

A Study on Awareness of Gin Amongst Pub Goers in Mumbai

Mr. Amit P. Ghadiyali and Prachi Vijay Kamble

Anjuman-I-Islam's College of Hotel & Tourism Management Studies & Research, Mumbai

Abstract: *This research aims to provide explanation of the early and recent history of Gin showing the consumer's change in taste and whether Gins of today has replaced as a new choice for consumers tastes and experience. This study attempts to assess the popularity, awareness and acceptance of Gin by consumers in Mumbai's Bars. The data for this quantitative research was gathered through a valid and reliable online questionnaire, encompassing demographic information and inquiries about the Gin, distributed among Pub goers in Mumbai. The findings suggest the resurgence of Gin as a favourite drink among Pub goers in Mumbai and that it will continue to grow but may remain limited to premium markets.*

Keywords: Gin, Alcoholic beverages, Cocktails, Liquor, popularity, Mumbai, resurgence of Gin, Gnaissance.

I. INTRODUCTION

There was a time when gin was reserved for your grandparents, but this spirit has experienced resurgence in recent years. It's no wonder when you consider all that gin has to offer. Gin is one of the oldest alcoholic drinks and became widespread in the Middle Ages as an herbal medicine. In my experience as a Hospitality Service personnel, I observed that it was popular amongst aged Guests during the late 1990s but saw a decline in the 2000s owing to the surge in the Single Malts and other flavoured Vodkas, but on my advent to the Pubs recently I noticed the large variety of Gins both Indian and imported and the cocktails based on Gins. I was very impressed and overwhelmed and thus was prompted to study the revival of this classic drink.

Let us understand; What exactly is **Gin**?

Gin is a famous spirit that has a rich history dating back centuries. It derives its name and key flavour from juniper berries, with distillers adding various botanicals to create intricate and layered tastes. Common botanicals include coriander, angelica root, citrus peels, spices like cinnamon and nutmeg.

The roots of gin can be traced to Italian monks in the 11th century who flavoured distilled spirits with juniper berries. It was later commercialised in the Netherlands and gained fame in England during the 17th century. Gin's repute went through various phases, from being considered a medicine to being widely consumed during the "Gin Craze."

Dutch or Genèver gin, unlike modern London dry gin, was distilled from malt wine spirits and sometimes aged in wood, giving it an exclusive character. Old Tom gin, a sweeter style, and London dry gin, known for its subtle flavours and citrus elements, also played key roles in gin's evolution.

Gin's association with tonic water and the classic gin and tonic cocktail originated as a way to cover the bitterness of quinine, an anti-malarial compound.

In recent years, there has been gin resurgence, with craft distilleries and major brands meeting the growing demand. The production process involves neutral alcohol, often from grains, purified through distillation, and botanicals like juniper. Juniper's oils, primarily monoterpenes and sesquiterpenes, contribute to gin's distinctive flavour.

Gin's history is marked by its transformation from a medicinal tonic to a sophisticated and popular spirit enjoyed in various cocktails. Today, gin is experiencing resurgence, and it's a versatile drink with a fascinating history that continues to captivate connoisseurs and enthusiasts worldwide.

1.1 Objective

- To assess the popularity, awareness, and acceptance of Gin in Mumbai's Bars.

II. REVIEW OF LITERATURE

(whisky.com, 2020) This web article was about Gin's history in England was marked by its transition from a medicinal tonic to a general and reasonably priced spirit. In the late 17th century, William III of Orange popularized gin by taxing French cognac and brandy heavily, making gin more reachable. However, this led to the "Gin Crisis" in the 18th century, a period of low-quality and dangerous gin production. Regulations and definitions like "Dry Gin" were introduced to address the crisis. With improved quality and image, gin became a fashionable drink, and the classic "Gin & Tonic" emerged, especially among soldiers in British colonies. The gin industry has experienced a resurgence in recent years with the rise of new brands and distilleries.

(Cision) The "India Gin Market Overview, 2018-2023" report suggests a broad analysis of India's gin market, covering market size, segments, and key players. The Indian gin market is anticipated to develop at over 9% CAGR from 2017-18 to 2022-23. While gin is relatively more expensive than other alcoholic beverages in India, factors like increasing disposable income, varying demographics, increased awareness, and the popularity of cocktails are driving market growth. The market is expected to reach over 3 million cases by 2022-23 in terms of volume.

