



(POCKET TASTING NOTEBOOKS)

BOOKS

WHOLESALE CATALOG

TOOLS FOR CONSIDERED CONSUMPTION



33 BOOKS CO.

BOOKS

"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.



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 \$6.00+.

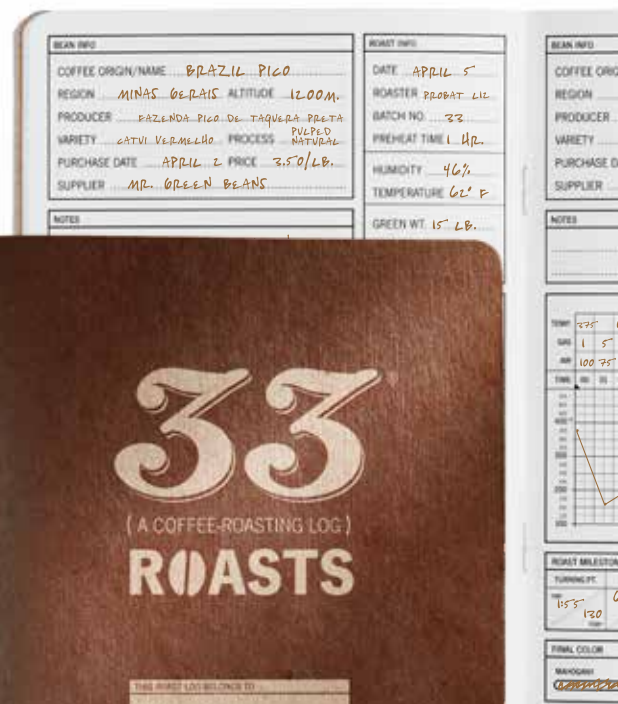


My 33 Cigars logbook is embossed with the texture of a real tobacco leaf and includes space to affix labels from the cigars you sample.

LOGBOOKS

My original books help with the *consumption* of fine food and drink. My 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

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



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.

COMPLETE LIST
OF BOOKS THIS WAY

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	STANDARD WHOLESALE	W/ IMPRINT (\$0.33/BOOK)
24+ BOOKS	2.50 EA.	2.83 EA.
96+ BOOKS	2.25 EA.	2.58 EA.
288+ BOOKS	2.00 EA.	2.33 EA.

A one-time die charge of \$66.00 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	4.60 EACH	1150.00
500	3.35 EACH	1675.00
1000	2.75 EACH	2750.00
2000	1.95 EACH	3900.00

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	5.90 EACH	1475.00
500	4.30 EACH	2150.00
1000	3.55 EACH	3550.00
2000	2.50 EACH	5000.00

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

HAVE A SPECIAL REQUEST?

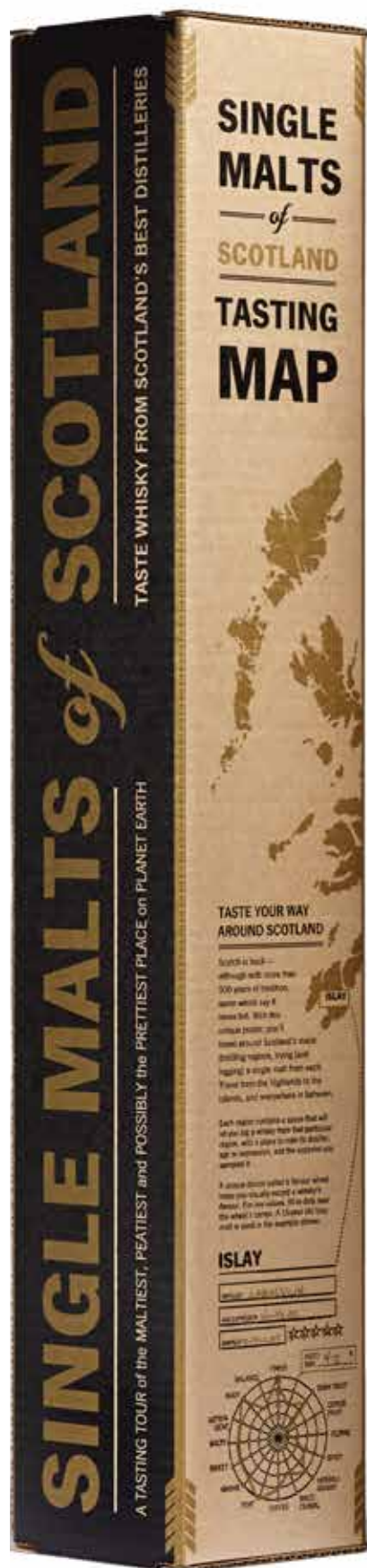
Let’s talk! Some of the most creative and impactful custom “33” book projects have included unique packaging, rubber bands, buttons, pens and/or pencils — just about anything is possible.



33 BOOKS CO.

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, 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. MSRP: \$25.00



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)



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)



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)



AROUND THE WORLD IN 40 CUPS 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)

PRINTED WITH
SOY INK
IN PORTLAND



100%
RECYCLED

33 BOOKS CO.

TASTING TOOLS

MADE IN THE
USA
★★★★★

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.



The Original

DRINKING WALLET

On a night out on the town, I'm typically a two drink guy. I like beer, and I like whisk(e)y. And while my notebooks are designed to pack a lot of punch in a small package, toting around two notebooks on top of my standard pocket paraphernalia makes me feel a little ... bulky.

After collaborating with my friend Evan from Tannery South Leather, I'm proud to share something that I think will streamline your salubrious adventures. The Drinking Wallet will safely hold two of my standard journals with an inside front pocket designed to store a night's worth of cash and cards. It measures 4" x 5.25" — perfect for your pants pocket. MSRP: \$59.00



Natural with
Natural
stitching

Brown
with Topaz
Gold stitching

Actual size



The Original

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: \$20.00

The Original

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: \$49.00

- **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.

TASTING SETS

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.

