

To Study the Factors that Determines the Variety of Whisky Preferred by Whisky Drinkers in The Bars of Mumbai

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Abstract: *Whisky is one of the most commonly consumed alcoholic beverages, and India is recognized as the largest global consumer of Whisky. However, there has been limited research conducted on Whisky consumption, specifically concerning the various types of whiskies. This study aims to identify the factors influencing individuals' choice of Whisky and examines whether price significantly impacts their selection. The data for this quantitative research was gathered through a valid and reliable online questionnaire, encompassing demographic information and inquiries about the preferred type of Whisky, distributed among Whisky consumers in Mumbai. The findings revealed that Blended Scotch Whisky is the most favoured and widely consumed type among Whisky enthusiasts in Mumbai. Moreover, the results indicate that taste is the most crucial factor considered by Whisky drinkers*

Keywords: Whisky, type of Whisky, preference, factors, Whisky drinkers, Mumbai, Bars.

I. INTRODUCTION

According to IWSR Drinks Market Analysis, a London-based research firm, India is the world's ninth-largest consumer of alcohol by volume. After China, it is the second-largest consumer of spirits (Whisky, Vodka, Gin, Rum, Tequila, Liqueurs). This research aims towards understanding the factors that determines the specific preference by Whisky drinker and thus first let us understand few basics about Whisky.

The word 'Whisky'.....

The word Whisky comes from the Gaelic word 'uisge beatha' which means 'water of life'. Whisky is an alcoholic beverage obtained by distillation of malted/unmalted grains such as barley, rye, corn, wheat or a mixture of grains in varying proportions, which is then aged in oak casks, charred or uncharred.

You might be confused in spelling it as whiskey or Whisky, so both are correct actually. The spelling 'whiskey' being common in Ireland and the United States, otherwise the spelling 'Whisky' is most commonly used in Scotland and other Whisky-producing countries.

The ingredients used to make Whisky are Grains (Barley, Corn, Rye, or Wheat) water and yeast. For making good Whisky, water is considered as the most important ingredient as it should be clear, clean and free from any impurities.

Whisky manufacturing process involves mashing grains with hot water, converting starches to sugars via barley's amylase enzyme. For Scotch whisky, only malted barley is used, resulting in "wort." Yeast is added to ferment the wort, yielding alcohol in a few days. Traditional pot stills or modern continuous stills are used for distillation. Tennessee whiskey's high wine is filtered through charcoal. It's then diluted with water and aged in charred white oak barrels, which imparts color and flavors. Aging reduces roughness and causes some evaporation, known as the "Angel's share." Blending, often performed by master blenders, combines various whiskeys, with the age on the label indicating the youngest in the blend. Water may be added to achieve 40-46% alcohol, and caramel may adjust color.

Then the Whisky is bottled in glass bottles by the automated machinery on a conveyor belt. The filling, sealing and labelling of the bottles is done by the automated system which helps to avoid any contamination that can take place. These Whisky bottles are packed in cardboard boxes and then shipped to liquor stores, bars and restaurants.

Types

There are various regional types of whiskies such as Scotch, Irish, American (Bourbon & Tennessee), Canadian, Japanese, Indian and many more; which are then classified as blended and single malt whiskies.

Scotch Whisky

Scotch Whisky made in Scotland can be simply called as Scotch. All Scotch whiskies are generally made from malted barley but some distillers have started using wheat and corn. Scotch Whisky is regarded as the world's finest Whisky. It is bottled at a minimum 40% abv (alcohol by volume). Usually, the Scotch Whisky is aged for a minimum period of three years.

Brands:

Single Malt Scotch- Glen Scotia, Springbank, Dalmore, Glenmorangie, Glendronach, Oban, Talisker, Highland Park, Isle of Jura, Auchentoshan, Glenkinchie, Bladnoch, Aberlour, Balvenie, Glen Grant, Glenlivet, Glenfiddich, Glen Moray, Macallan, Ardbeg, Caol Ila, Lagavulin, Bowmore, Laphroaig, Bruichladdich, Bunnahabhain, Octomore and many more.

Single Grain Scotch- Girvan, Strathcolm, Strathclyde, Cameron Brig and many more.

