

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

Vishal Kanojia and Yash Jagtap

Bunts Sangha's Ramanath Payyade College of Hospitality Management Studies, Mumbai, India

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

I. INTRODUCTION

Mead, often referred to as "honey wine," is one of the oldest alcoholic beverages in the world, with a history dating back thousands of years. In recent years, mead has experienced a revival and gained significant popularity within the craft beverage industry. This case study explores the factors behind the resurgence of mead, its production methods, marketing strategies, and the challenges and opportunities faced by mead producers.

II. RESEARCH METHODOLOGY

This case study utilizes a combination of primary and secondary research. Primary research includes interviews with mead producers, industry experts, and consumers. Secondary research involves gathering information from industry reports, scholarly articles, and trade publications. The collected data is analyzed to provide insights into the growth and dynamics of the mead industry.

III. LITERATURE REVIEW

The literature review focuses on the historical significance of mead, its traditional production methods, and its decline and subsequent resurgence in recent years. It also explores the factors driving the popularity of mead, such as the craft beverage movement, increasing consumer interest in unique and traditional beverages, and the versatility of mead as a base for creative flavors and infusions.

IV. RESULT & ANALYSIS

The study reveals that the rise of mead in the craft beverage industry can be attributed to several key factors. First, the increased consumer demand for unique and locally produced beverages has created a niche market for mead. Craft beverage enthusiasts are seeking out mead as an alternative to more common alcoholic beverages like beer and wine. Second, mead's versatility allows for experimentation with flavors, spices, and botanicals, appealing to consumers looking for innovative taste experiences. Furthermore, mead's gluten-free and vegan-friendly qualities make it an attractive choice for health-conscious and environmentally conscious consumers.

The analysis also highlights the challenges faced by the mead industry. Limited consumer awareness and understanding of mead, along with its relatively higher price compared to other alcoholic beverages, pose obstacles to market expansion. Additionally, the availability of high-quality honey, the main ingredient in mead production, and the time-intensive fermentation process present logistical and cost challenges for producers.

Nevertheless, the study identifies opportunities for the mead industry. Collaborations with local honey producers and beekeepers can ensure a consistent supply of high-quality honey while supporting sustainable and ethical beekeeping practices. Mead producers can also leverage educational initiatives, tasting events, and collaborations with other craft beverage producers to raise awareness and educate consumers about mead's rich history and diverse flavors.

V. CONCLUSION

The resurgence of mead in the craft beverage industry represents a unique and exciting opportunity for producers and consumers alike. With its rich history, versatility, and appeal to the growing demand for unique and traditional beverages, mead has carved out a niche market within the craft beverage industry. While challenges exist, such as limited consumer awareness and logistical hurdles, the mead industry can overcome these obstacles by focusing on education, collaborations, and sustainable sourcing practices. The future prospects for mead appear promising, with the potential for continued growth and innovation within the craft beverage landscape.

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