love, on 100-year-old, gluten-powered letterpress equipment using mostly soy-based inks. **Scan the QR code to watch a short video!**



PRINTED WITH
SOY INK
IN PORTLAND



READY TO ORDER?

E-mail orders@33books.com

WHAT ABOUT RETAIL PACKAGING?

Prints are shipped in compostable sleeves with a heavy chipboard backer. Each sleeve is individually barcoded.

33 BOOKS CO.

LETTERPRESS PRINTS *CONTINUED ...*



WINE BOTTLE TAXONOMY

9 x 14 in. (23 x 36 cm) MSRP: \$30.00



ESSENTIAL BEER GLASSES

12 x 18 in. (31 x 46 cm) M
SRP: \$30.00

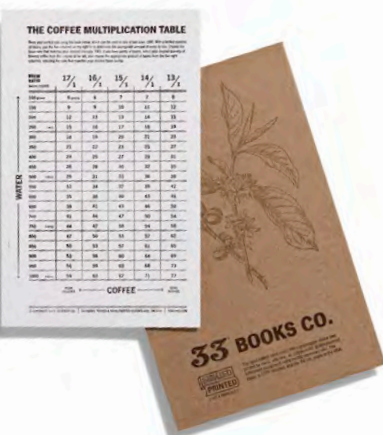


CIGAR TAXONOMY

11 x 14 in. (28 x 36 cm)
MSRP: \$30.00

WHISK(EY) BARREL TAXONOMY

9 x 14 in. (23 x 36 cm) MSRP: \$30.00



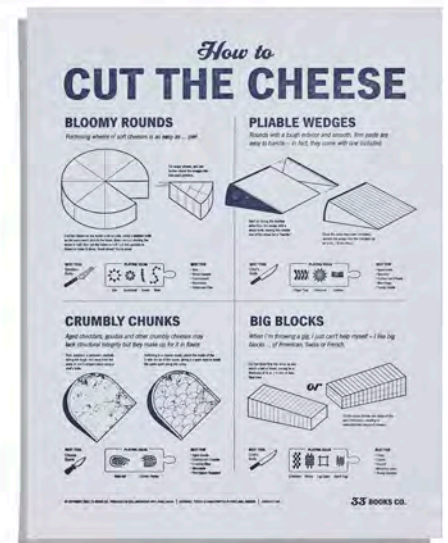
COFFEE MULTIPLICATION TABLE

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 ESPRESSO DRINKS

11 x 14 in. (28 x 36 cm) MSRP: \$30.00



HOW TO CUT THE CHEESE

11 x 14 in. (28 x 36 cm) MSRP: \$30.00

33 BOOKS CO.

PRINTS. CHARMING.

Artwork isn't something people typically look for in a coffeeshop or cantina, but they're usually delighted to discover a special piece of artwork that celebrates the thing they're passionate about, be it a *Cortado* or a *Corpse Reviver*. Each one is shipped in a protective, compostable sleeve and is individually barcoded.

