

# A Review on Acceptance of Craft Beers in Mumbai Suburbs

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**Abstract:** *This study attempts to give an overview of the craft beer market in the suburbs of Mumbai, with a particular emphasis on how well-liked it is in comparison to proprietary beers. In India, where heavy liquors have historically predominated, craft beer consumption is rising, especially among young, educated people with middle-class salaried segment. Innovations in craft beer pertain to ingredients, ageing, packaging, and alcohol concentration. The study explores the relationship between drinking culture and the environment, highlighting the distinctive qualities and appeal of craft beers in this dynamic market.*

**Keywords:** Beer, Craft beers, Artisan Beers, Brewery, Pubs, Brewpub.

## I. INTRODUCTION

Beer is perhaps the oldest fermented alcoholic beverage known to mankind; perhaps its history runs parallel with the civilisation as we come across a drink called Chicha (a naturally fermented, corn-based brew originating in southern Peru) associated with Inca civilisation. Beer has a long history that dates to the fifth millennium BC in what is now Iran. It was essential to many ancient civilizations. A 3,900-year-old Sumerian poetry honoring Ninkasi, the goddess of brewing, provided the oldest surviving recipe for beer, while a 6,000-year-old Sumerian tablet depicts humans sipping beer with reed straws in Mesopotamia. Beer was also brewed in China, as evidenced by pottery fragments from 5,000 years ago that showed barley and grain-based brewing.

Beer was probably first produced 5,000 years ago in Neolithic Europe, mostly for home consumption. The earliest known indication of fermentation dates to 13,000 years ago and was discovered in the form of remnants like beer that the Natufians in Israel ingested. About 5,000 years ago, beer was given to laborers as part of their pay in Uruk. In North Africa and Eurasia, grain-growing societies relied heavily on beer.

A beer-like beverage known as Sura was mentioned in ancient Indian texts during the Vedic Period, indicating its importance to the culture and the god Indra's preference for it. Additionally, beer was used medicinally and even as an anesthetic. All things considered, beer was more than simply a drink; it played a vital role in many ancient cultures, with many geographical areas contributing their own special touches to its past.

*The History of Craft Beer:* The production of grains like wheat and barley dates back to ancient times, when the craft of brewing began. However, Fritz Maytag's acquisition of San Francisco's Anchor Brewing Company in the 1960s ignited a craft beer revolution and served as the catalyst for the current craft beer movement in the United States. Maytag had originally planned to solely provide funding for the faltering brewery, but events compelled him to have a more active role. He improved the quality of beer by introducing innovative brewing methods, which led to the creation of classic beers like Anchor Porter, Liberty Ale, and Christmas Ale. This signaled the start of the craft beer revival in the United States.

In the world of beer manufacturing, microbreweries, craft breweries, and brewpubs all have different functions. A craft brewery in the United States focuses on small, independent, and conventional brewing processes, allowing for up to 6 million barrels per year, while a microbrewery can only produce up to 15,000 barrels of beer annually. Local breweries produce 15,000–2,000,000 barrels of flagship beers per year, with an emphasis on all-malt beers. Brewpubs are on-site establishments that brew and sell beer; if a sizable amount is distributed outside of the establishment, they may qualify as microbreweries. Originally founded on size, the microbrewery concept has grown to stand for adaptability, innovation, and customer service, impacting the global brewing sector. Nan brewery:-

The website The Food Section defines a "nanobrewery" as "a scaled-down microbrewery, often run by a solo entrepreneur that produces beer in small batches." The US Department of the Treasury defines nanobreweries as "very small brewery operations" that produce beer for sale.

"The term *"craft brewing"* refers to the post-microbrewing era and is usually used to describe relatively small, independently owned breweries that place an emphasis on quality, flavor, and traditional methods. Though primarily linked to breweries founded in the 1970s, older establishments sharing a similar focus might also be eligible. The American Brewers Association characterizes craft breweries as "small, independent, and traditional." Craft brewing requires skill and patience, and it's frequently considered an art form. The Society of Independent Brewers (SIBA) oversees the "Assured Independent British Craft Brewer" program in the UK, which verifies that breweries that use the logo are independent, small-scale, and dedicated to producing high-quality beer.

"*Farm breweries*," also known as "farmhouse breweries," have a long history. Some beer styles were first created by farmers as a low-alcohol beverage to reward field workers. Unlike their larger counterparts, these farm breweries used special, smaller-scale brewing and fermenting techniques, which produced unusual flavors. The phrase "farm brewery" has recently been added to municipal and state legislation, giving these breweries particular agricultural rights. To ensure a connection to the land and local agriculture, a portion of the ingredients in the beer must be grown on the authorized farm brewery.

