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Foodscapes as a mirror of environment and culture - A Journey Through Gastronomy, Environment and Identity

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BEER TOURISM: CULTURAL GEOGRAPHY OF BREWING

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IS BEER FOOD?

**BEER IS OFFICIALLY CONSIDERED A FOOD
UNDER THE GERMAN BEER PURITY LAW**

@BERLIN.EXPLORE

**“Beer is a complete
food: it contains
water, carbohydrates,
protein, and
micronutrients.”**

-The United Kingdom’s Royal
Society of Chemistry

Mark W. Patterson
Nancy Hoalst-Pullen
Editors



The Geography of Beer

Policies, Perceptions, and Place



Scopus

11,274 documents found

Craft beer – building social terroir through connecting people, place and business

[Journal of Place Management and Development](#) • Article • 2020 • DOI: 10.1108/JPM-01-2019-0001

[Sjölinder-Lindqvist, Annelie](#) ^a; [Skoglund, Wilhelm](#) ^b; [Laven, Daniel](#) ^c

^aGothenburg Research Institute, Göteborgs Universitet, Göteborg, Sweden

Having Beer after Prayer? Measuring Cultural Bias in Large Language Models

[Proceedings of the Annual Meeting of the Association for Computational Linguistics](#) • Conference Paper • Open Access • 2024 • DOI: 10.18653/v1/2024.acl-long.862

[Naous, Tarek](#) ^a; [Ryan, Michael J.](#) ^a; [Ritter, Alan](#) ^a; [Xu, Wei](#) ^a

^aCollege of Computing, Georgia Institute of Technology, United States

"Our beer": Ethnographic brands in postsocialist Georgia

[American Anthropologist](#) • Article • 2007 • DOI: 10.1525/aa.2007.109.4.626

[Manning, Paul](#) ^a; [Uplissashvili, Ann](#) ^b

^aDepartment of Anthropology, Trent University, Peterborough, ON K9J 7B8, Canada

'Brewing the Truth': Craft Beer, Class and Place in Contemporary London

[Sociology](#) • Article • 2019 • DOI: 10.1177/0038038519833913

[Wallace, Andrew](#)

^aUniversity of Leeds, United Kingdom

'Generally speaking people are in it for the cycling and the beer':
Bicycle couriers, subculture and enjoyment

[Sociological Review](#) • Article • 2007 • DOI: 10.1111/j.1467-954X.2007.00701.x

[Fincham, Ben](#)

^aCardiff University, United Kingdom

"Beer is more efficient than social media"—Political parties and strategic communication in Austrian and Swiss national elections

[Journal of Information Technology and Politics](#) • Article • 2017 • DOI: 10.1080/19331681.2017.1369919

[Klinger, Ulrike](#) ^a; [Russmann, Uta](#) ^b

^aUniversität Zurich Institut für Publizistikwissenschaft und Medienforschung, Zurich, Switzerland

Rural tourism and the craft beer experience: factors influencing brand loyalty in rural North Carolina, USA

[Journal of Sustainable Tourism](#) • Article • Open Access • 2015 • DOI: 10.1080/09669582.2014.987146

[Murray, Alison](#) ^a; [Kline, Carol](#) ^b

^aThe Pennsylvania State University, 801 Ford Building, University Park, 16802, PA, United States

Opportunities and Challenges in the Development of Micro-Brewing and Beer Tourism: A Preliminary Study from Alabama

[Tourism Planning and Development](#) • Article • 2011 • DOI: 10.1080/21568316.2011.598181

[Alonso, Abel Duarte](#) ^{a, b}

^aUniversity of Western Sydney, School of Management, Penrith South DC, NSW 1797, Locked Bag 1797, Australia

Non-alcoholic beer in the European Union and UK: Availability and apparent consumption

[Drug and Alcohol Review](#) • Article • Open Access • 2022 • DOI: 10.1111/dar.13429

[Kokole, Daša](#) ^a; [Jané Llopis, Eva](#) ^{a, b, c}; [Anderson, Peter](#) ^{a, d}

^aDepartment of Health Promotion, CAPHRI Care and Public Health Research Institute, Maastricht University, Maastricht, Netherlands

The excessive choice effect meets the market: A field experiment on craft beer choice

[Journal of Behavioral and Experimental Economics](#) • Article • 2017 • DOI: 10.1016/j.socecon.2017.01.008

[Malone, Trey](#) ^a; [Lusk, Jayson L.](#)

^aDepartment of Agricultural Economics at Oklahoma State University, 415 Agricultural Hall, Stillwater, 74078, OK, United States

Beer Safety: New Challenges and Future Trends within Craft and Large-Scale Production

[Foods](#) • Review • Open Access • 2022 • DOI: 10.3390/foods11172693

[Ciont, Călina](#) ^{a, b}; [Epuran, Alexandra](#) ^{a, b}; [Kerezi, Andreea Diana](#) ^c; [Coldea, Teodora Emilia](#) ^d; [Mudura, Elena](#) ^a; ^{a, b, c, d, e} authors

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BEER TOURISM or BEERCATIONING

Plummer et al. (2005) defines beer tourism as a **visitor's primary motivation to travel** is to go to a brewery, beer festival, or beer show to **experience the beer-making process and/or tasting of beer.**



BEER TOURISM or **BEERCATIONING**

[..] north of the city, now home to clusters of breweries, which are becoming **honey-pot destinations for both local beer drinkers and beer tourists**—a phenomenon which is now well documented in the literature (Reid, 2021).

This milieu informs production in distinct and interrelated ways: through **connecting to place and locality** in the different aspects of production and marketing, through **cooperation** to develop production and overcome barriers, and through embedding their work in **sustainability discourses** (Sjölander-Lindqvist et al, 2020).