Blended Scotch- Ballantine's, Black & White, Black Dog, Chivas Regal, Dewar's, Famous Grouse, J&B, Johnnie Walker, Royal Salute, Vat 69, White Horse and many more.

Irish Whiskey

The Irish spell the Whisky as 'whiskey'. Irish whiskey is made in Ireland from malted barley or unmalted barley with some cereal grains like corn and wheat. The Irish whiskey is distilled thrice through pot still or continuous stills. It is bottled at a minimum 40% abv. Generally, Irish whiskey is aged for a minimum period of three years. The Irish whiskey is light-bodied and smoother than the Scotch Whisky.

Brands:

Single malt Irish whiskey- Bushmills, Connemara, Teeling, Tullamore D.E.W. , Tyrconnell, Dunville's, Locke's, Powers, The Irishman

Single pot still whiskey- Green Spot, Jameson, Midleton, Powers, Redbreast, Teeling, Yellow Spot

Single grain whiskey- Teeling, Glendalough, Greenore

American Whiskey

The Americans also spell the Whisky as 'whiskey'. All American whiskeys are generally made from a mixture of cereal grains. It is distilled in pot stills or continuous stills. It is bottled at a minimum 40% abv. It is aged in oak barrels and the period differs according to the types.

Brands:

Bourbon whiskey- Knob Creek, Jim Beam, Ezra Brooks, Maker's Mark, Elijah Craig, Four Roses, Wild Turkey, Kentucky Tavern

Tennessee whiskey- Uncle Nearest, Jack Daniel's, George Dickel, Benjamin Prichard's, Heaven's Door, Nelson's

Corn whiskey- Georgia Moon, Mellow Corn, Midnight Moon, Old Gristmill

Rye whiskey- Wild Turkey, Jim Beam Rye, Sazerac, Hudson Manhattan, Knob Creek Rye

Canadian Whisky

Canadian Whisky is also called as rye Whisky. It is made from mainly corn and other grains, using a small amount of rye for flavouring. The composition may contain any grain in greater proportion but the Whisky will be called as rye Whisky. It is bottled at a minimum 40% abv. It is aged for a minimum period of three years. Canadian Whisky is typically a blended Whisky made from a single grain, mainly corn and rye and sometimes wheat or barley. Alberta Premium Whisky is an exception where it is made from 200% rye.

Brands:

Alberta Premium, Canadian Club, Crown Royal, Forty Creek, Gibson's Finest, Canadian Mist, Wiser's, Pendleton, Northern Lights

Japanese Whisky

It is made from millet, corn and rice, using pot stills or continuous stills. It is bottled at a minimum 40% abv. It is aged for a minimum period of three years. Japanese produce single malt Whisky as well as grain Whisky and blended malt Whisky as well as blended Whisky. The production of Whisky in Japan began in 1870 but commercially it started after the opening of Japan's first distillery Yamazaki in 1923. Japanese Whisky is produced in a similar way as Scotch Whisky.

Brands:

Yamazaki, Yoichi, Suntory, Nikka, Hibiki, Hakushu, Kirin, Chichibu, Shinshu, Akashi

Indian Whisky

Indian Whisky is mainly made from molasses which is obtained from sugarcane with a small amount of malted barley. The Indian Whisky is also referred to as rum usually outside India, as molasses are being used in it. Due to the tropical climatic conditions in India, the water evaporates at a higher rate leading to the loss of more angels' share during maturation and raising the alcoholic content (abv) of the Whisky. This is the reason Indian Whisky is not aged for a longer period, usually like Scotch and Irish Whisky.

Brands:

After Dark, Bagpiper, McDowell's no.1, Royal Stag, Royal Challenge, Imperial Blue, Officer' Choice, 8 PM, Red Knight, Blenders Pride, Peter Scot, Antiquity, Signature

Single malt Whisky- Amrut, Paul John, Rampur

According to data from the consumer research firm GlobalData, the Indian spirits market in 2016 amounted to Rs 1,84 trillion. From 80.2 million nine-litre cases in 2007 to 193.1 million nine-litre cases in 2016, Whisky consumption in India is more than doubled according to IWSR. In the same period of 10 years, the total consumption of Whisky has increased from 242.8 million to 399.2 million cases of nine-litre. In 2016, 189.7 million nine-litre cases or 98.24 percent of the Whisky consumed in India was produced in India.