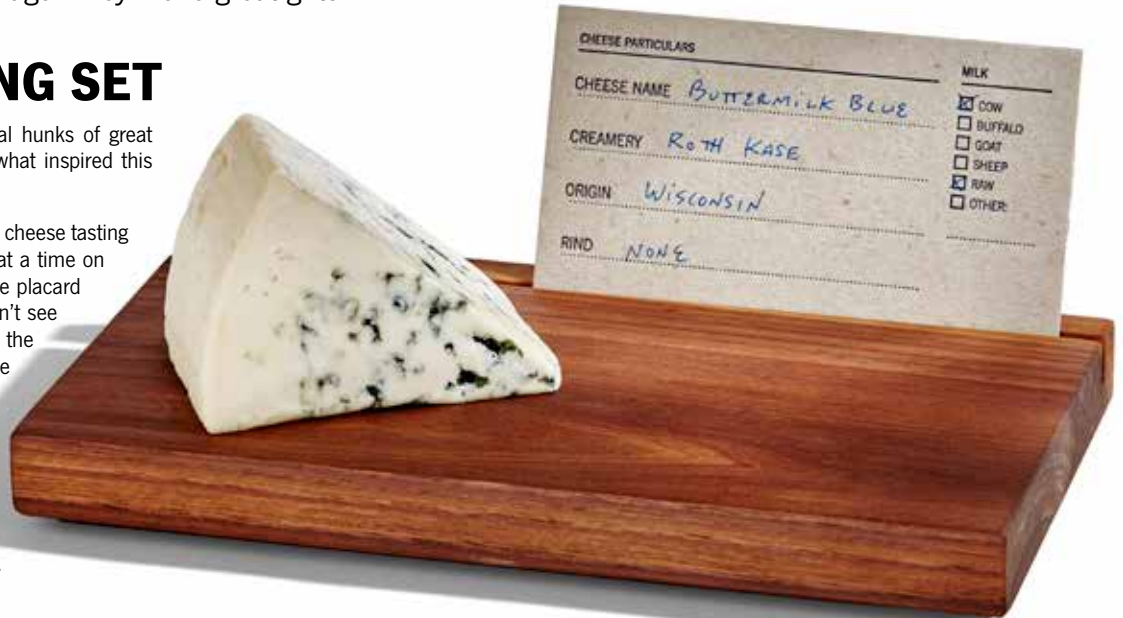
CHEESE TASTING SET

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



Carbon-Steel
Knife/Spreader

4 x 33 Pieces of Cheese Journals



Oregon Black Walnut Board



8 Letterpressed Cards



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



Sprinkle Stickers:
2 x Rainbow
2 x Chocolate



3 x USA-made Colored Pencils



2 x 33 Doughnuts Journals

33 BOOKS CO.

TASTING SETS

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

Lead-free
Crystal
Tasting Glass

1 Bourbon
Whiskey Journal

1 Retro
Click Pen

1 Scotch
Whisky Journal



THIS SPACE *intentionally* LEFT BLANK

I'm hard at work on a variety of new tasting kits that will debut soon, including a new hot sauce set, an oyster tasting set and perhaps one or two more surprises. If you'd like to find out when they're ready, please follow me on the usual social media channels @33BooksCo. I post pics of works in progress, tasting research and an awful lot of laser-cutting videos.

HOT SAUCE TASTING SET

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 Habañero Carrot Curry and Horsetooth's "The O-Face." 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 three journals and a click pen in a spicy, laser-cut box that is silkscreened by hand in a range of fiery colors.

15.75" x 11.25" x 4.25" MSRP: \$32.00



3 x 33 Drops of Hot Sauce Journals



Marshall's
Haute Sauce



Retro
Click Pen



Horsetooth
Hot Sauce



33 BOOKS CO.

FOR SERIOUS HOPHEADS



BERT'S BEER BASTER™

When I began my own journey in the beer world, I heard a story about a hop-loving brewer who carried a vial of hop oil in his pocket. Whenever he left home, he used the vial to dose pints of the only beer available – industrial lager – thereby boosting its appeal, and creating a legend in the process. Inspired by his story, I've created a hop concentrate you can use to baste your own beers: those you brew, or ones you encounter in the wild. It also makes excellent cocktails. MSRP: \$9.00

BALE IN A BOTTLE

It takes approximately half a pound of farm-fresh hops to produce the concentrated fresh hop oil used in each tiny bottle of Bert's Beer Baster. A whole vial is more than enough to dose five gallons of hop-deficient beer.

LUPULIN LOCOMOTIVE

Hops are steam-distilled right after harvest for maximum freshness. Complex aroma compounds are captured in the oil without chemicals, making Bert's intensely aromatic – just a few drops are all you need.



Azacca®

Centennial

Chinook

Columbus

SINGLE-VARIETAL HOP CONCENTRATE

Experience each hop variety's unique character.

	UPC	MSRP	WHSLE.	CASE QTY.	CASE COST
Bert's Beer Baster: Azacca®	6 89466 89996 2	\$9.00	\$4.50	4	\$18.00
Bert's Beer Baster: Centennial	6 89466 79490 8	9.00	4.50	4	18.00
Bert's Beer Baster: Chinook	6 89466 89999 3	9.00	4.50	4	18.00
Bert's Beer Baster: Columbus	6 89466 77965 3	9.00	4.50	4	18.00

NEW! HOP EXPLORATION KIT

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: \$75.00



33 BOOKS CO.

WHOLESALE PRICING

BOOKS	UPC	MSRP	WHSLE.	CASE QTY.	CASE COST
STANDARD 33 JOURNALS					
33 Beers	6 89466 28933 6	\$5.00	\$2.50	24	\$60.00
33 Cheeses	6 89466 28936 7	5.00	2.50	24	60.00
33 Chocolates	6 89466 40674 0	5.00	2.50	24	60.00
33 Ciders	6 89466 69426 0	5.00	2.50	24	60.00
33 Coffees	6 89466 28935 0	5.00	2.50	24	60.00
33 Doughnuts	6 89466 77964 6	5.00	2.50	24	60.00
33 Hot Sauces	6 89466 40675 7	5.00	2.50	24	60.00
33 Ice Creams	6 89466 89073 0	5.00	2.50	24	60.00
33 Martinis	6 89466 89074 7	5.00	2.50	24	60.00
33 Meads	6 89466 84636 2	5.00	2.50	24	60.00
33 Mezcal	6 89466 90071 2	5.00	2.50	24	60.00
33 Olive Oils	6 89466 89994 8	5.00	2.50	24	60.00
33 Oysters	6 89466 79491 5	5.00	2.50	24	60.00
33 R(h)ums	6 89466 89993 1	5.00	2.50	24	60.00
33 Salumi	6 89466 84632 4	5.00	2.50	24	60.00
33 Scotches	6 89466 69428 4	5.00	2.50	24	60.00
33 Teas	6 89466 84637 9	5.00	2.50	24	60.00
33 Whiskeys	6 89466 40673 3	5.00	2.50	24	60.00
33 Wines	6 89466 28934 3	5.00	2.50	24	60.00
33 Cafés	ESPAÑOL 6 89466 84633 1	5.00	2.50	24	60.00
33 Cervezas	ESPAÑOL 6 89466 84631 7	5.00	2.50	24	60.00
33 Hidromieles	ESPAÑOL 6 89466 89990 0	5.00	2.50	24	60.00
33 Vinos	ESPAÑOL 6 89466 90070 5	5.00	2.50	24	60.00
33 1/3 JOURNALS					
33 Beers Professional Edition	6 89466 84630 0	\$6.00	\$3.50	24	\$84.00
33 Champagnes	6 89466 77963 9	6.00	3.50	24	84.00
33 Cigars	6 89466 40672 6	6.00	3.50	24	84.00
33 1/3 LOGBOOKS					
33 Brews	Homebrewing Log 6 89466 89077 8	\$7.00	\$3.50	24	\$84.00
33 Cider Pressings	Cider-Making Log 6 89466 89991 7	7.00	3.50	24	84.00
33 Roasts	Coffee-Roasting Log 6 89466 89076 1	7.00	3.50	24	84.00
33 Wheels	Cheesemaking Log 6 89466 90073 6	7.00	3.50	24	84.00

TOOLS	UPC	MSRP	WHSLE.	CASE QTY.	CASE COST
Bert's Beer Baster™	Various, See Sheet	\$9.00	\$4.50*	4	\$18.00
Cider Mug	6 89466 84634 8	49.00	30.00*	4	120.00
Drinking Coin	6 89466 84635 5	20.00	10.00	8	80.00
Drinking Wallet	6 89466 89075 4	59.00	33.00*	4	132.00