MAPS					
	UPC	UNIT MSRP	UNIT WHSL.	CASE QTY.	CASE COST
Around the World in 40 Cups <small>BEST SELLER</small>	6 89466 84638 6	\$25.00	\$12.50	2	\$25.00
Great Wines of France	6 89466 77962 2	25.00	12.50	2	25.00
Portland Doughnut Map	6 89466 90072 9	40.00	20.00	2	40.00
Single Malts of Scotland	6 89466 69427 7	25.00	12.50	2	25.00
United States of Beer <small>BEST SELLER</small>	6 89466 69425 3	25.00	12.50	2	25.00
LETTERPRESS PRINTS					
	UPC	UNIT MSRP	UNIT WHSL.	CASE QTY.	CASE COST
Aquavit Cocktails	6 89466 94016 9	\$30.00	\$15.00	2	\$30.00
Beer Glasses	6 89466 94018 3	30.00	15.00	2	30.00
Bourbon Cocktails <small>BEST SELLER</small>	6 89466 92328 5	30.00	15.00	2	30.00
Cocktail Glassware	6 89466 94015 2	30.00	15.00	2	30.00
Cigar Taxonomy	6 89466 92325 4	30.00	15.00	2	30.00
Espresso Drinks <small>BEST SELLER</small>	6 89466 92333 9	30.00	15.00	2	30.00
Coffee Multiplication Table	6 89466 92320 9	12.00	6.00	2	12.00
Cutting the Cheese	6 89466 94002 2	30.00	15.00	2	30.00
Gin Cocktails	6 89466 92321 6	30.00	15.00	2	30.00
Mezcal Cocktails	6 89466 92343 8	30.00	15.00	2	30.00
Oysters of North America <small>BEST SELLER</small>	6 89466 94007 7	30.00	15.00	2	30.00
Rum Cocktails	6 89466 94020 6	30.00	15.00	2	30.00
Tequila Cocktails	6 89466 94017 6	30.00	15.00	2	30.00
Wine Bottle Taxonomy <small>BEST SELLER</small>	6 89466 92328 5	30.00	15.00	2	30.00
Whisk(e)y Barrel Taxonomy	6 89466 94000 8	30.00	15.00	2	30.00

READY TO ORDER?

E-mail orders@33books.com

Operator are standing by.

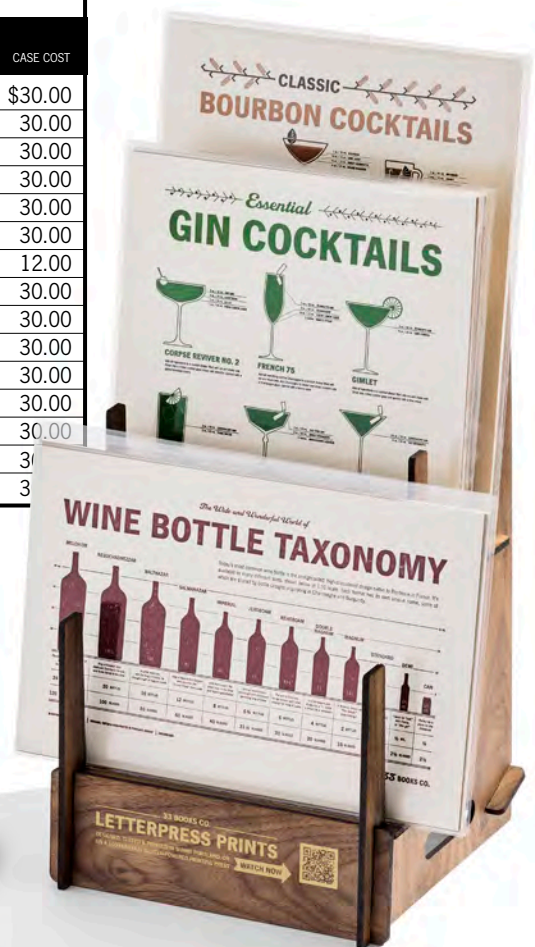
NEW RELEASES

Delightfully Deluxe Tropical Cocktails is a large, 12 x 18 inch (31 x 46 cm) guide to ten "tiki" cocktails, distilled into a colorful three-color letterpress print.

Classic Vodka Cocktails celebrates vodka in a frameable 11 x 14 inch (28 x 36 cm) guide to creating nine classic vodka cocktails, perfect for your dacha.



Popular Peppers of Mexico and Beyond features ten peppers native to the Americas, listing their origins, spice level, and a brief bit of history in a striking three-color letterpress print measuring 12 x 18 inches (31 x 46 cm).



WALNUT PRINT RACK

Laser-cut, walnut-faced MDF, lettered in metallic gold.

Print Racks hold up to 36 prints on three shelves. They ship flat and are easily assembled without tools. One FREE with orders of 16 or more prints.

DISPLAY À LA CARTE: \$25.00

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

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GIFT SETS



33 BOOKS CO.

GIFTS IN GREAT TASTE

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.