Results show that **connection with the community**, desire for **unique consumer products**, and **satisfaction** are the three factors that most align themselves with brand loyalty **to rural brewery visits**.

Connection with the community was the most important factor in influencing brand loyalty especially among those born in the study region, and/or resident there, as well as among tourists (Murray & Kline, 2015).

In addition to providing increased sales to the breweries (of both beer and other company paraphernalia), brewery tourism also provides increased economic activity to the community—the **brewery tour becomes an economic development strategy** (Eberts, 2014).

WHAT IS BEER?

- 🍺 World's top drink: the **oldest** and **most consumed alcoholic beverage** globally, trailing only water and tea in total popularity.
- 🍺 Scientific definition: produced through the enzymatic hydrolysis of grain starches and proteins, followed by alcoholic fermentation.
- 🍺 The four essentials: in modern brewing, beer is specifically defined as a fermented beverage crafted from **four key ingredients**: water, malted grain, hops, and yeast.
- 🍺 Carbonation & character: naturally contains alcohol and CO as byproducts of the fermentation process, resulting in its signature effervescence.

HISTORY OF BEER



HISTORY

WHAT CAME FIRST: THE BEER OR THE BREAD?

TED CHILD • JUNE 30, 2023

In anthropological circles, debate rages over whether beer was responsible for the birth of civilization



Old engraved illustration of courtiers hoisting tankards of beer in the palace at Palace of Sargon II of Assyria at Dur-Sharrukin, Khorsabad, Iraq. Getty Images photo

HISTORY OF BEER

🕒 SEPTEMBER 12, 2018

New evidence supports the hypothesis that beer may have been motivation to cultivate cereals

by Melissa De Witte, Stanford University

HISTORY OF BEER



Beer is known to have existed 7,000 or more years ago.

Pottery from Mesopotamia dating back to 4200 B.C. depicts fermentation scenes and shows kings sipping their version of beer through gold tubes.



HISTORY OF BEER

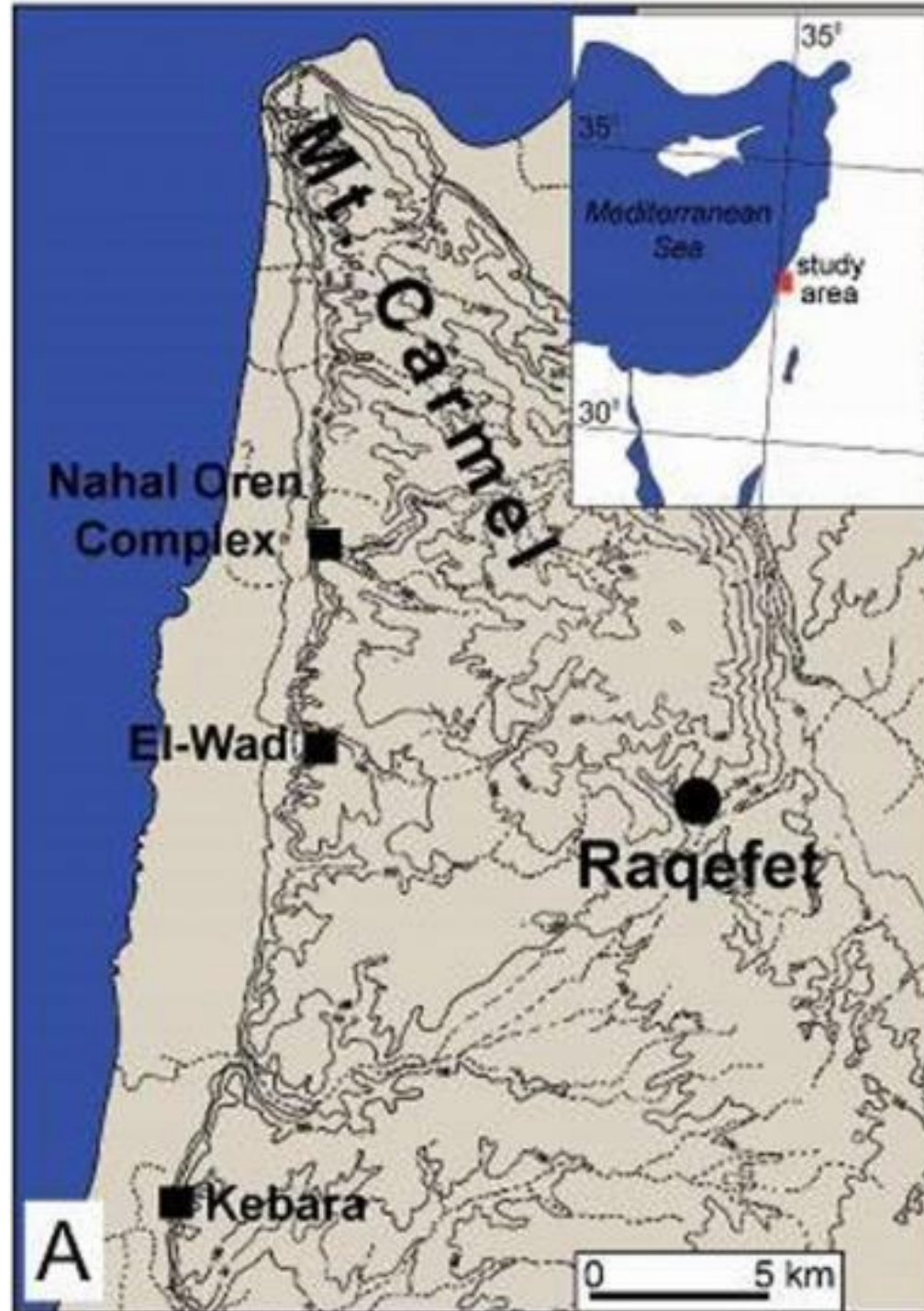
- 🍺 4000 B.C. Mesopotamia
- 🍺 Babylon – beer mentioned in Code of Hammurabi
- 🍺 3700 B.C. Egypt – at the time, **the oldest** discovered brewery in the world - Hierakonpolis & Tell el-Farkha (Nagada culture)
- 🍺 Greece and Rome - Gauls, Iberians, Celts
- 🍺 Americas – production by indigenous people

HISTORY OF BEER

13,000-year-old beer site discovered in Israel, the oldest traces of beer production in the world.