MAPS	UPC	MSRP	WHSLE.	CASE QTY.	CASE COST
Around the World in 40 Cups	6 89466 84638 6	\$25.00	\$12.50	4	\$50.00
Great Wines of France	6 89466 77962 2	25.00	12.50	4	50.00
Single Malts of Scotland	6 89466 69427 7	25.00	12.50	4	50.00
United States of Beer	6 89466 69425 3	25.00	12.50	4	50.00

TASTING SETS	UPC	MSRP	WHSLE.	CASE QTY.	CASE COST
Cheese Kit	6 89466 79493 9	\$75.00	\$45.00	4	\$180.00
Doughnut Kit	6 89466 79490 8	16.00	8.00*	4	32.00
Hop Exploration Kit (Beer)	6 89466 89999 3	75.00	37.50*	4	150.00
Hot Sauce Kit	6 89466 79492 2	32.00	18.00	4	72.00
Whisk(e)y Kit	6 89466 77965 3	25.00	12.50	4	50.00

Volume Discount

4+ cases 10% OFF
12+ cases 20% OFF

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

COUNTER DISPLAYS



Corrugated display units easily hold up to 20 books in a register-ready format. Ask for one free per 24 books.

WALNUT DISPLAYS

Most of my retailers carry several of my books, and so I designed a new **laser-cut walnut plywood display** that better presents books large and small, as well as some of my other goods. The display packs flat and is **FREE** with multi-title wholesale orders over \$300.



The display can be configured to house 4, 5 or 6 different 33 Books titles.

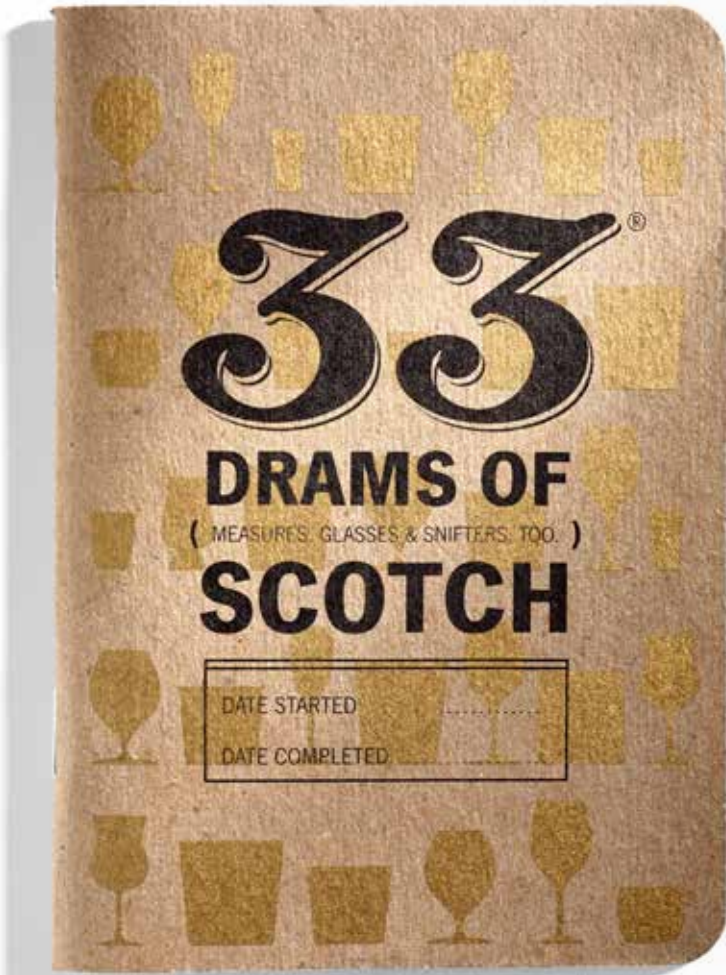


READY TO ORDER? Simply e-mail your order to orders@33books.com. Orders generally ship in 1-3 days from Portland, OR.