India is one of the largest Whisky-consuming countries in the world. In 2019, India was also the second largest Scotch Whisky market in the world in terms of volume. India consumes nearly half of the world's Whisky. It is also considered as the fastest growing market and the world's largest spirit producer. While the entire alcohol industry has gradually increased in recent decades, Whisky has been the flag-bearer in India.

The number of awards won by the brands like Amrut and Paul John has shown the high quality of Indian Whisky. Amrut Distillery's Amrut Fusion Single Malt Whisky has won the World Whisky of the Year Award at the 2019 Bartenders Spirits Awards and both, Paul John and Amrut feature in Jim Murray's Whisky Bible. The World Whiskies Awards 2020 have awarded Paul John's Brilliance the top honours, among many others from its Whisky portfolio.

We can say that the Indian Whisky is gaining respect today all around the world.

Service of Whisky

Whisky can be served in various ways. Whisky being a distilled beverage, it is high in alcoholic content and it is said that the flavour of Whisky is intensified by adding a splash of water, the Whisky connoisseurs (experts) do so while tasting a Whisky. Water brings out new Whisky flavours while reducing the alcohol's potency.

Firstly, Whisky can be consumed neat or straight, that is without any addition of water. The straight Whisky may hit hard on your palate, not if you are used to it but still as it is high in alcoholic content.

Secondly, you can have your Whisky with ice. The Scottish people call their Whisky with ice as "Scotch on the rocks", the ice being referred to as rocks. It is the traditional and most preferred manner in which the Scottish people prefer their Whisky. The ice cools the drink which reduces the intensity of dominant alcohol flavours and aromas and makes it more approachable.

You can also have your Whisky with other mixers like aerated beverages that include cold drinks and soda. People prefer having Whisky with cold drinks as they do not get much intoxicated by the captivating taste of alcohol, which is reduced by the addition of cold drinks.

People have also started preferring various Whisky-based cocktails which have become common in pubs and bars. Even though Whisky is considered as one of the most preferred alcoholic beverages not much study is conducted to find out which Whisky type is the most popular.

This research will be useful in identifying the factors that affect the consumers while choosing their preferred type of Whisky. I have selected this topic to gain insights on the preferred type of Whisky by the people, particularly in Mumbai as it is the financial capital of India. The research aims towards exploring the facts and findings of the Whisky consumption of a particular type. I think it is important for me to carry out this research as not many such researches have been carried out in the past. It may be not known to the bars and restaurants, which is the most preferred Whisky type and why do people prefer to consume it. It is necessary to know the consumers' perception towards their preferred type of Whisky. The investigation done on my topic will be beneficial for the Whisky industry as India has always shown an upward trend in consumption of Whisky, it can be said as the most consumed alcoholic beverage of India. This research will also be important for bar owners to know the most preferred type of Whisky by the consumers, as they can stock up their bars and increase their Whisky sales.

This research also focuses on knowing the demographic factors of Whisky consumers. It will also help us to know the brands that are preferred by the Whisky consumers.

Objectives

- To study the consumer's perception towards various types of Whisky.
- To determine the factors affecting the preference of a certain type of Whisky.
- To understand the role of Price when the Consumer selects a particular type of Whisky.

II. LITERATURE REVIEW

(Kupc, 2020)

This research "The impact of consumer knowledge on exploratory purchasing behaviour: Whiskey consumer perspective" focused on the effect of product knowledge on the experimental procuring behaviour of Whisky consumers in Ireland. It found that consumers with developed understanding tend to try new products. There was no noteworthy connection with age or gender, but a link between exploratory purchasing and the regularity of Whisky consumption was witnessed. While the study didn't explore taste, pricing, or aging, it suggested that catering to consumers' knowledge and preferences can inform market segmentation strategies for the Whisky industry.

(Dias, 2005)

We can conclude that this research "Trends and Determinants of Alcohol Consumption in Portugal" targeted the alcohol consuming people in Portugal and it was observed that the patterns of alcohol consumption are changing, particularly among the young generation. The more educated people of both sexes consumed a high amount of alcohol and they preferred drinking more beer, Whisky and port wine. The younger generation is shifting from wine to beer, Whisky and other spirits. The choice of alcoholic beverage is seen to be depending on the educational level, which has proved to be an important factor in making choice. The researcher found the trends and determinants of alcohol consumption, considering various beverages consumed in Portugal.