Residue from the mortars, which were used by the semi-nomadic Natufians discovered in the Raqefet Cave, in the Carmel Mountains near Haifa, Israel. The Natufians lived in the Levant between the Paleolithic and the Neolithic periods.

Source:
TIMES OF ISRAEL (2018)



THE OLDEST HIGH-PRODUCTION BREWERY IN THE WORLD - NORTH ABYDOS, SOHAG (EGYPT)

- 🍺 The factory is likely to date back to the era of King Narmer.
- 🍺 It consists of eight large sections with an area of 20 m length x 2.5 m width x 0.4 m depth, which were used as units for beer production.
- 🍺 Each sector contained about 40 earthenware ponds arranged in two rows to heat the mixture of grains and water.
- 🍺 The factory was producing about 22,400 liters of beer at a time.



HISTORY OF BEER

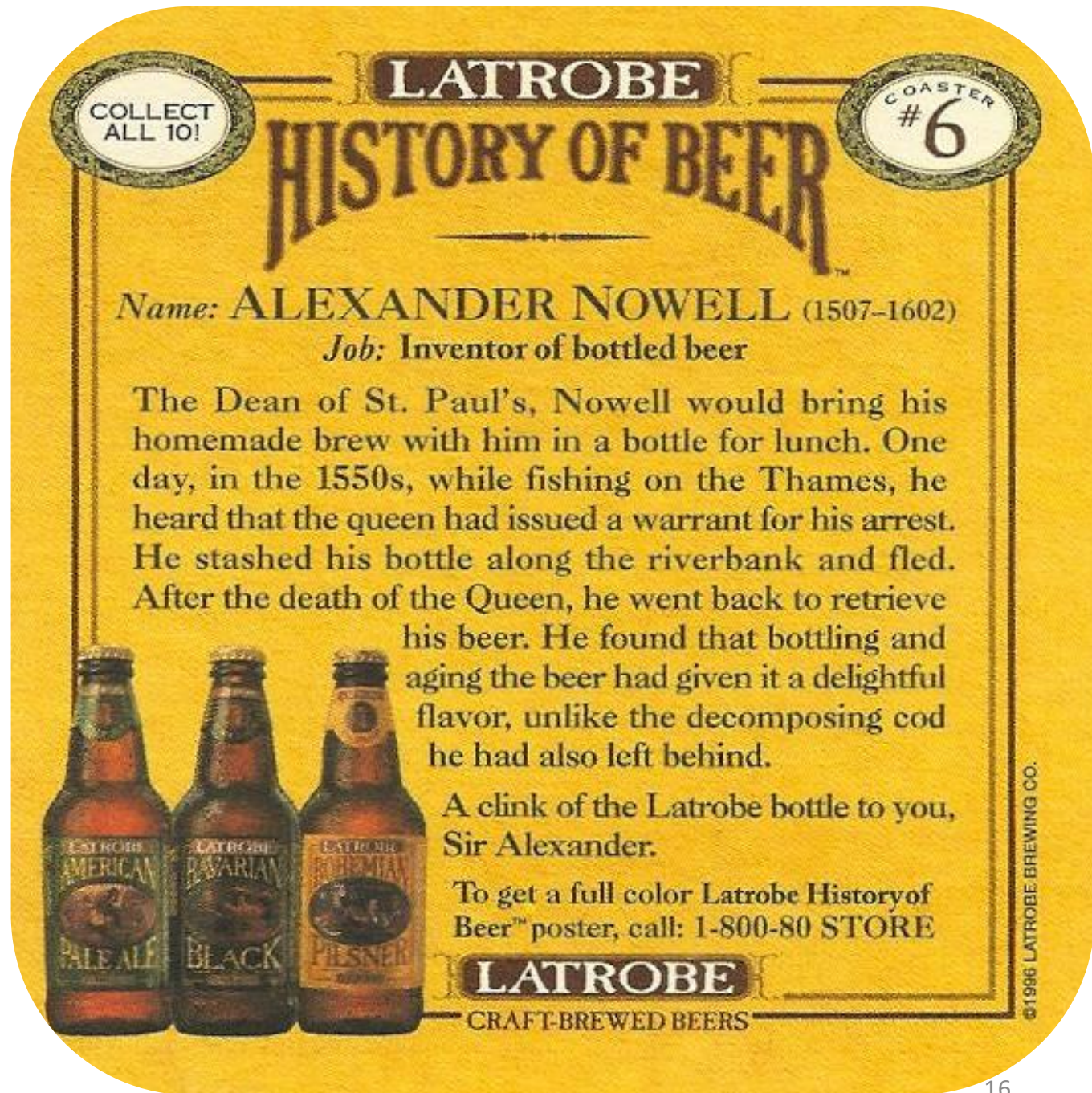
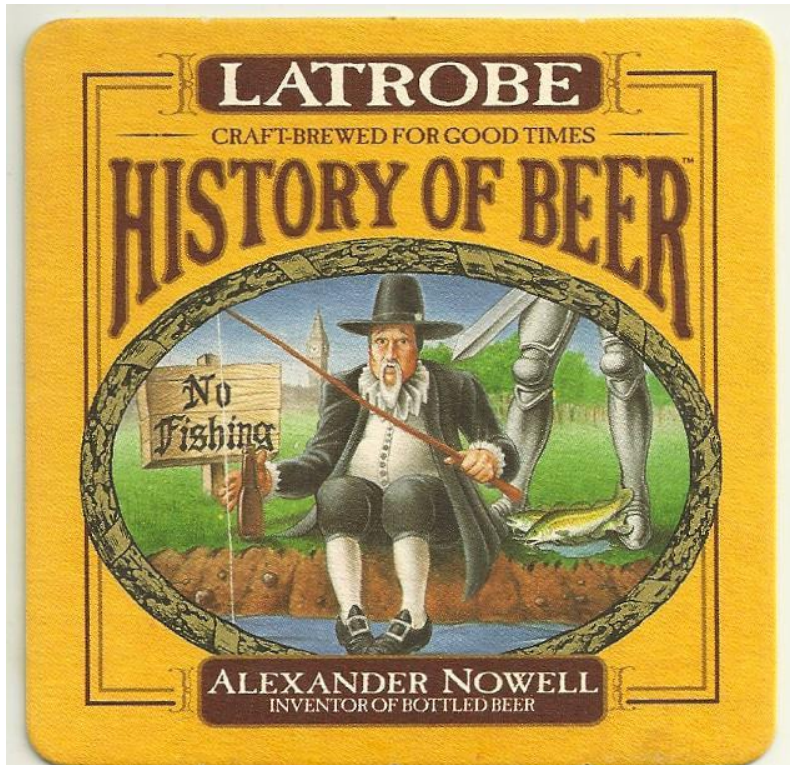
References to brewing have been found in hieroglyphics on walls of ancient caves in Egypt.