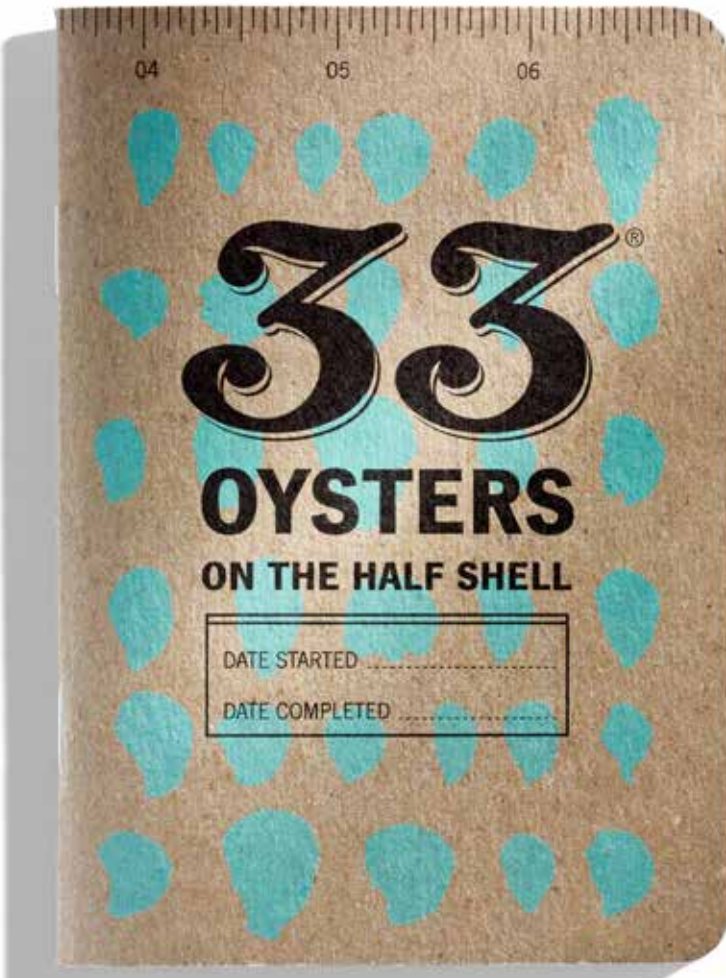
33 Cups of Coffee
33 Tazas de Café

UPC: 6 89466 28935 0
UPC: 6 89466 84633 1



33 Drams of Scotch

UPC: 6 89466 69428 4



33 Oysters

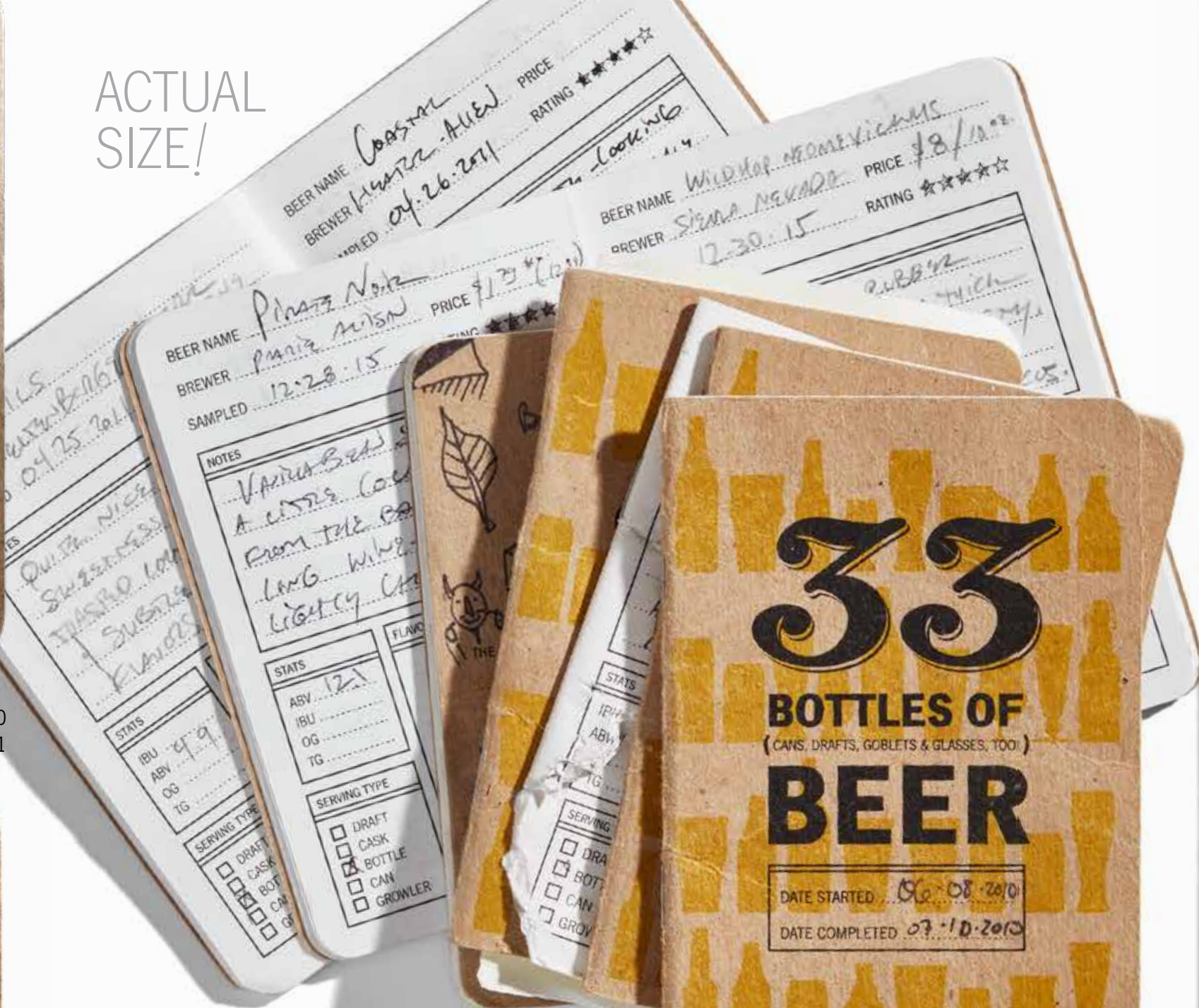
UPC: 6 89466 79491 5



33 Bars of Chocolate

UPC: 6 89466 40674 0

ACTUAL
SIZE!



33 JOURNALS

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 tasting journals are used all over the world by lovers of fine food and drink. They are perfect personal tasting diaries, work wonders as training tools, and make a great keepsake for special events. I think they look even better after a little breaking-in period (above). MSRP: \$5.00, 3.5" x 5" (89 x127mm)