(World Gin Club, 2020) this web article reports that India's past linking to the iconic Gin & Tonic dates back to the British colonial era when quinine was used to fight malaria, and gin was added to guise the quinine's bitterness. While Indian gin brands are not as well-known as British ones, the gin scene in India has seen amazing growth in the 21st century, driven by varying tastes and a fresh love for cocktails. India is now the fifth largest market for gin globally, with sales estimated to triple from one million cases in 2017-2018 to over three million by 2022-2023, thanks to factors like locally sourced aromatic ingredients and craft distilleries.

(atomikresearch.co.uk) as per the research conducted Gin and vodka were found equal at the top spot as the most popular drinks in the last 12 months, each preferred by 32% of respondents, followed closely by whisky at 30%. In terms of age groups, those over 55 drank more gin than any other group, with 30% picking gin as their favourite spirit. The survey also suggested that 25-34-year-olds desire to drink gin when socializing outside, while those over 44 favour it at home (46%). Women were more likely to pick gin, with twice as many women favouring it over men (26% to 13%).

(www.theiwsr.com) Gin has changed into a stylish and popular spirit, with total global consumption projected to rise by 4.4% between 2018 and 2023. The craft gin movement, accentuating provenance, coincided with the growth of social media and consumer interest in authentic brand stories. Younger people tend to choose higher-quality spirits over excessive drinking, opting for mid-tempo environments like bars, casual dining venues, and restaurants. In India, the launch of craft gin brand Greater Than showcases an opportunity for craft drinks to grow in evolving markets. Domestic high-class brands, like Stranger & Sons, are emerging in India, capitalizing on local botanicals and history.

(www.businesswire.com, 2018) India's alcoholic beverage market is quickly developing due to urbanization, an expanding middle class with increased disposable income, and a resilient economy. The market includes various segments like IMFL, IMIL, wine, beer, and imported alcohol. In spite of high consumption rates, per capita alcohol intake remains low compared to Western countries. The market is changing with varying consumption patterns, including the growing acceptance of women drinkers and a penchant for wine. Whiskey dominates the Indian market but is expected to lose some market share. The alcohol market is projected to continue its growth trajectory.

III. DATA ANALYSIS & INTERPRETATION

This research aims to assess the popularity, awareness, and acceptance of Gin in Mumbai's Bars. The primary data was collected through the form of questionnaire which was circulated amongst the guests who visit the bars in Mumbai. The sample size is 88 individuals. The target population were the guests who patronised the bars in Mumbai.

The secondary data was collected through the research papers from published journals, journal articles, books and online websites. All of the secondary data was obtained by means of the Internet.

Demographic Profile

55.3% of the respondents belonged to 21-30 age group.

44.7% of the respondent belonged to 31 to 55 and above.

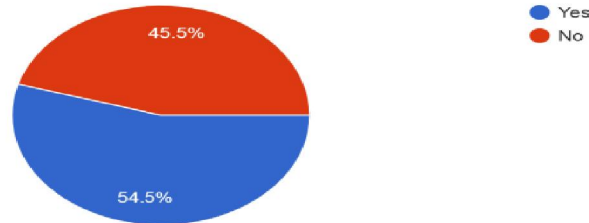
60.7% of the respondents were Male.

39.3% of the respondents were Female.