A "*Brewpub*" combines the ideas of a pub and a brewery; it's usually a restaurant with on-site beer brewing. A brewpub in the United States provides substantial food services and sells at least 25% of its beer on the premises. Conversely, a "taproom brewery" offers minimal food services and mainly brews beer for on-site consumption, with over 25% sold straight from the brewery's storage tanks. Within the European Union, certain nations provide incentives to encourage brewpubs, such as progressive beer duty or lower beer duty rates in the UK for breweries that produce up to 5,000 hectoliters annually.

Craft brewers are distinguished by their innovative, small-scale, and community-focused brewing methods. For distinctive flavors, they frequently add novel elements to traditional ingredients. Craft brewers participate actively in their communities via events, donations, and philanthropy. Throughout the brewing process, they uphold their independence and integrity. Since most Americans live close to a craft brewery, these brewers have unique means of interacting with their patrons and provide a varied and regional substitute for large-scale brewing.

### 1.1 Objectives:

- To study the history and the growth of Craft Beers consumption.

## II. REVIEW OF LITERATURE

(Christian Garavaglia and Johan Swinnen) Through diversity and the overthrow of a few multinational corporations that had dominated the beer industry for a century, craft brewers and their patrons have revolutionized the global beer market. Certain smaller, creative, independent breweries are identified by labels such as "craft brewery" and others. Although there are many definitions, a craft brewery is defined by the American Brewers Association as being small, independent, and conventional. The rise in breweries producing distinctive beers is what propelled the craft beer revolution, which started at different times and in different countries. The movement brought an end to mass production and revived an industry that had been in decline.

(Rohit Jafa brewing Solution) How Microbrewery change the face of Craft Beer in India Due to shifting consumer preferences for distinctive flavors and local ingredients, craft beer sales in India have grown quickly. Even though state governments in some areas have restrictions on the craft beer industry, it still grows at a rate of 20–30% per year. Beer was once thought to be a high-society beverage, but these days it's widely accepted, with a preference for craft, regional brews. Government support is necessary for the industry to reach its full potential, and places like Gurgaon, Bangalore, and Pune have embraced the culture of craft beer. Enthusiasts who are passionate about beer and business are driving the evolution of the industry.

(singh, 2021) The popularity of craft beer in India can be ascribed to millennials who are daring, Western culture, and health-conscious tastes. The microbrewery sector faces obstacles such as costly costs and stringent laws. Effective government support, brewers working together to lower costs and increase awareness, and effective promotion are the

keys to the solution. Microbreweries have a lot of potential to grow in India, but they need the right tools and professional advice to succeed.

(Published: 31st May By Suchayan Mandal) Craft beer and spirits are becoming more and more popular in India as people's desire for one-of-a-kind, handcrafted experiences grows. Notwithstanding obstacles like exorbitant costs and stringent guidelines, the craft beverage sector is growing. Traditional, organic, and locally sourced production techniques characterize craft brews. In two years, the Indian craft beer market is predicted to grow to 3% of the total. The artisanal appeal of the product is drawing in customers, and venture capitalists are investing in the industry. Indian distilleries are also experimenting with novel flavors and ingredients for their tequila and gin.

(By KomalNathani&Aakshikajain)The article“Is India ready for Craft Beer?” reports thatIndia's craft beer industry is growing despite regulatory barriers. It is anticipated that by the end of 2017, the beer market in India will have grown at an annual rate of 8.9% over the previous six years. Breweries such as Bira 91, Witlinger, and Doolally are entering the market by providing unique tastes and carefully crafted beer experiences. The craft beer movement is growing in popularity despite licensing issues because of astute and discriminating consumers who want to try new and unusual beers. Every year, new craft breweries open their doors, and 2017 is predicted to be no different.

(Avik Das Oct 12 2019)“Craft beer brewers see rising demand” covers the story of the Indian microbrewing industry India stating that it has witnessedthe growth in the craft beer movement as more and more brewers’ package and distribute their goods to reach a larger market. In order to distribute their craft beer throughout several states, some microbreweries are establishing their own manufacturing facilities to produce craft beer in cans or bottles. Packing enables craft brewers to expand their reach into new markets and meet the increasing demand from Indian millennials for distinctive beer experiences, even though it comes with higher overhead costs.