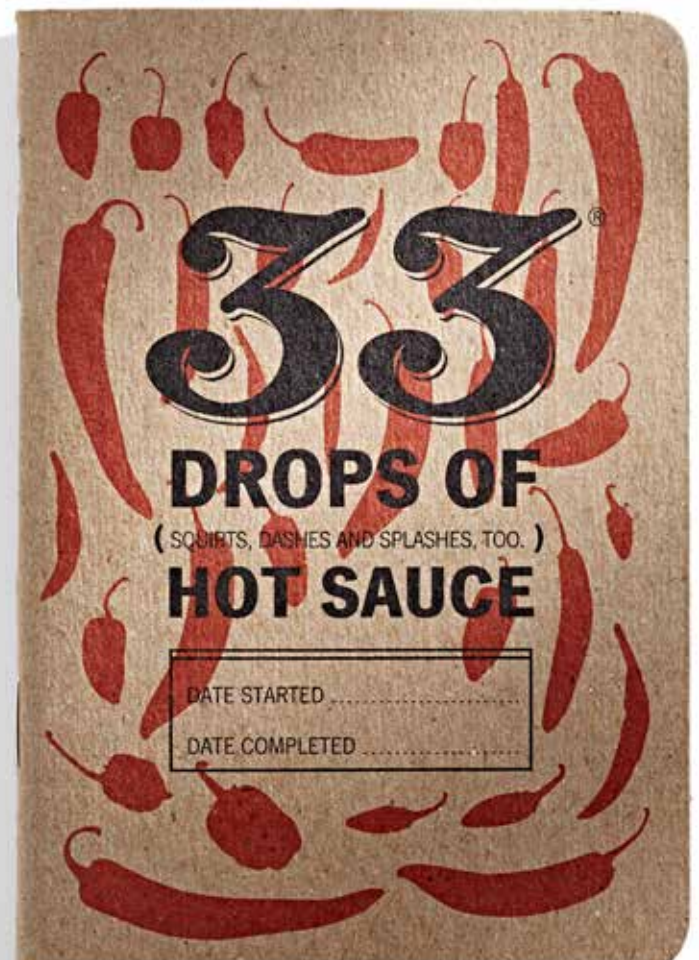


33 Bottles of Wine
33 Botellas de Vino

UPC: 6 89466 28934 3
UPC: 6 89466 90070 5

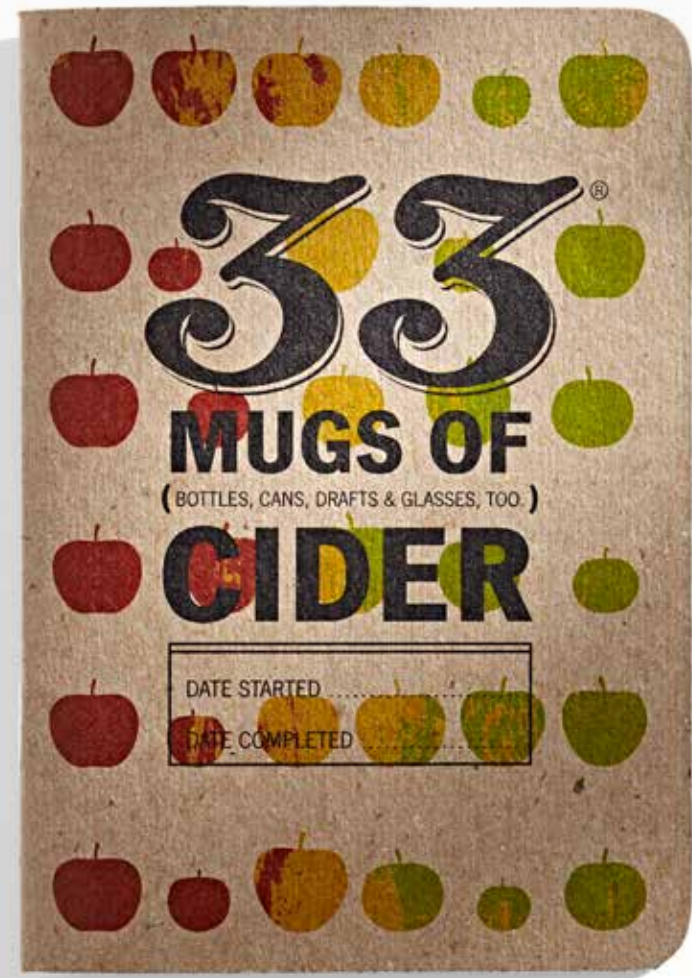
33 Drops of Hot Sauce

UPC: 6 89466 40675 7



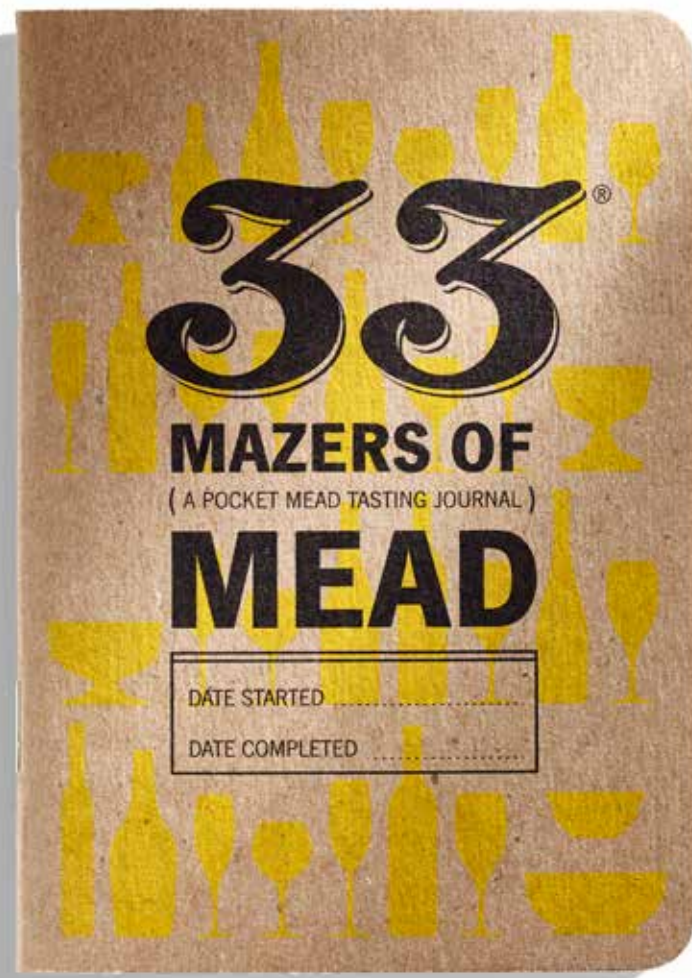
33 Bottles of Beer
33 Botellas de Cerveza

UPC: 6 89466 28933 6
UPC: 6 89466 84631 7



33 Mugs of Cider

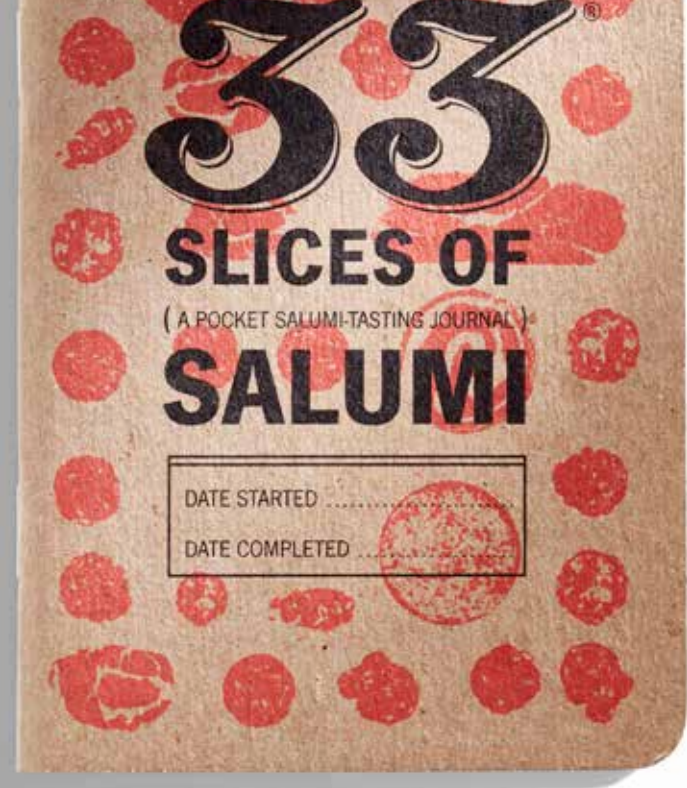
UPC: 6 89466 69426 0



33 Mazers of Mead
33 Copas de Hidromiel

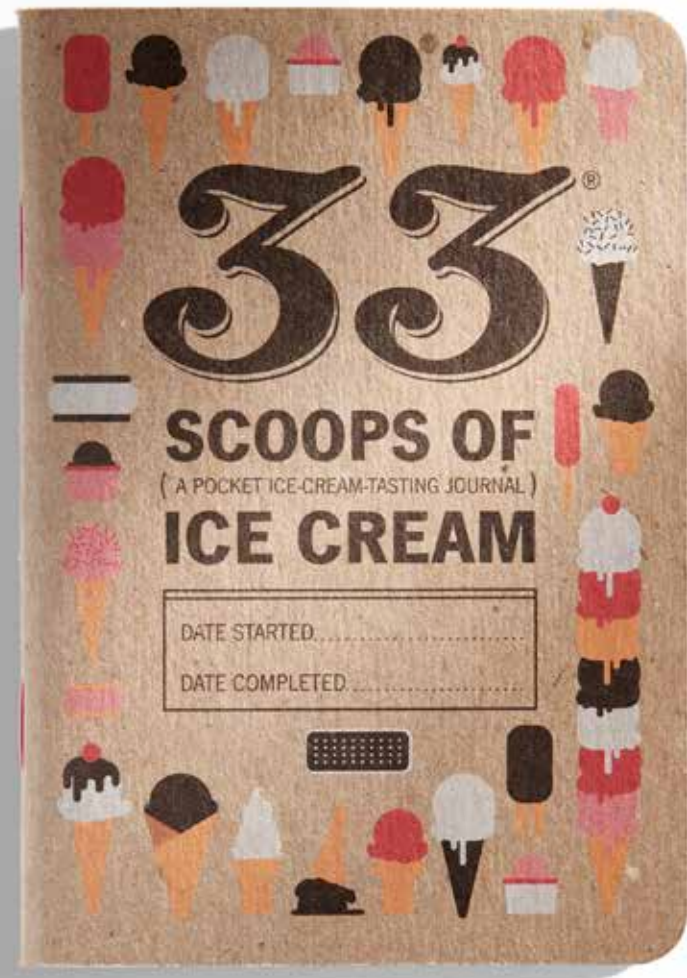
UPC: 6 89466 84636 2
UPC: 6 89466 89990 0

Standard 33 Books are made with 100% recycled papers sourced in the Pacific Northwest. Interior pages are 100% post-consumer recycled content and covers are 85% post-consumer recycled content and 15% recycled content. The books are printed using US-grown soy-based inks (and a little bit of beer) in sunny Portland, Oregon, USA.