(M., 2013)

This research "A study on alcohol consumption patterns and preference of liquor over wine amongst the youth in Manipal" suggested that the students who are non-wine consumers, their most preferred alcoholic beverage is Whisky followed by beer and rum. They prefer having them because of their liking for their taste. It also states that Whisky is the most preferred alcoholic beverage by the people. The majority of the respondents were aged above 18 and below 25 followed by some of them above 25, target population being the students. The male respondents were comparatively more than the female ones. According to the educational level, majority of the respondents were under-graduates followed by graduate and post-graduates. Most of the students consumed alcohol on special occasions and then there were the ones who drink only on weekends.

(Alcohol consumption in India to touch 6.5 billion litres by 2020, 2020)

India is witnessing the rise in Alcohol consumption, with Whisky coming out as the dominant spirit. India is ranked as the world's ninth-largest consumer of alcohol by volume, with significant contributions from states like Andhra Pradesh, Tamil Nadu, and Kerala. The market is highly structured and taxed, providing significant revenue for the government. Indian-made Whisky, rather than imported varieties, leads the market. The Indian Whisky market has seen

major growth, predominantly in the value segment, and women from higher society are also accepting premium Whiskies.

(Saha, 2017)

India has materialized as a leading force in the global Whisky market, with the country consuming nearly 50% of the world's Whisky. The Indian Whisky industry has seen incredible growth, with drinking more than two times in the last decade. The majority of Whisky consumed in India is produced locally. The Indian Whisky market is forecasted to be a important driver of global industry growth in the coming years, overtaking Scotch and US Whisky in terms of case.

(Prakash C. Gupta, 2003)

The research study "Alcohol consumption among middle-aged and elderly men: a community study from western India" conducted a survey of over 50,000 men on their alcohol consumption practices. Over 76% had never consumed alcohol, and the prevalence of "ever" use peaked in the 55-59 age group. Christians had the highest prevalence of alcohol use (61.2%), followed by Buddhists (58.6%), while Muslims had the lowest (9.4%). Daily drinking was quite common in older age groups, with 32.8% reporting daily consumption. Country liquor and IMFL-Whisky were the preferred beverages. The survey underlined the need for effective public health policies to address heavy drinking among middle-aged and elderly populations.

We may conclude that the people when preferring various samples prefer the last one considering various factors as studied in this research. While in tasting sessions, there are chances of the tasters leading to inebriation which may also affect their choices.

(Mansur, 2019)

"How these 5 alcoholic beverage companies are disrupting India's whisky-dominated market" article suggests that the Indian liquor industry is dominated by United Spirits, United Breweries, Allied Blenders, Pernod Ricard, and Diageo. Whisky dominated the alcoholic beverages market. The huge youth base, growing disposable income and urbanisation fuel the demand and contribute to growth of the country. In addition, alcohol consumption has been made more tolerable and refined due to change in attitude and lifestyle of the people. Goldstein Research has anticipated that between 2016 and 2024 the market for alcoholic beverages in India will grow at a CAGR of 7.4% and rise to \$39.7 billion.

Amrut Single Malt Whisky was launched in the year 2004 and has become one of the most popular brand in a very short time and today around 3,50,000 cases of its brands are manufactured each year and is exported to 45 countries.

(Calderon, 2019)

According to a report by Global Market Insights, the Whisky market is said to exceed \$84 billion in the world by 2025. This article states what happens to our body, when you drink Whisky every night. Whisky contains no carbohydrates and no sugar; it also contains the least amount of calories compared to beer and most wines. Whisky is said to have the medicinal properties that can ease the cold and make the person feel better. The alcohol dilates the blood vessels and opens up the mucus membranes, also it has properties that kill the bacteria that we unknowingly put in our bodies and even if there are any bacteria living on the ice that we drink. In order to confirm this, there was an experiment done on four drinks, Coke, Whisky, vodka, peach tea and tonic water where ice cubes were put in various drinks which were contaminated by four different kinds of bacteria. Later, when the bacteria were grown in different drinks, Whisky was the only one drink that did not allow growth of any kind of bacteria. Whisky is a depressant that slows the central nervous system of a person.