HISTORY OF BEER



**Alexander Nowell
(1517-1602)**



HISTORY OF BEER

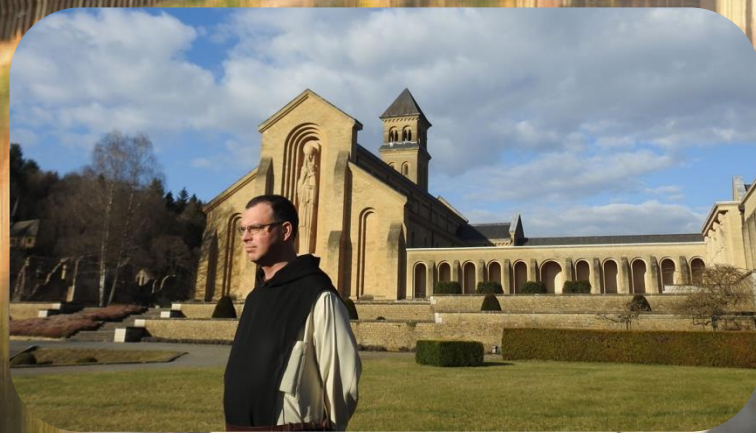


Beer in Europe

- 🍺 From North Africa → to Galia and Germania
- 🍺 First industry production → **monasteries**: Cistercian, Benedictines
- 🍺 Middle Ages - Feudal lords



Of the 170 Trappist monasteries in the world, just 11 still brew beer, and of those, Belgium boasts five



BEER BREWING



The basic raw materials
for **beer** production are:

 barley

 hop

 water

 yeast





BARLEY

The role of barley: the "body" of beer

- 🍺 **Sugar source:** provides the starches converted into fermentable sugars for alcohol production.
- 🍺 **Flavor & color:** kilning/roasting determines the beer's profile, from pale gold to deep espresso.
- 🍺 **Enzymes:** the malting process activates enzymes needed to break down starches during brewing.
- 🍺 **Texture & foam:** barley proteins create "mouthfeel" and sustain the foamy head.
- 🍺 **Natural filter:** the grain husks help filter the liquid (wort) during the brewing process.