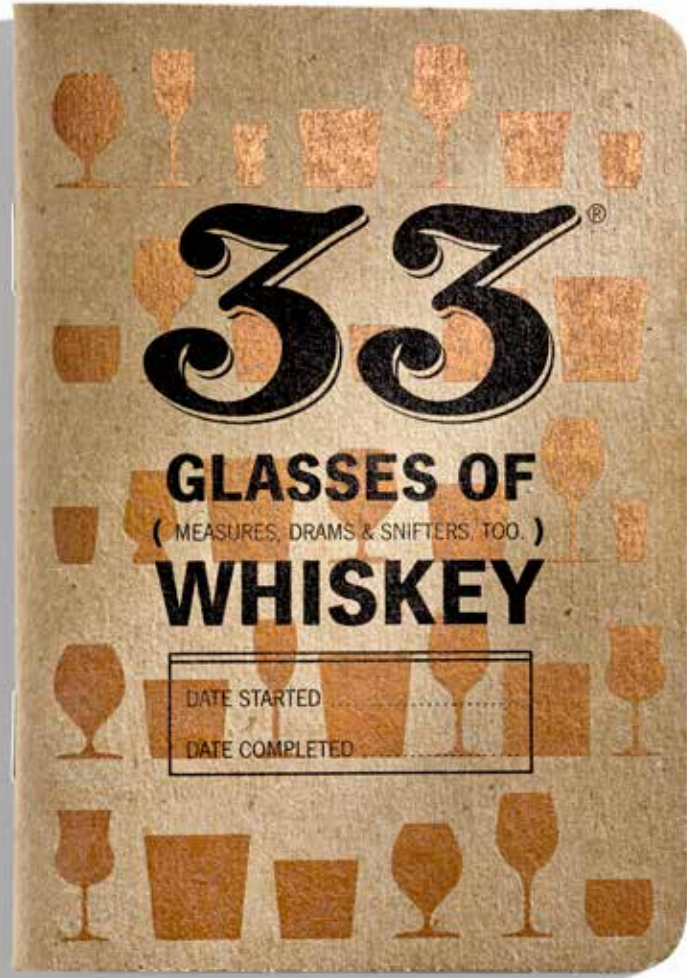
33 Slices of Salumi

UPC: 6 89466 84632 4



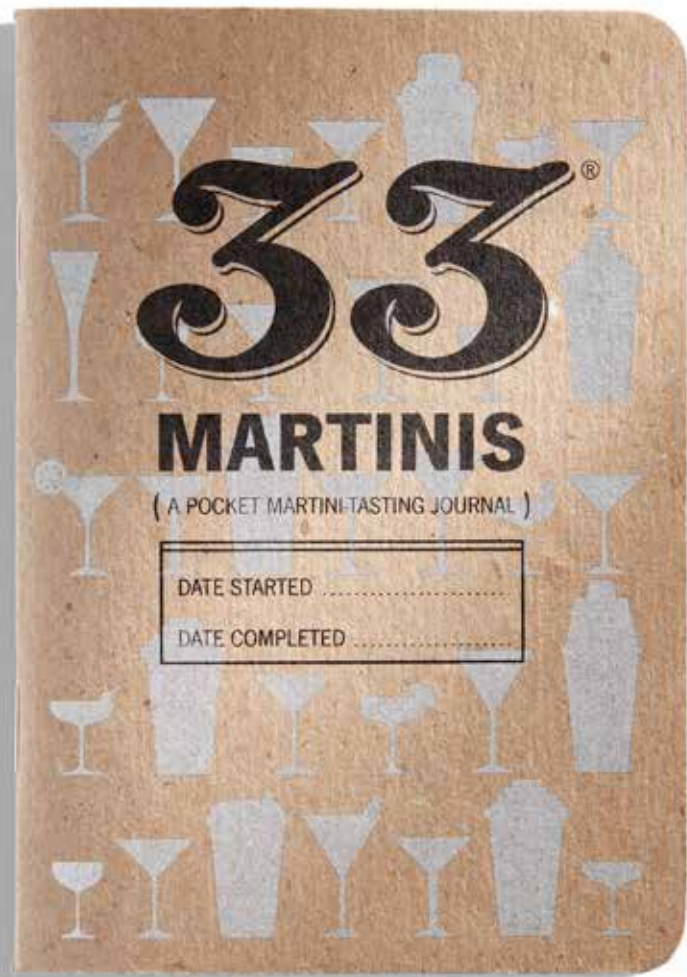
33 Scoops of Ice Cream

UPC: 6 89466 89073 0



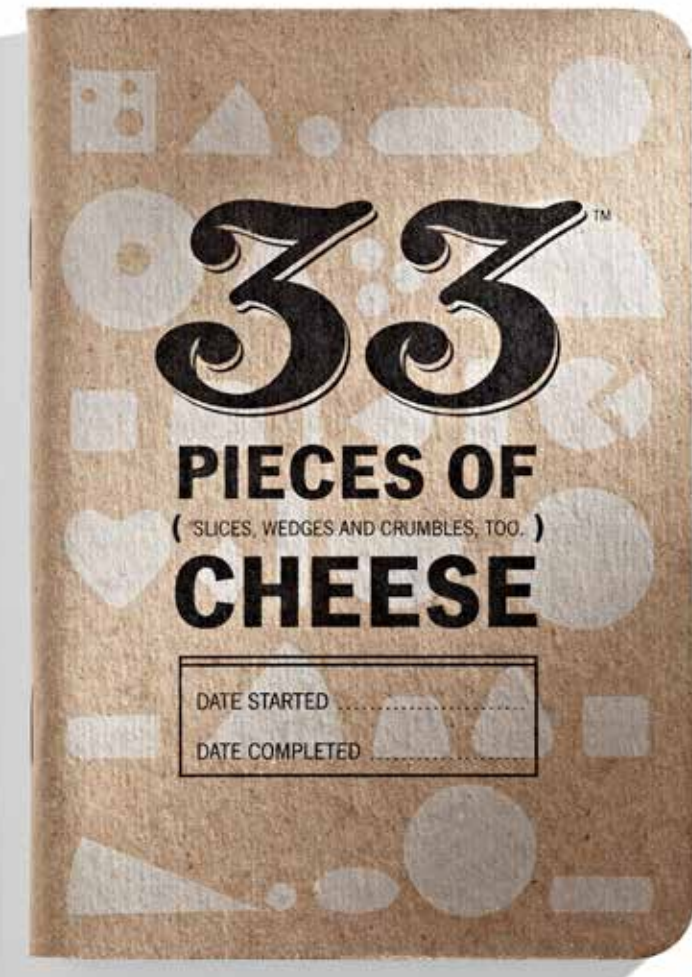
33 Glasses of Whiskey

UPC: 6 89466 40673 3



33 Martinis

UPC: 6 89466 89074 7



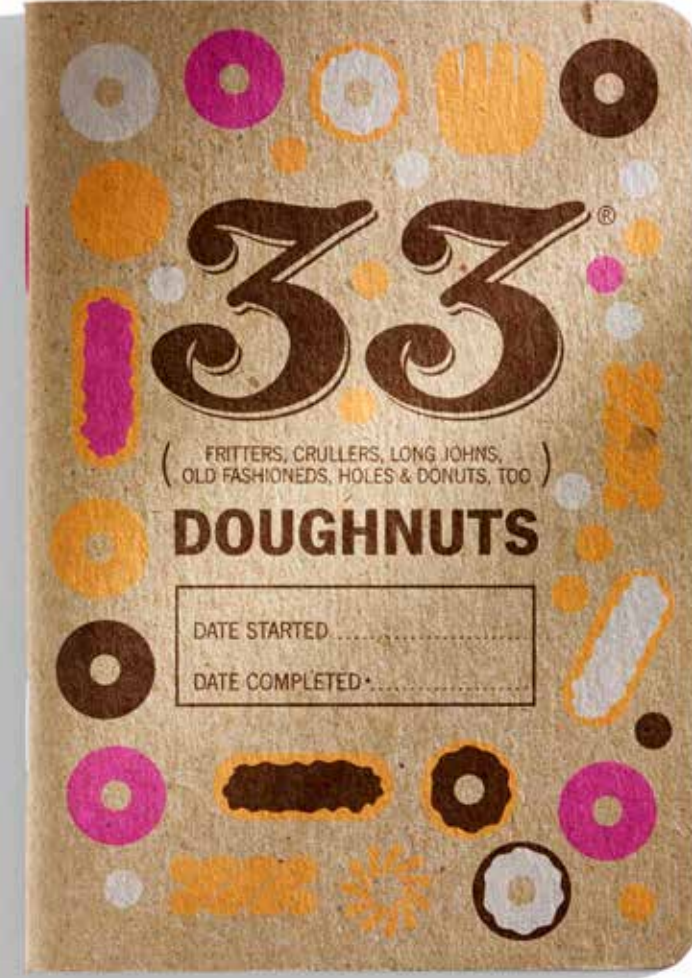
33 Pieces of Cheese

UPC: 6 89466 28936 7



33 Leaves of Tea

UPC: 6 89466 84637 9



33 Doughnuts

UPC: 6 89466 77964 6

33 Bottles of R(h)um