Whisky contains ingredients that divest a person's body of water leading the skin to become dry and to age faster over time. The consumption of hard liquor may also cause redness of skin.

III. RESEARCH METHODOLOGY

This research aims to study and find out the preference of Whisky consumers. 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 population were the guests who preferred to consume Whisky in the bars in Mumbai. The sampling method adopted was snowball sampling which is a non-probability method of sampling. This sampling method was adopted as it was harder to reach out to the guests in Mumbai especially those who visited the bars

at Mumbai, so the respondents were requested to forward this questionnaire to the people whom they knew that had visited the bars at 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.

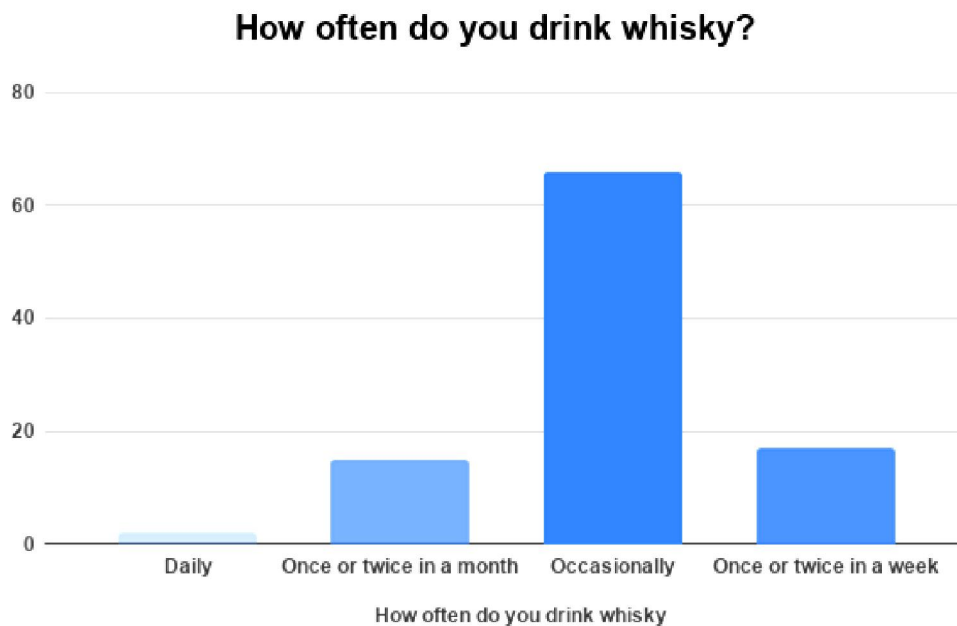
Data analysis & interpretation

The data was collected from the survey that was conducted in bars at the Mumbai. Mumbai being a hub for many bars and restaurants, it was easier to survey. The survey was conducted through electronic media via Google form which was sent to the consumers. There were 200 respondents who participated in this online survey.

Demographic Profile

Profile	Percentage
Male	76%
Female	24%
25-35	79%
36-45	15%
45 & above	6%
Business	17%
Job	50%
Student	33%