### III. DATA ANALYSIS

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 200 individuals. The target populations were the guests who preferred to consume Beers in 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. The method used for data analysis is the quantitative method. The data was analysed and validated in the form of pie charts, bar graphs and tables.

#### Demographic Profile

Age	Percentage
18-25	22 %
25-40	47 %
41-55	21 %
55 & above	10 %

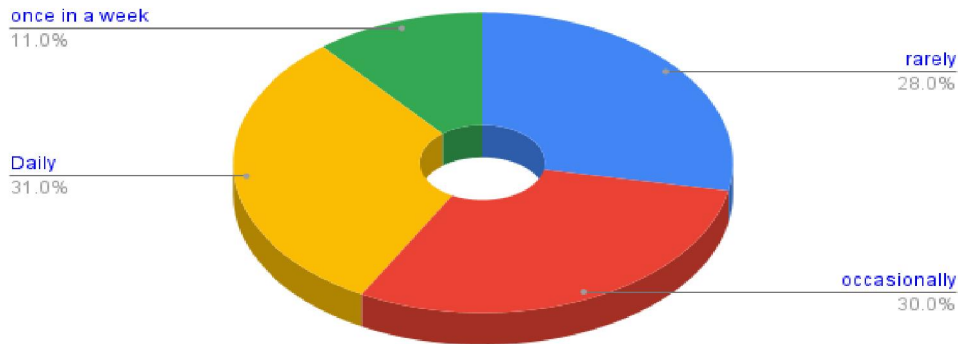
Gender	Percentage
Male	77 %
Female	23 %

Is Beer your first preference for alcoholic beverage?

Yes	97 %
No	3 %

How often do you consume craft beer?

**How often do you consume craft beer?**



Top 3 reasons you drink craft Beer?

Top 3 reasons to drink craft beer?	Percentage
Something Different	30
Tastes better than mainstream beer	30
Friends drink it	28
Gives me a wide variety to choose	30
Other	37

Factors that influence your decision to purchase Craft Beer.

Factors that influence your decision to purchase craft beer	Count in Percentage of People
Recommendation	29 %
Content/Ingredients	33 %
Brand	53 %
Alcohol Percentage	30 %
Price	28 %

Brand is an important factor while buying craft beer?

Brand is an important factor while buying craft beer.	Count in Percentage of People
Agree	95 %
Disagree	5 %

Brand of the Beer/ Craft beer you like the most?

Brand of the beer/craft beer you like the most.	Percentage
Bira 91	30
Kati Patang	32
Maka Di	30
Clap	47

<b>Witlinger</b>	37
<b>Briggs</b>	37
<b>Simba</b>	36
<b>White Owl</b>	41
<b>Kingfisher Ultra witbier</b>	44

Do you think price plays an important factor when buying craft beer?

<b>Do you think price plays an important factor when buying craft beer?</b>	<b>Percentage</b>
<b>Strongly agree</b>	45 %
<b>Agree</b>	15 %
<b>Disagree</b>	33 %
<b>Strongly Disagree</b>	7 %

#### IV. RESULTS AND CONCLUSION

From the consequent responses and secondary data through website we can conclude that Craft beer sales have increased significantly in India owing to the shift in consumer's palate. Sales of craft beer is growing steadily, as the nation's total beer market doubled between 2010 and 2016. In spite of certain state-level regulations, Indians of all ages and socioeconomic classes are preferring craft beer. But as the industry is still in its early stages, it needs the backing of the central and state governments to grow.

There are various reasons why craft beer is becoming more and more popular in India. While Price and Brand plays an important role, a lot of respondents stated that they like craft beer as it offers them variety and something different than the regular proprietary beers.

The two main obstacles that the Indian microbrewery sector must overcome are the high cost of craft beer and stringent laws that prevent promotion. These issues are connected, as mass-produced beer in bottles is more affordable and has stronger marketing. Effectively promoting craft beer, government backing, brewery cooperation, and the establishment of state-level associations are all part of the solution. India is ripe for the growth of microbreweries, but their success depends on having the proper tools and professional advice.

With the rise of domestic brands that offer a wide range of beer styles, the craft beer market in India has grown significantly in recent years. The rise in brewpub culture in places like Delhi, Bengaluru, Pune, Mumbai, Gurugram, and Bengaluru—fueled by millennials who want high-quality, genuine craft beers—has an impact on this trend. However, the industry faces difficulties because of disorganized distribution chains, government regulations, and licensing issues. To protect the interests of the local breweries and craft beer culture, it is imperative to ease these barriers and implement social reforms.

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