UPC: 6 89466 89993 1

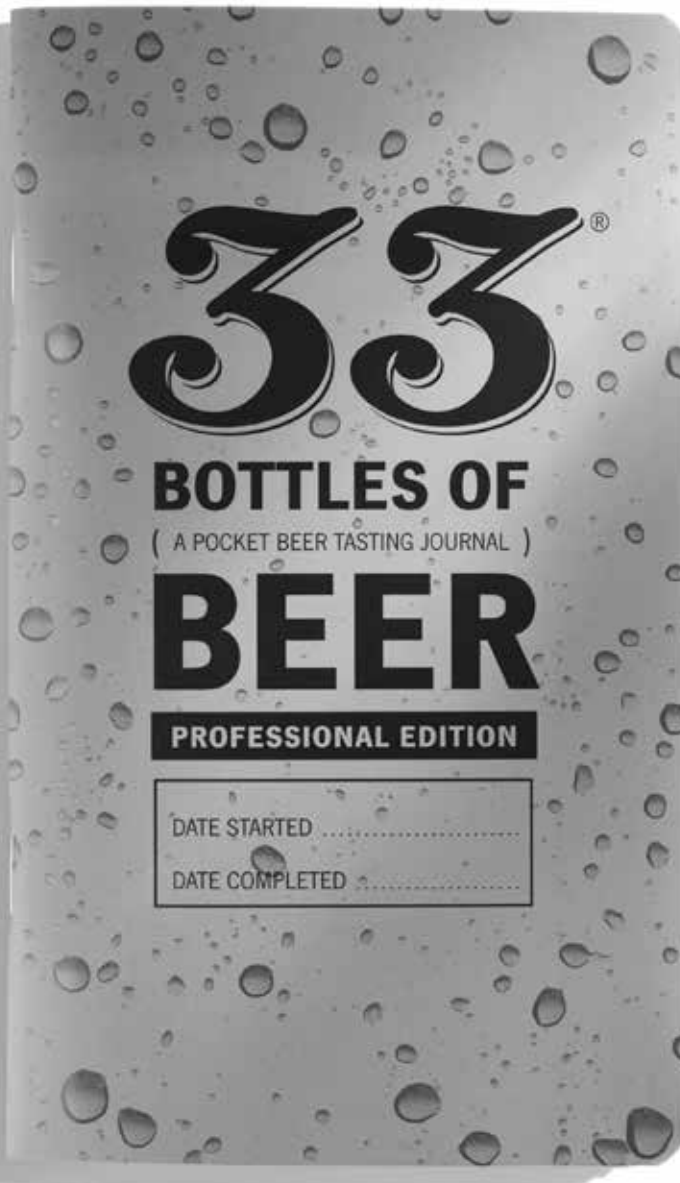


33 Cigars

UPC: 6 89466 40672 6

33 1/3 JOURNALS

Sometimes I need to stretch my wings. My 33 1/3 Series provides that space. At 5 3/4", the books are slightly taller than my standard books, which allows them to incorporate additional tasting features. These deluxe books also utilize printing and finishing techniques that help the books stand a little taller. MSRP: \$6.00, 3.5" x 5.75" (89 x 146 mm)