DEVIL'S SHARE KIT

Thanks to outdated Prohibition-era rules, USPS, FedEx and UPS won't knowingly ship alcohol, but they're happy to ship other liquids, as long as they're labeled! This box set includes three spirit sharing bottles from the above kit, as well as a china marker. More importantly, this set contains a set of privacy-preserving package labels that let your shipment of spirits masquerade as an innocuous package full of corn oil, BBQ sauce or snow globes. Just remember to use plenty of bubble wrap — a leak could spoil the surprise. MSRP: \$25.00



Looks like
BBQ sauce
to me!



ICE CREAM TASTING KIT



Ice cream at the park. Ice cream at the zoo. Ice cream on the front steps. Ice cream at the parade. Ice cream on the boardwalk. Wherever you ice cream, I've got you covered. The kit includes 3 copies of 33 Scoops of Ice Cream, my ice cream tasting journal. Should you find yourself in a surprise scoop scenario, have no fear! My survival spoons tuck neatly inside the pocket ice cream journals, and can be easily detached for ice cream emergencies. They're made of laser-cut, USA-grown maple wood, printed with water-based pink ink. Scoop away! MSRP: \$20.00



33 BOOKS CO.

TASTY GIFTS

CONTINUED ...

WHISK(E)Y TASTING KIT

When I developed my Scotch journal and whiskey tasting journal, I consumed a fair bit of "research" whisk(e)y in the process. Working on my Scotch map took me further down the rabbit hole. In my right hand was always one glass - the Glencairn Whisky glass, and I've decided to offer it as part of a tasting set that includes three of my most popular whisk(e)y journals, as well as a bespoke click pen. Comes in a barrel-inspired and bow-ready presentation box. MSRP: \$25.00



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?



ACTUAL SIZE!

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



CUSTOM KITS



My tasting sets make excellent gifts. I've done many custom versions over the years for employee retention, client gifts, thank you gifts. Options include branding boxes, glassware, books, including special food / beverage items, even an online class to go with the physical gift. Call Dave at 503-888-3532 or e-mail dave@33books.com to discuss your custom project.

33 BOOKS CO.

TASTY GIFTS

CONTINUED ...



SPIRIT SUMMONER™

Inspired by a spooky childhood game board (and perhaps a cocktail or two), I present the Spirit Summoner: a “talking board” for the 21-and-over crowd. If you’re having trouble on an important life decision — namely, your next beverage, simply gather your friends, lower the lights and gently rest your hands on the gold-embossed, black planchette. Summon the spirits with an incantation (one is printed inside the box, or create your own), and let the spirits guide you to your next drink. MSRP: 60.00



DELIGHTFULLY-DELUXE DOUGHNUT TASTING KIT

The kit includes 2 copies of 33 Doughnuts, my doughnut tasting journal. The journals each have space to record 33 different doughnut experiences, giving you space for a total of 66 fried, frosted (and or/sprinkled) memories. Take your tasting notes, using the checkboxes to note dough type and any fillings. Rate your doughnut on a five-star scale. Now for the fun part - draw your doughnut using the three, American-made colored pencils in the kit, chosen for the perfect pastry palette. MSRP: 16.00

READY TO ORDER?

E-mail orders@33books.com

33 BOOKS FLIGHT DECK™ BEER EDITION

NAME _____ FLIGHT THEME _____ DATE SAMPLED _____

1 ★★★★★

BEER NAME _____

PACKAGE ☐ BOTTLE ☐ CAN ☐ CASK ☐ DRAFT ☐ GROWLER ☐ OTHER _____

BREWERY _____

ABV % _____ IBU _____

OG _____ FG _____

2 ★★★★★

BEER NAME _____

PACKAGE ☐ BOTTLE ☐ CAN ☐ CASK ☐ DRAFT ☐ GROWLER ☐ OTHER _____

BREWERY _____

ABV % _____ IBU _____

OG _____ FG _____

3 ★★★★★

BEER NAME _____

PACKAGE ☐ BOTTLE ☐ CAN ☐ CASK ☐ DRAFT ☐ GROWLER ☐ OTHER _____

BREWERY _____

ABV % _____ IBU _____

OG _____ FG _____

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33 BOOKS FLIGHT DECK™ CIDER EDITION