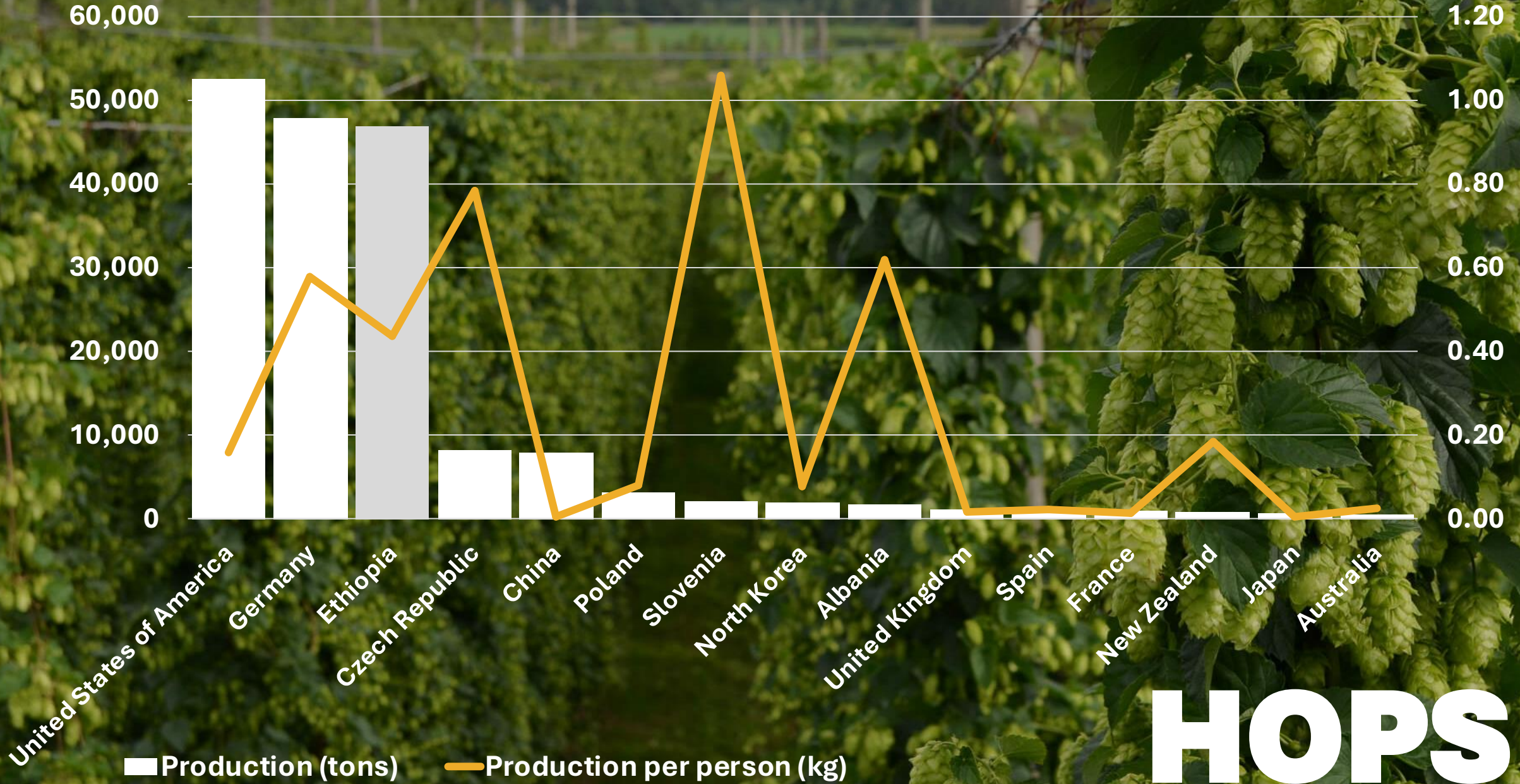
The role of hops in brewing

- 🍺 **Alpha acids:** the primary source of bitterness; dissolved during the boiling process to balance sweetness.
- 🍺 **Polyphenols (tannins):** help clarify beer by binding with proteins to form and remove sediment (turbidity).
- 🍺 **Aroma & flavor:** imparts "noble" characteristics and distinct floral or herbal scents.
- 🍺 **Natural preservative:** antiseptic properties enhance the shelf life and biological stability of the beer.
- 🍺 **Common forms:** utilized as pellets (granules), powder, or concentrated extracts.



HOPS

HOP OUTPUT (2021)



HOPS

The Hop Museum: Žatec, Czech Republic

- 🍺 4,000 m²; the most extensive hop industry exposition in Europe.
- 🍺 **Historical timeline:** chronicles hop growing and beer making from the **Early Middle Ages** to the modern era.
- 🍺 **The "Žatec" brand:** explores the history of the world-famous Žatec hop and its centuries-long battle against low-quality imitations.

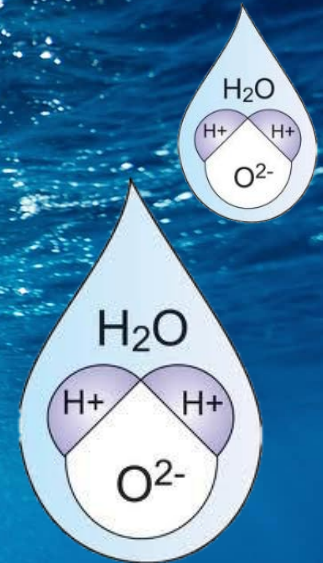


Comprises approximately 90% of beer's total volume.

Acts as the vital solvent during the mashing process to extract sugars and flavors from the malt.

Optimal water criteria for the production of beer:

- 🍺 Low levels of nitrite
- 🍺 Low total alkalinity
- 🍺 Low content of calcium and magnesium
- 🍺 Low salt content
- 🍺 Minimum density of hydrocarbon materials
- 🍺 Small amounts of silicon and iron
- 🍺 No micro-organisms



WATER

The catalyst: brewer's yeast

- 🍺 The biological engine: brewing utilizes specialized strains of *Saccharomyces*, commonly known as brewer's yeast, to convert sugars into alcohol and CO₂.
- 🍺 Classification by fermentation:
 - 🍺 Top-fermenting: used for ales; ferments at warmer temperatures and rises to the surface.
 - 🍺 Bottom-fermenting: used for lagers; ferments at cooler temperatures and settles at the bottom of the tank.
- 🍺 Flavor profile: beyond fermentation, yeast produces esters and phenols that define the beer's fruity or spicy aromatic characteristics.



YEAST

BREWING

🍺 The process of making beer is known as **brewing**.

🍺 The purpose of brewing is to convert the **starch source** into a sugary liquid called **wort** and to convert the **wort into** the alcoholic beverage known as **beer** in a fermentation process effected by yeast.