Copyright to IJARSCT

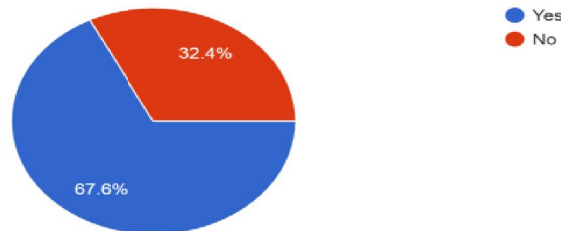
www.ijarsct.co.in

Have you ever tried GIN
88 responses



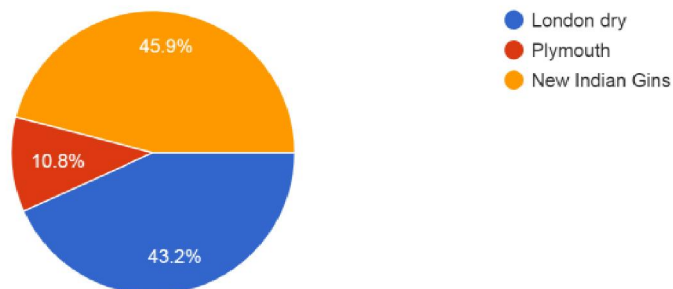
55% responded YES and 45% NO, implying that a decent majority have tried Gin.

IF Yes did you like Gin
74 responses



Around 68% respondents expressed their liking for Gin, while 32% stated that they did not like Gin.

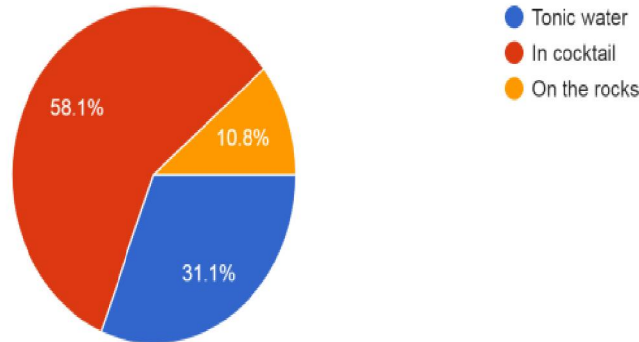
Which type of Gin do you prefer
74 responses



The survey revealed a preference for New Indian Gin over other types, with 46% favouring New Indian Gin, 43% preferring London Dry, and 11% opting for Plymouth Gin.

How do you prefer your Gin

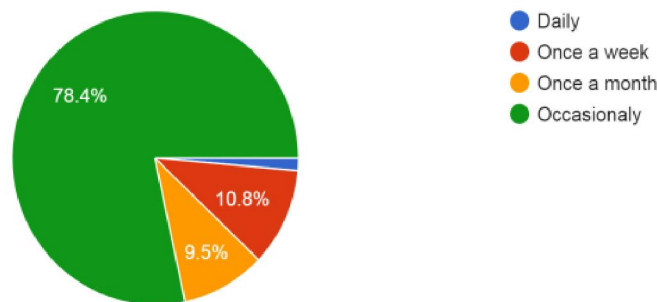
74 responses



The majority of respondents favoured Gin in cocktails, with many of them preferring it with tonic water, while a few chose to enjoy it on the rocks.

How often do you drink Gin

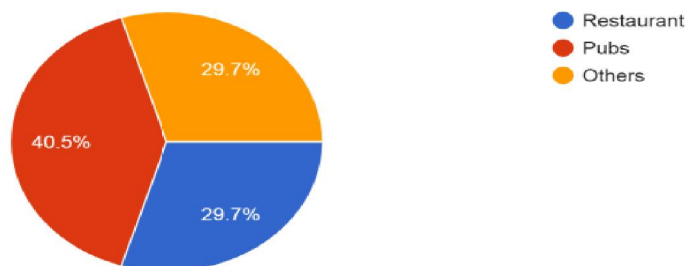
74 responses



Almost everyone who voted mentioned that they drink Gin occasionally, with a few indicating that they have it once a week or once a month, while none reported drinking it daily.

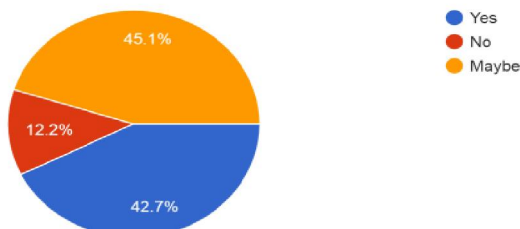
Where do you prefer to drink

74 responses



The majority of respondents indicated a preference for drinking outside, with only about 29.7% stating that they prefer to drink at home.

Will you suggest others to try Gin
82 responses



The majority of respondents answered "YES" or "MAYBE," while very few of them answered "NO."