NAME _____ FLIGHT THEME _____ DATE SAMPLED _____

1 ★★★★★

CIDER NAME _____

CIDER MAKER _____

STYLE _____

APPLES _____

ABV % _____ RS _____ S _____

2 ★★★★★

CIDER NAME _____

CIDER MAKER _____

STYLE _____

APPLES _____

ABV % _____ RS _____ S _____

DESIGNED, TESTED & PRINTED IN PORTLAND, OR © COPYRIGHT 2014, 33 BOOKS CO.

33 BOOKS FLIGHT DECK™ COFFEE EDITION

NAME _____ FLIGHT THEME _____ DATE SAMPLED _____

1

COFFEE NAME _____

REGION _____

ROASTER _____

ROAST DATE _____

PRODUCER _____

VARIETY _____

PROCESS _____

ALTITUDE _____

BEVERAGE _____

2

COFFEE NAME _____

REGION _____

BREW METHOD ☐ CLIPPING ☐ Drip ☐ ESPRESSO ☐ POUR-OVER ☐ PRESS ☐ SIPHON ☐ OTHER _____

ROASTER _____

ROAST DATE _____

PRODUCER _____

VARIETY _____

PROCESS _____

ALTITUDE _____

BEVERAGE _____

3

COFFEE NAME _____

REGION _____

BREW METHOD ☐ CLIPPING ☐ Drip ☐ ESPRESSO ☐ POUR-OVER ☐ PRESS ☐ SIPHON ☐ OTHER _____

ROASTER _____

ROAST DATE _____

PRODUCER _____

VARIETY _____

PROCESS _____

ALTITUDE _____

BEVERAGE _____

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33 BOOKS FLIGHT DECK™ CHEESE EDITION

NAME _____ FLIGHT THEME _____ DATE SAMPLED _____

1

CHEESE NAME _____

TYPE ☐ BUFFALO ☐ COW ☐ GOAT ☐ SHEEP ☐ OTHER _____

COUNTRY _____

WASHED ☐ YES ☐ NO ☐ OTHER _____

AGED ☐ YES ☐ NO ☐ OTHER _____

FLAVOR ☐ BLOOMY ☐ NATURAL ☐ WASHED w/ _____ ☐ WAXED ☐ WRAPPED w/ _____ ☐ OTHER _____

★★★★★

2

CHEESE NAME _____

TYPE ☐ BUFFALO ☐ COW ☐ GOAT ☐ SHEEP ☐ OTHER _____

COUNTRY _____

WASHED ☐ YES ☐ NO ☐ OTHER _____

AGED ☐ YES ☐ NO ☐ OTHER _____

FLAVOR ☐ BLOOMY ☐ NATURAL ☐ WASHED w/ _____ ☐ WAXED ☐ WRAPPED w/ _____ ☐ OTHER _____

★★★★★

3

CHEESE NAME _____

TYPE ☐ BUFFALO ☐ COW ☐ GOAT ☐ SHEEP ☐ OTHER _____

COUNTRY _____

WASHED ☐ YES ☐ NO ☐ OTHER _____

AGED ☐ YES ☐ NO ☐ OTHER _____

FLAVOR ☐ BLOOMY ☐ NATURAL ☐ WASHED w/ _____ ☐ WAXED ☐ WRAPPED w/ _____ ☐ OTHER _____

★★★★★

DESIGNED, TESTED & PRINTED IN PORTLAND, OR © COPYRIGHT 2014, 33 BOOKS CO.

FLIGHT DECKS

33 BOOKS CO.

33 BOOKS FLIGHT DECK™ WINE EDITION

NAME _____ FLIGHT THEME _____ DATE SAMPLED _____

1

WINE NAME _____

VINTAGE _____

PRICE _____

ABV % _____

ORIGIN _____

WINERY _____

GRAPES _____

2

WINE NAME _____

VINTAGE _____

PRICE _____

ABV % _____

ORIGIN _____

WINERY _____

GRAPES _____

DESIGNED, TESTED & PRINTED IN PORTLAND, OR © COPYRIGHT 2014, 33 BOOKS CO.