MALT



MILLING
MILL



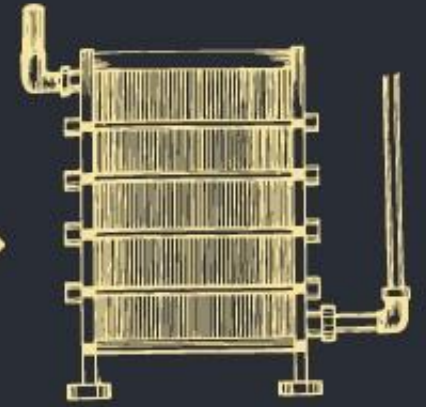
MASHING
MASH TANK



LAUTERING
LAUTER TANK



BREWING
BREW KETTLE



COOLING



+YEAST



FERMENTATION
FERMENTATION TANK



MATURING/CONDITIONING
CONDITIONING TANK



BOTTLING
BOTTLE



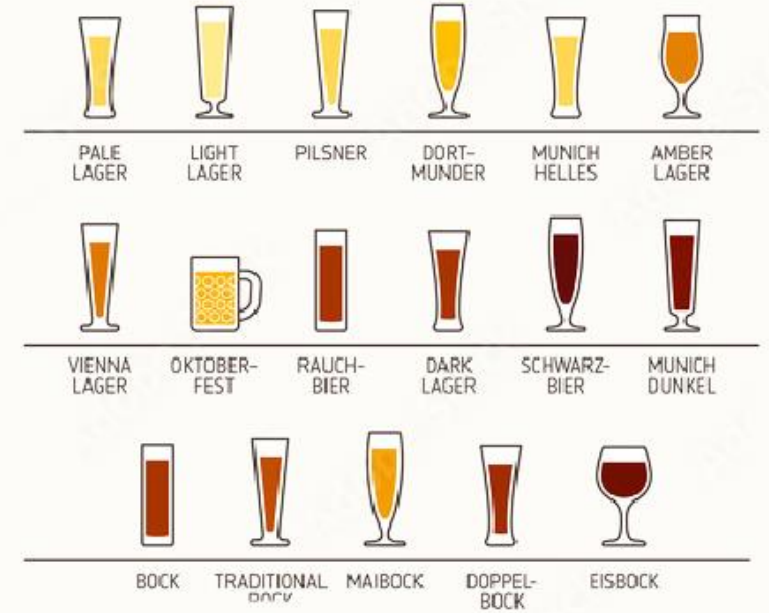
PACKAGING
KEG

While there are only two main families of beer, global competitions recognize over 175 distinct styles, ranging from ancient historical brews to modern experimental craft ales.

TOP FERMENTED



BOTTOM FERMENTED

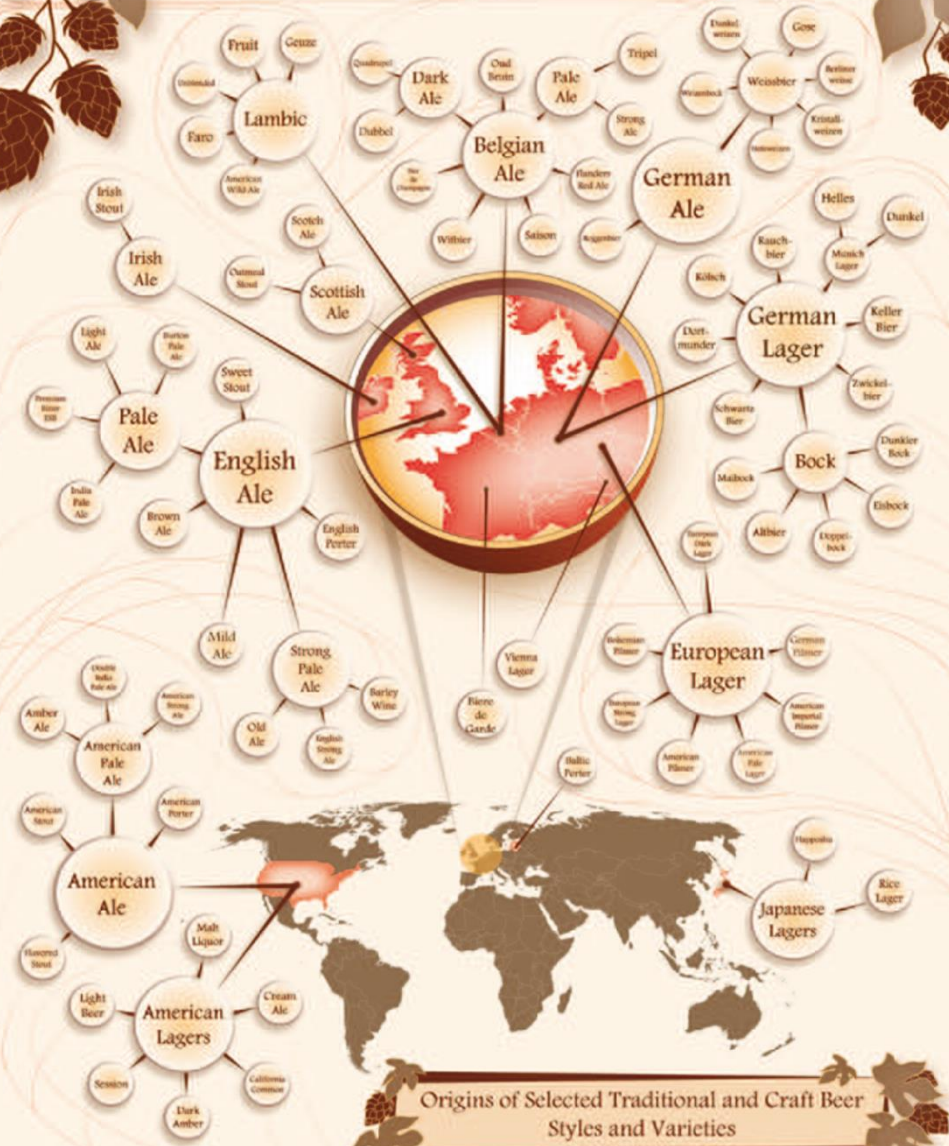


SPONTANEOUS FERMENTATION



BEER VARIETIES

The Geography of Beer



Origins of Selected Traditional and Craft Beer Styles and Varieties

Pale Ale

Pale ale is a beer which uses a **top-fermenting yeast** and predominantly **pale malt**.