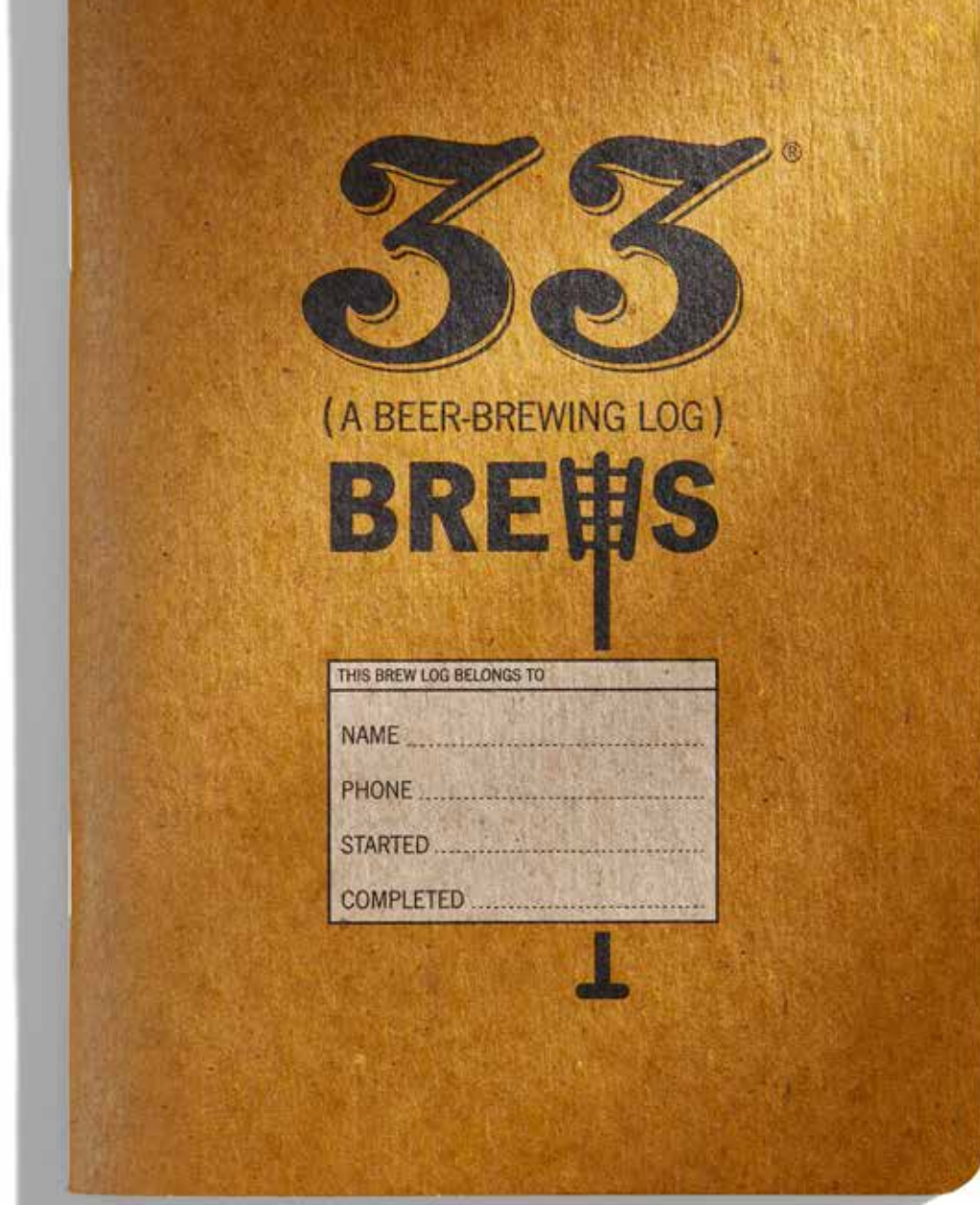


33 Beers: Professional Edition

UPC: 6 89466 84630 0

33 Bottles of Champagne

UPC: 6 89466 77963 9

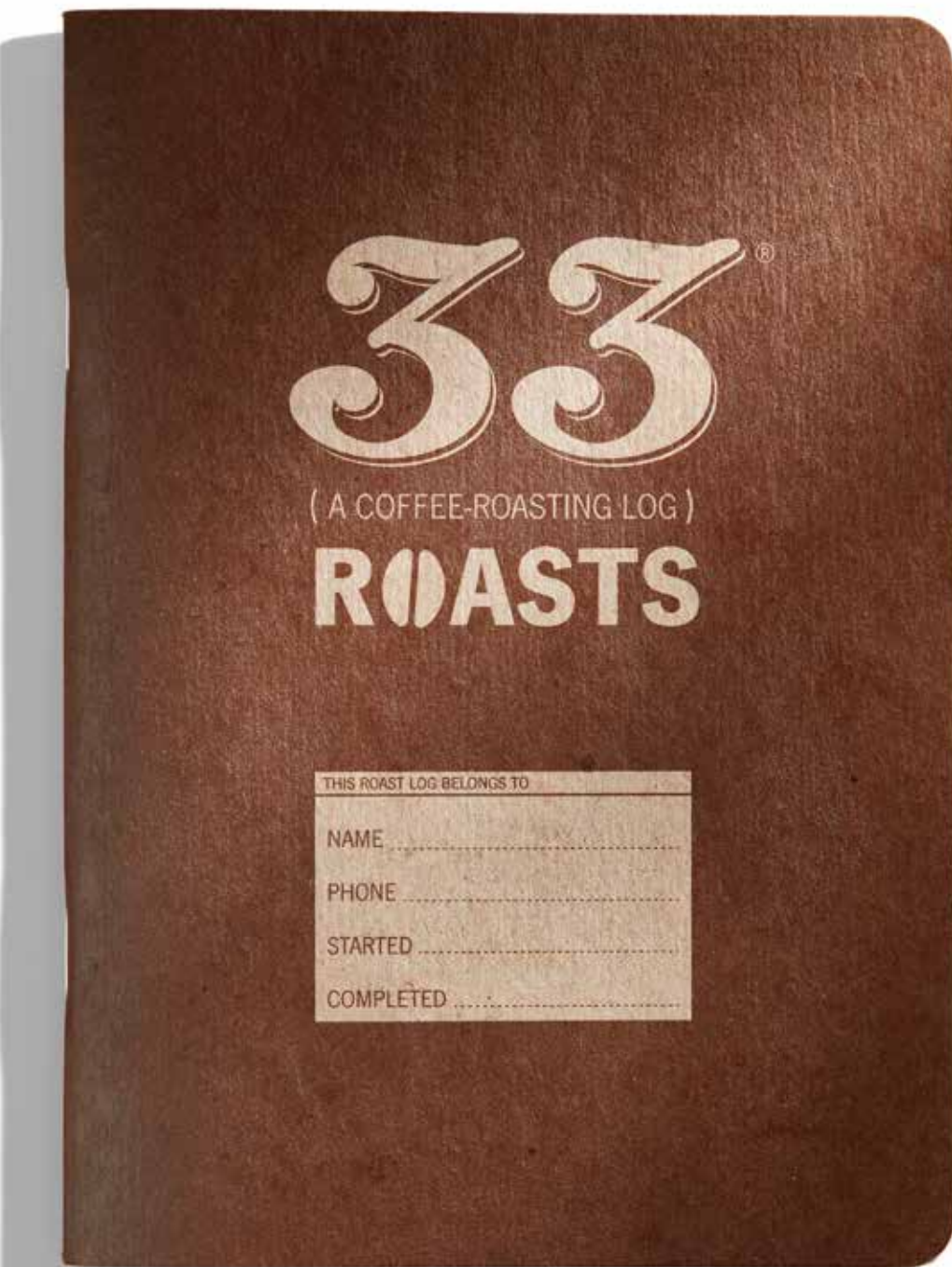


33 Brews: A Beer-Brewing Log

UPC: 6 89466 89077 8

33 2/3 LOGBOOKS

Historically, my books have been focused on the considered *consumption* of fine food and drinks. With the debut of my 33 2/3 series, I am happy to offer log books for those who involved in the *production* of these items. The books are a little larger than my pocket journals, but equally well-designed, packing many useful features into a compact notebook. They are designed with professional features, but priced for home producers. MSRP: \$7.00, 5" x 7" (127 x 178 mm)



33 Roasts: A Coffee-Roasting Log

UPC: 6 89466 89076 1

33 Cider Pressings: A Cider-Making Log

UPC: 6 89466 89991 7