33 BOOKS FLIGHT DECK™ R(H)UM EDITION

NAME _____ FLIGHT THEME _____ DATE SAMPLED _____

1

RHUM NAME _____

STILL TYPE ☐ COLUMN ☐ POT

DISTILLER _____

AGE _____

ORIGIN _____

ABV % _____

RATING ★★★★★

2

RHUM NAME _____

STILL TYPE ☐ COLUMN ☐ POT

DISTILLER _____

AGE _____

ORIGIN _____

ABV % _____

RATING ★★★★★

3

RHUM NAME _____

STILL TYPE ☐ COLUMN ☐ POT

DISTILLER _____

AGE _____

ORIGIN _____

ABV % _____

RATING ★★★★★

DESIGNED, TESTED & PRINTED IN PORTLAND, OR © COPYRIGHT 2014, 33 BOOKS CO.

33 BOOKS FLIGHT DECK™ GIN EDITION

NAME _____ FLIGHT THEME _____ DATE SAMPLED _____

1

GIN NAME _____

STILL TYPE ☐ COLUMN ☐ POT

DISTILLER _____

AGE _____

ORIGIN _____

ABV % _____

RATING ★★★★★

2

GIN NAME _____

STILL TYPE ☐ COLUMN ☐ POT

DISTILLER _____

AGE _____

ORIGIN _____

ABV % _____

RATING ★★★★★

3

GIN NAME _____

STILL TYPE ☐ COLUMN ☐ POT

DISTILLER _____

AGE _____

ORIGIN _____

ABV % _____

RATING ★★★★★

DESIGNED, TESTED & PRINTED IN PORTLAND, OR © COPYRIGHT 2014, 33 BOOKS CO.

33 BOOKS CO.

FLIGHT DECKS™

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



PRINTED WITH
SOY INK
IN PORTLAND



Each card provides space for three glasses on a heavy, absorbent card made from FSC-certified coaster paper measuring 4 x 10.5 in. (10 x 27 cm).

Flight Decks are letterpress printed in Portland, elevating the tasting experience with a tactile quality you can feel. They are packaged in recycled chipboard sleeves that hold 20 tasting cards each.