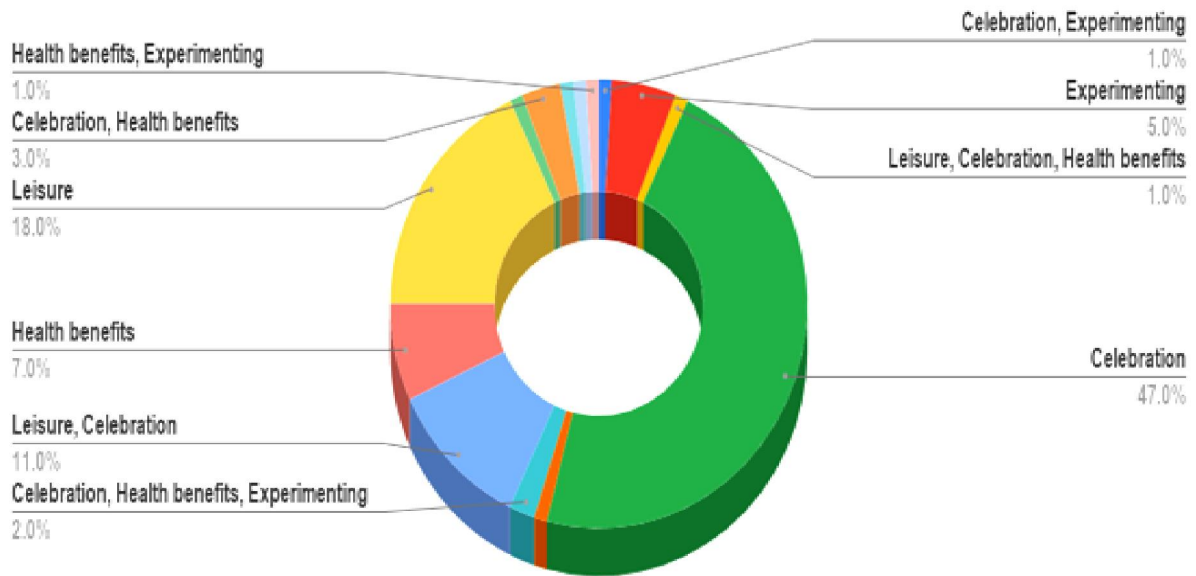
How often do you drink Whisky?



According to the statistical data, it was found that there are more people who drink Whisky on occasions (66%) followed by the people who drink once or twice in a week (17%) and the ones who drink once or twice in a month (15%). There are very few people (2%) who drink Whisky on a daily basis.

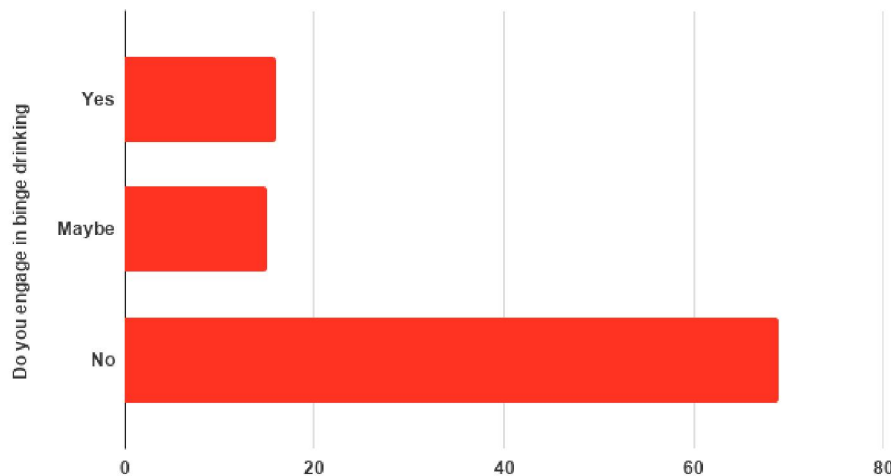
Why do you drink Whisky?

Why do you drink whisky?



We can interpret that majority of them (47%) drink Whisky when they are celebrating and 18% drink Whisky when they get leisure time. Some of them (11%) drink Whisky both the times when celebrating and also in their leisure time. 7% drink Whisky keeping in mind the health benefits while 5% drink Whisky just for experimenting or trying it out. Rest 12% drink Whisky for multiple reasons like celebration, leisure, health benefits, experimenting, etc.
Do you engage in binge drinking

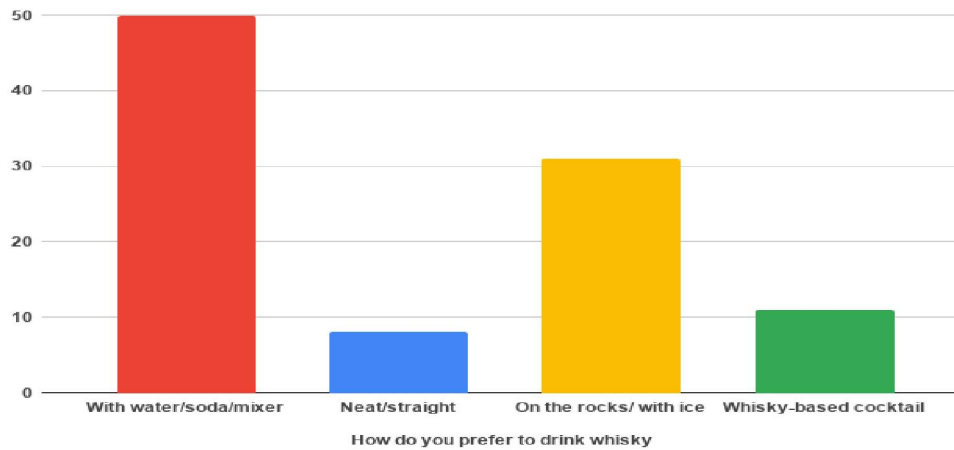
Do you engage in binge drinking?