It is one of the world's **major beer styles**.



Stout and Porter

Dark beers made using roasted malts or roast barley and typically brewed with slow fermenting yeast.

There are a number of variations including Baltic porter, dry stout, and Imperial stout.



The name Porter was first used in 1721 to describe a dark brown beer popular with the street and river porters of London.

This same beer later also became known as stout, though the word stout had been used as early as 1677.



Guinness Storehouse
Dublin, Ireland
"Disneyland of Beer"



GUINNESS

Wheat beer

Wheat beer is brewed with a large proportion of **wheat** although it often also contains a significant proportion of **malted barley**.

Wheat beers are usually top-fermented (in Germany they have to be by law).

The **flavour of wheat beers varies** considerably, depending upon the specific style.



Lager

Lager is the English name for cool fermenting beers of Central European origin. Pale lagers are the **most commonly consumed beers** in the world.

Lager yeast is a cool bottom-fermenting yeast and typically undergoes primary fermentation at 7–12 °C and then is given a long secondary fermentation at 0–4 °C (the lagering phase). During the secondary stage, the lager clears and mellows. The cooler conditions also inhibit the natural production of esters and other byproducts, resulting in a "cleaner"-tasting beer.



Lambic

Lambic, a beer of Belgium, is naturally fermented using **wild yeasts**, rather than cultivated.

Many of these are not strains of brewer's yeast and may have significant differences in aroma and sourness.



Mixed beers

Hybrid or mixed style beers use modern techniques and materials instead of, or in addition to, traditional aspects of brewing. Although there is some variation among sources, mixed beers generally fall into the following categories:



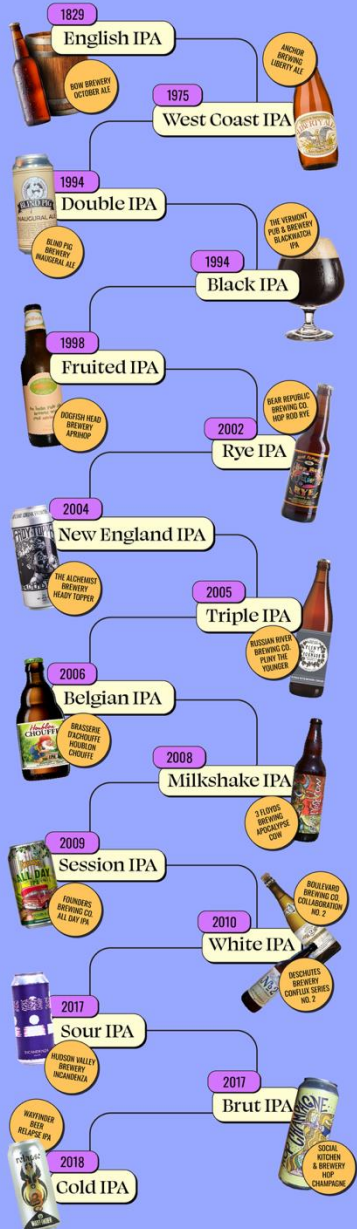
Altbier and Kölsch, both of which are top fermented before being cold conditioned, i.e. lagered.

Fruit and vegetable beers are mixed with some kind of fermentable fruit or vegetable adjunct during the fermentation process, providing obvious yet harmonious qualities.

Wood-aged beers are any traditional or experimental beer that has been aged in a wooden barrel or have been left in contact with wood chips or cubes.

Smoked beers use malt that has been treated by exposing it to smoke from burning or smoldering wood so that a smoky aroma and flavour is present.

The Evolution of the IPA



THE EVOLUTION OF THE IPA

The India Pale Ale (IPA) originated in the 1800s when British brewers used high alcohol and heavy hops to preserve beer on long sea voyages to India. The style remained relatively unchanged for over a century until the 1970s, when American craft brewers introduced the **West Coast IPA**. This version utilized local hops to create a new profile defined by distinct piney, citrusy, and bitter characteristics.

In the early 2000s, the style underwent a massive transformation with the birth of the **New England IPA**, which prioritized a cloudy, "hazy" appearance and juicy, fruit-forward flavors over intense bitterness. This sparked a "haze craze" that moved the IPA away from its traditional clear, bitter roots and toward a smoother, more approachable mouthfeel.

In the last decade, the IPA has branched into diverse experimental substyles. These include **Double IPAs** for higher strength, **Session IPAs** for lower alcohol, and creative hybrids like the **Milkshake IPA**, which uses lactose for sweetness. Today, modern variations like the **Cold IPA** continue to evolve by using lager yeast to produce a crisp, clean finish that highlights complex hop aromas.





Hazy IPAs



Hazy IPA: the "juice" of the beer world

- 🍺 **Origin:** born in Vermont (New England) circa 2011; pioneered by **The Alchemist's *Heady Topper***.
- 🍺 **Appearance:** characterized by extreme turbidity; looks like **freshly squeezed fruit juice** rather than traditional clear beer.
- 🍺 **Aroma & flavor:** intensely aromatic and "juicy" with massive tropical fruit notes and low perceived bitterness.
- 🍺 **The science of haze:**
 - 🍺 **Proteins:** brewers add flaked oats or wheat to create a protein-rich base.
 - 🍺 **Yeast:** utilizes specific low-flocculating strains that stay suspended in the liquid.
 - 🍺 **Biotransformation:** multi-stage **cold hopping** (during active fermentation) binds hop compounds to yeast and proteins, boosting both cloudiness and fruity complexity.