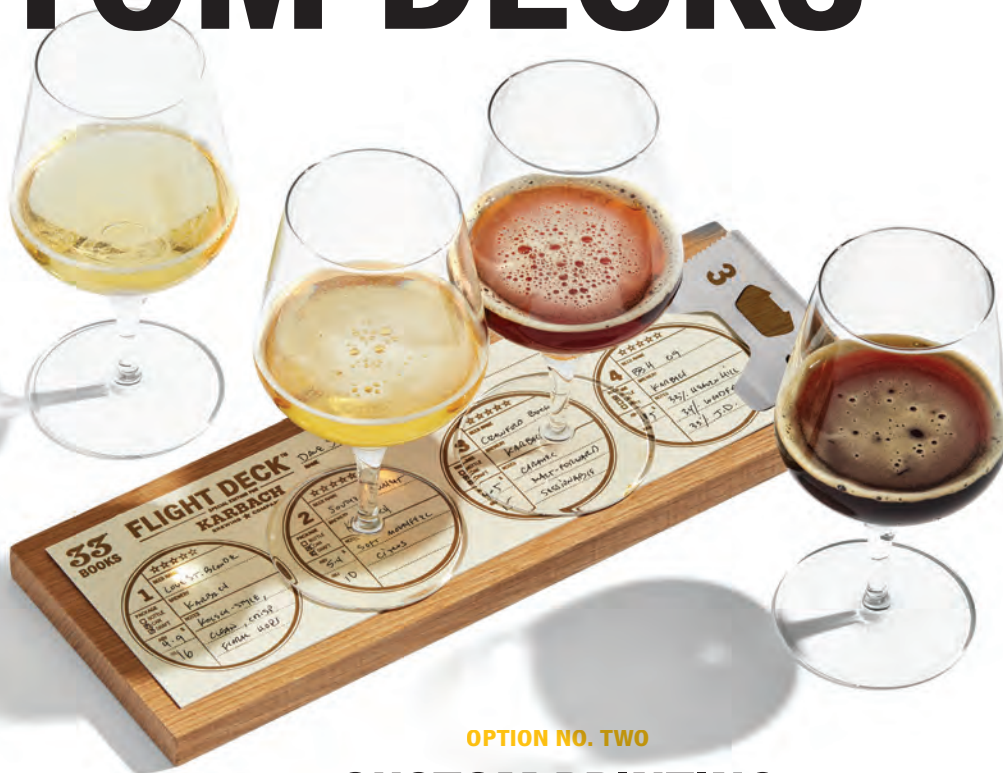


FLIGHT DECKS				
	UNIT MSRP	UNIT WHSLE.	CASE QTY.	CASE COST
Beer <small>BEST SELLER</small>	\$18.00	\$9.00	4	\$36.00
Cheese	18.00	9.00	4	36.00
Cider	18.00	9.00	4	36.00
Coffee <small>BEST SELLER</small>	18.00	9.00	4	36.00
Gin	18.00	9.00	4	36.00
Saké	18.00	9.00	4	36.00
Rum	18.00	9.00	4	36.00
Tea	18.00	9.00	4	36.00
Whisk(e)y <small>BEST SELLER</small>	18.00	9.00	4	36.00
Wine <small>BEST SELLER</small>	18.00	9.00	4	36.00

33 BOOKS CO.

CUSTOM DECKS

A common scene: customer orders a flight. The server pours three glasses, describes them in great detail, and walks away smiling. Five minutes later, the customer can't remember which is which. With Flight Decks, the customer knows the particulars about your product, and can take the card home as a branded souvenir of a unique tasting experience, and most importantly, helps them remember which they want to buy again.



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 3-glass stock cards in a distinctive foil. Black, white, red, gold, silver, copper and many other foil colors are available.



QUANTITY	WHOLESALE	W/ IMPRINT
4+ DECKS	\$9.00 EA.	\$11.00 EA.
12+ DECKS	9.00 EA.	10.00 EA.
24+ DECKS	9.00 EA.	9.00 EA.

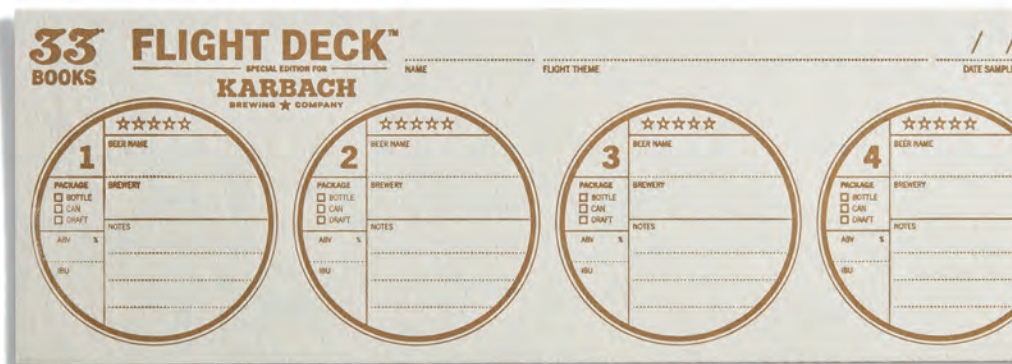
A one-time die charge of \$80.00 applies to all orders. A solid magnesium block is engraved with your high-resolution black-and-white logo.

OPTION NO. TWO

CUSTOM PRINTING

This option offers the most customization — add more glasses, change details on the cards, etc. The decks are printed just for you, and will take 2-3 weeks to print once we finalize artwork. There are 20 cards in each deck.