It was found that the maximum number of drinkers (69%) don't engage in binge drinking keeping in mind their drinking potential. While there are drinkers who think they might be involved in binge drinking (15%) and there are also drinkers who are sure of their binge drinking habits (16%).

How do you prefer to drink Whisky?

How do you prefer to drink whisky?



According to the statistical data, half of the Whisky drinkers (50%) prefer it with water/soda/other mixers, followed by the drinkers (31%) who drink Whisky on the rocks or with ice. There are some drinkers (11%) who prefer to drink Whisky-based cocktails and some (8%) who drink Whisky neat or straight without any addition.

Which Whisky type do you prefer?

Type of Whisky preferred	%age of respondents
Blended Scotch	27
Single Malt Scotch	16
American	9
Single Malt Indian	12
Indian Whisky (Regular)	15
Blended Scotch (Bottled in India)	15
Single Malt Japanese	2
Irish	4

Maximum respondents preferred i.e. 27% Blended Scotch Whisky & 15% Blended Scotch (Bottled in India), followed Indian Whisky which falls in the category of IMFL. Then there are people who prefer Single malt Scotch & Indian Single Malt Whisky. There are a few people who prefer to drink American whiskey, Irish Whiskey and lastly, Japanese Whisky.

Name some brands you prefer.

Blended Scotch Whisky- Johnnie Walker Black Label, Chivas Regal, Ballantine's, Black Dog, and others like Dewar's, Teacher's, Black & White, 100 Pipers were found to be popular as per the given sequence.

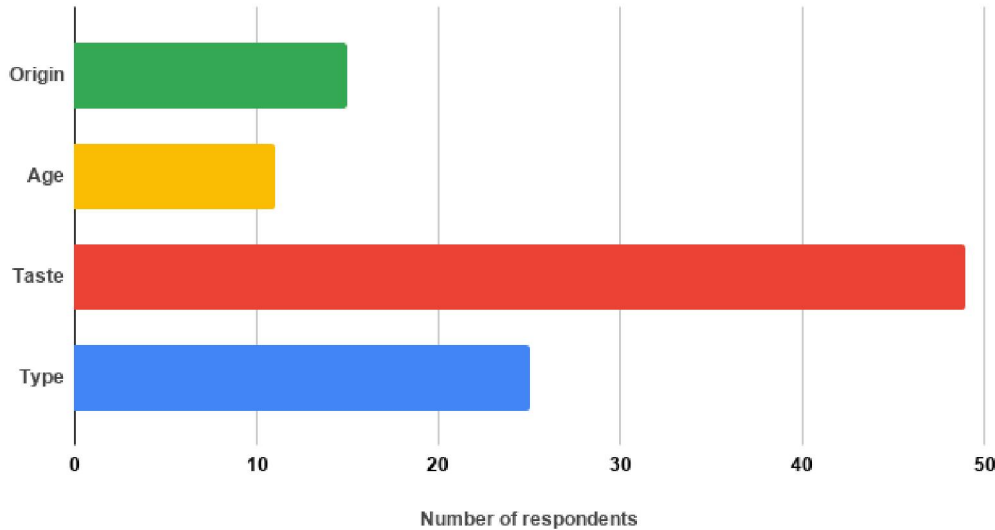
Single malt Scotch Whisky- Glenfiddich, Talisker, Glenlivet were found to be popular as per the given sequence.

Indian Whisky brands Amrut & Paul John were favourite Indian Single malts and Blenders Pride, Signature, Antiquity were favoured blended whisky.