IV. RESULTS AND CONCLUSION

From the primary data collected it was found that Gin is gaining popularity amongst Pub goers in Mumbai and they are aware and willing to try new Gins. We can conclude that the respondents mostly preferred New Indian Gins rather than traditional Gins like London dry or Plymouth. It seems most of them prefer to drink it at Pubs/ Bars and that too only occasionally, most respondents liked Gin in Cocktails and few of them preferred it with Tonic water or on the rocks.

Secondary data suggested that the launch rate of new gins will peak and then slow as each market becomes increasingly crowded and new brands find it difficult to gain consumer attention as other drinks become fashionable. There will be validation with those gins that have built brand loyalty.

These days, Gin is enjoying resurgence thanks to its relative affordability and popularity with craft producers.

Major companies in Indian Gin market are:

Pernod Ricard India Private limited, United Spirit Limited (Diageo Group), Radico Khaitan Limited, Jagatjit Industries Limited, John Distilleries Private Limited, Tilaknagar Industries Limited, Bacardi India Private Limited

Global Gin Market includes

Archie Rose Distilling Co., Aviation American Gin, Bacardi Limited Ma, Beefeater, Blackwood's, BOLS Damrak, Bombay Sapphire, Boodles British Gin, Broker's Gin, Catoctin Creek, Citadelle, Cork Dry Gin, Diageo plc, Gilbey's, Gilpin's Westmorland Extra Dry Gin, Ginebra San Miguel, Gordon's, Greenall's, Hendrick's Gin, Isle of Wight Distillery, Konig's Westphalia Gin, Leopold's Gin, Nicholson's, Pernod Ricard SA, Pickering's Gin, Plymouth, Sacred Micro distillery, Schwarzwald Dry Gin, Seagram's, Sip smith, St. George, Steinhäger, Suntory Beverage & Food Limited, Taaka, Tanqueray, The Botanist, United Spirits Limited, and William Grant & Sons Ltd..

Scope of study

To study the consumers' growing demand for unique and craft-focused drinks.

BIBLIOGRAPHY

- [1]. Gin: production and sensory properties
- [2]. M. Riu Aumatell, in Alcoholic Beverages, 2012
- [3]. <https://www.sciencedirect.com/topics/food-science/gin>
- [4]. Instability in potable spirit- Gin and vodka L. A. Warwicker
- [5]. <https://onlinelibrary.wiley.com/doi/abs/10.1002/jsfa.2740140602>
- [6]. From Wikipedia, the free encyclopedia
- [7]. <https://en.wikipedia.org/wiki/Gin>
- [8]. <https://www.thespruceeats.com/introduction-to-gin-760701>
- [9]. <https://www.britannica.com/topic/gin-liquor>
- [10]. <https://www.chemistryworld.com/features/the-science-of-distilling-gin/3007637.article>
- [11]. What exactly is gin?

- [12]. <https://www.cellarmasters.com.au/discover/news/an-introduction-to-gin>
- [13]. An introduction to gin: What are the different styles of gins?
- [14]. <https://www.goodhousekeeping.com/uk/food/a575742/introduction-to-gin-different-styles/>
- [15]. A Brief History of Gin by Steven John
- [16]. <https://www.themanual.com/food-and-drink/a-brief-history-of-gin/>
- [17]. The History of Gin
Medicine- Mass Drug-Modern Drink
<https://www.whisky.com/information/knowledge/gin/the-history-of-gin.html>
- [18]. Gin & Genèver (Spirits) Market in India - Outlook to 2020: Market Size, Growth and Forecast Analytics
- [19]. <https://www.marketresearch.com/Canadean-Ltd-v132/Gin-Genèver-Spirits-India-Outlook-10581157/>
- [20]. Indian Gin Market 2018-2023: Market is forecasted to grow with a rate of more than 9% CAGR between 2017-18 to 2022-23
- [21]. <https://www.prnewswire.com/news-releases/indian-gin-market-2018-2023-market-is-forecasted-to-grow-with-a-rate-of-more-than-9-cagr-between-2017-18-to-2022-23-300661827.html>