QUANTITY	UNIT PRICE	TOTAL
12 DECKS	\$16.00 EACH	\$192.00
48 DECKS	14.00 EACH	672.00
96 DECKS	12.00 EACH	1,152.00



CUSTOM FLIGHT BOARDS

Add boards to your order of Flight Decks to complete the experience. I offer my standard boards in Oregon Black Walnut or White Oak with a stainless clip for \$25.00 each. Add an engraved logo for an additional \$5.00 per board.



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 unique goods that extend the beer-tasting experience, designed for beer geeks by a beer geek.



RECOMMENDED PRODUCTS	
24 Beer Journals	72.00
12 Brewing Logs	48.00
8 Drinking Coins	40.00
4 US of Beer Maps	50.00
4 Beer Glassware Prints	60.00
2 Counter Displays	FREE
\$270.00	



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	72.00
12 Cidermaking Journals	48.00
4 Apple Anatomy Prints	60.00
4 Cider Flight Decks	36.00
2 Counter Display	FREE
\$216.00	



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	
12 Cheese Journals	36.00
12 Wine Journals	36.00
12 Beer Journals	36.00
12 Cider Journals	36.00
12 Salumi Journals	36.00
12 Olive Oil Journals	36.00
1 Counter Display	FREE
2 Cutting the Cheese Prints	30.00
2 Wine Bottle Taxonomy Prints	30.00
\$276.00	



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	72.00
24 Tea Journals	72.00
2 Counter Displays	FREE
2 World Coffee Posters	25.00
2 Espresso Drinks Print	30.00
4 Coffee Multiplication Tables	24.00
4 Coffee Flight Decks	36.00
\$259.00	




SUGGESTED ORDERS

... Continued

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 by the register and boost your order, \$6 at a time.



RECOMMENDED PRODUCTS

12 Brewing Logs	48.00
12 Cider-making Logs	48.00
12 Cheese-making Logs	48.00
12 Coffee Roasting Logs	48.00
12 Beer-Tasting Journals	36.00
12 Cider-Tasting Journals	36.00
12 Cheese-Tasting Journals	36.00
12 Coffee-Tasting Journals	36.00
12 Wine-Tasting Journals	36.00
12 Whiskey Tasting Journals	36.00
5 Counter Displays	FREE

\$408.00



CIGAR SHOPS

Successful cigar shops know that it's about the cigars first and foremost, but the margins are in accessories. My books and cigar-themed artwork are great gifts for cigar lovers, and look great both in-store and at home.



RECOMMENDED PRODUCTS

24 Cigar Journals	84.00
12 Whiskey Journals	36.00
12 Beer Journals	36.00
4 Cigar Taxonomy Prints	60.00
3 Counter Displays	FREE

\$216.00



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	36.00
12 Gin Journals	36.00
12 R(h)um Journals	36.00
12 Whiskey Journals	36.00
4 Whisk(ey) Tasting Sets	60.00
2 Bourbon Cocktails Print	30.00
2 Gin Cocktails Print	30.00
4 Counter Display	FREE

\$264.00



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

12 Wine Journals	36.00
12 Champagne Journals	42.00
12 Beer Journals	36.00
12 Cheese Journals	36.00
12 Salumi Journals	36.00
12 Olive Oil Journals	36.00
4 Drinking Coins	20.00
4 Wine Taxonomy Prints	60.00
1 Counter Display	FREE

\$302.00



WORKING TOGETHER

Minimums

OPENING MINIMUM \$120

RE-ORDERS \$60

Orders generally ship in 1-3 days from Portland, OR.

Payment Terms

(AND A LITTLE PHILOSOPHY)

- 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.

For accounts on terms with a history of prompt payment, I offer a 5% "Good Guy" discount for in-stock items paid by check, cash or ACH. 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! For that reason, I assess a 3% fee on card payments over \$500.

- I'm a reasonable guy.

... and I'm happy to discuss special circumstances at any time — ideally over a beer.

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. My endearingly idiosyncratic policies help me stay focused on what I enjoy — making cool stuff your customers want — and keeping costs low.

FREE OFFERS!

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 tricycle, 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.*



READY TO ORDER?

E-mail orders@33books.com

*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!