American whiskey brands like Jack Daniels, Jim Beam, Irish whiskey brand Jameson. Japanese Whisky brands Hibiki and Yamazaki were also preferred by few Whisky connoisseurs.

How do you choose your brand of Whisky?

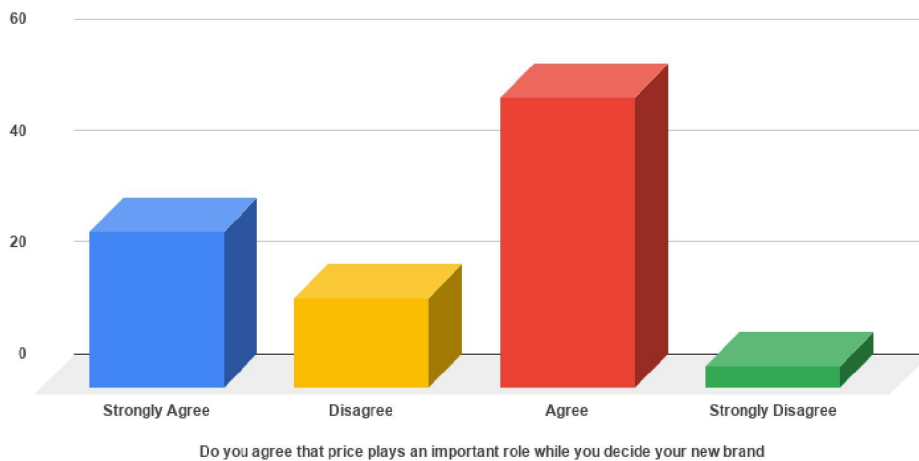
How do you choose your brand of whisky ?



49% of them choose it depending on taste, 25% choose it depending on its type (Blended / Single malt), 11% choose their brand of Whisky depending on its age, 15% choose depending on its origin, thus highlighting Taste as the major factor.

Does Price play an important role while deciding your new brand?

Price plays an important role while you decide your new brand



We can say that most people (52%) agree that price plays an important role while deciding a new Whisky brand. While some people (28%) strongly agree with the price factor followed by the other people (16%) who don't agree with the price factor. Lastly, very few people (4%) totally disagree that price plays an important role while deciding a new brand of Whisky.

IV. RESULT & CONCLUSION

According to the primary data, Blended Scotch Whisky was found to be the most preferred type of Whisky than other Whisky types. We can say that Blended Scotch Whisky is more popular as compared to other varieties of whiskies.

We can conclude that the demographic profile shows a significant increase in the popularity of Whisky in younger generations. The drinkers tend to drink Whisky usually on occasions preferring it with water or soda or other mixers and also with ice; the addition ice or water helps to activate the flavours of the Whisky.

People visiting the bars at the Mumbai were inclined towards preferring Blended Scotch Whisky brands like Johnnie Walker Black Label, Black Dog, and Chivas Regal, they also preferred the Single malt Scotch Whisky and Indian Whisky. It is great to see that the 'Indian Whisky' is being preferred by the Whisky drinkers in Mumbai.

People like to try new Whisky brand rather than going for their regular brand most of the time. Taste is the factor that most people consider when choosing their brand of Whisky and also when choosing a different brand of Whisky while experimenting. Price does play an important role when the consumer decides his/her new brand of Whisky.

Taste and Price are the main factors affecting the variety of Whisky preferred by the consumers in the bars at Mumbai.

Disclaimer: Consuming Alcohol tends to have substantial effects on the human body. When alcohol is ingested, it rapidly enters the bloodstream, affecting various organs and functions. Factors like body weight, age, gender, and the type of alcohol consumed can influence the rate at which alcohol affects an individual. The liver plays an essential role in digesting alcohol, with too much drinking possibly leading to liver diseases, including alcoholic liver disease and cirrhosis. The brain is sensitive to the effects of alcohol, and continuing consumption can result in impaired brain function and increased risk of dementia. Alcohol is calorie-rich, but its impact on body weight varies with drinking habits. Reasonable alcohol consumption has been associated with reduced heart disease risk, while heavy drinking may increase the risk of heart-related issues. In summary, alcohol's effects on the body depend on various factors and can range from temporary intoxication to long-term health consequences.

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