

# Case Study: The Rise of Mead Beverage in the Craft Beverage Industry

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**Abstract:** *This case study explores the growing popularity of mead, an ancient alcoholic beverage made from fermented honey, in the craft beverage industry. It examines the history of mead, its production process, marketing strategies, and the factors contributing to its resurgence. The study also highlights challenges and opportunities in the mead industry and provides insights into its future prospects.*

**Keywords:** Mead beverage, craft beverage industry, fermentation, marketing, challenges, opportunities