When Demand Exceeds Supply, Craft Beer Lovers Go To Extremes

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When a beer becomes so popular that it reaches 10,000 reviews on BeerAdvocate.com, what's a lover to do to actually procure a case (or even a can) of it? Anything they can!

That's exactly what's happening with Heady Topper, a feature of The Alchemist Brewery. Lovers of this beer are driving hundreds of miles and waiting for hours in freezing cold lines just for the chance to buy the frothy brew.

Read more about this phenomenon in a recent Boston Globe article "Craft Beer Fans Go to Great Lengths to Buy Top-Rated Brew."

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