Lupulin powder in hazy IPAs:

-  **Flavor:** provides "pure" tropical/citrus punch without vegetal bitterness.
-  **Smoothness:** eliminates "hop burn" (throat irritation) common in heavily hopped beers.
-  **Efficiency:** reduces beer loss in the tank by removing absorbent leafy matter.
-  **Application:** most often used in the "Double Dry-Hop" (DDH) stage for maximum aroma.



THE MOST COMMON HOPS IN HAZY IPAS



Citra

UNDISPUTED KING OF HAZY HOPS
NOTES: grapefruit rind, mango, oranges



Mosaic

DANK AND CHOCK FULL OF MYRCENE
NOTES: cannabis, diesel fuel, blueberries



Galaxy

AUSSIE'S CLAIM TO HOPS FAME
NOTES: guava, overripe mango, peaches



El Dorado

LIKE CITRA, MINUS THE CLOUT
NOTES: mango, pineapple, watermelon



Simcoe

THE BI-COASTAL HOP
NOTES: pine, dried apricots, orange rind



Nelson Sauvin

THE SAUVIGNON BLANC HOP
NOTES: white wine grapes, gooseberries, lemon



Idaho 7

A BREWER'S SECRET WEAPON
NOTES: tangerine, marmalade, papaya



Amarillo

LIKE CASCADE HOPS ON STEROIDS
NOTES: cannabis, grapefruit



Sabro

THE WACKY UNCLE HOP
NOTES: coconut, piña colada, mint



Vic Secret

AUSTRALIA'S NOT-SO-SECRET FRUIT BOMB
NOTES: pine, passionfruit, overripe pineapple



Cashmere

A SILKY SMOOTH NOD TO THE TROPICS
NOTES: fruit punch, honeydew, lemongrass



Strata

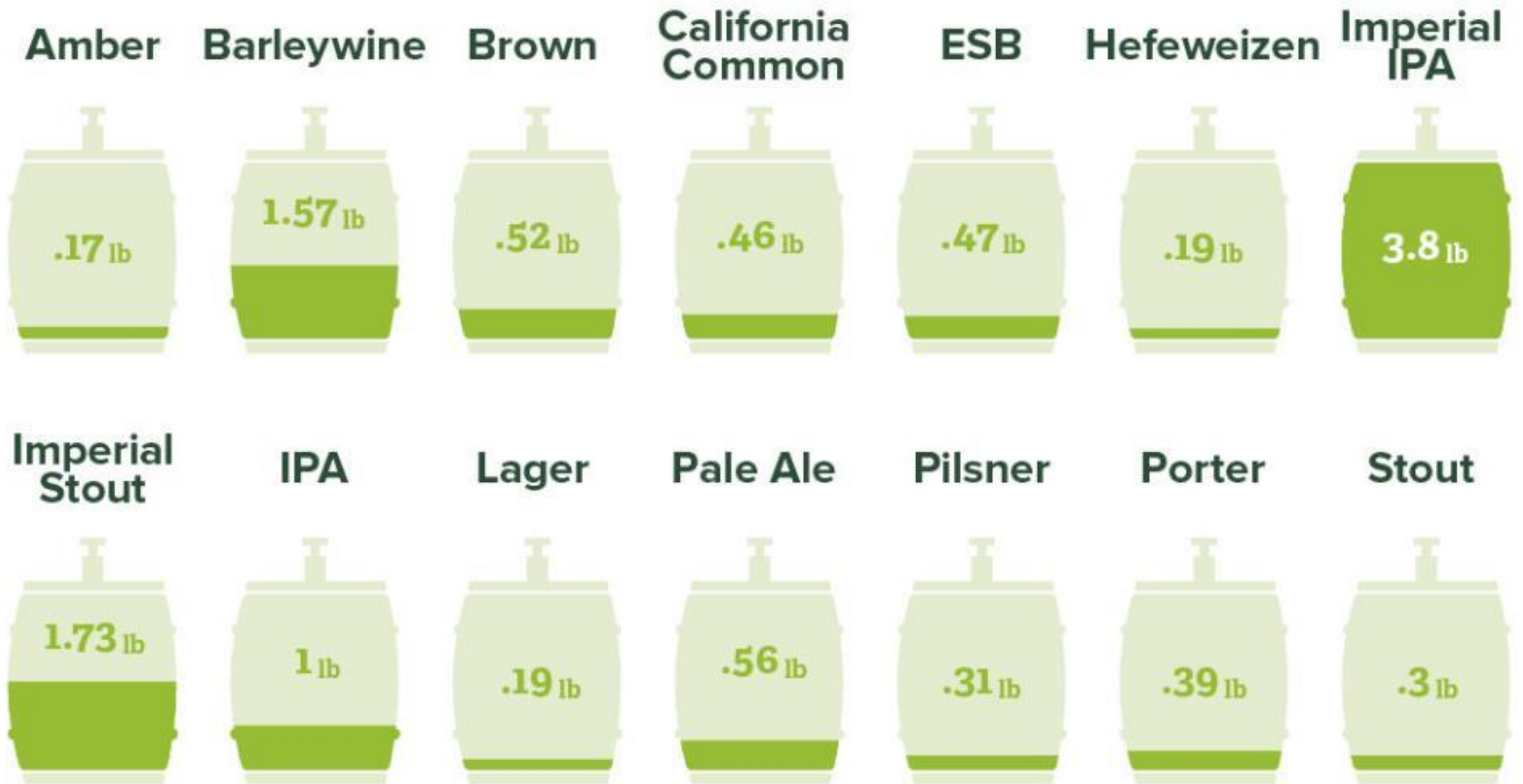
THE NEW KID ON THE BLOCK
NOTES: strawberries, diesel fuel, dried chilis

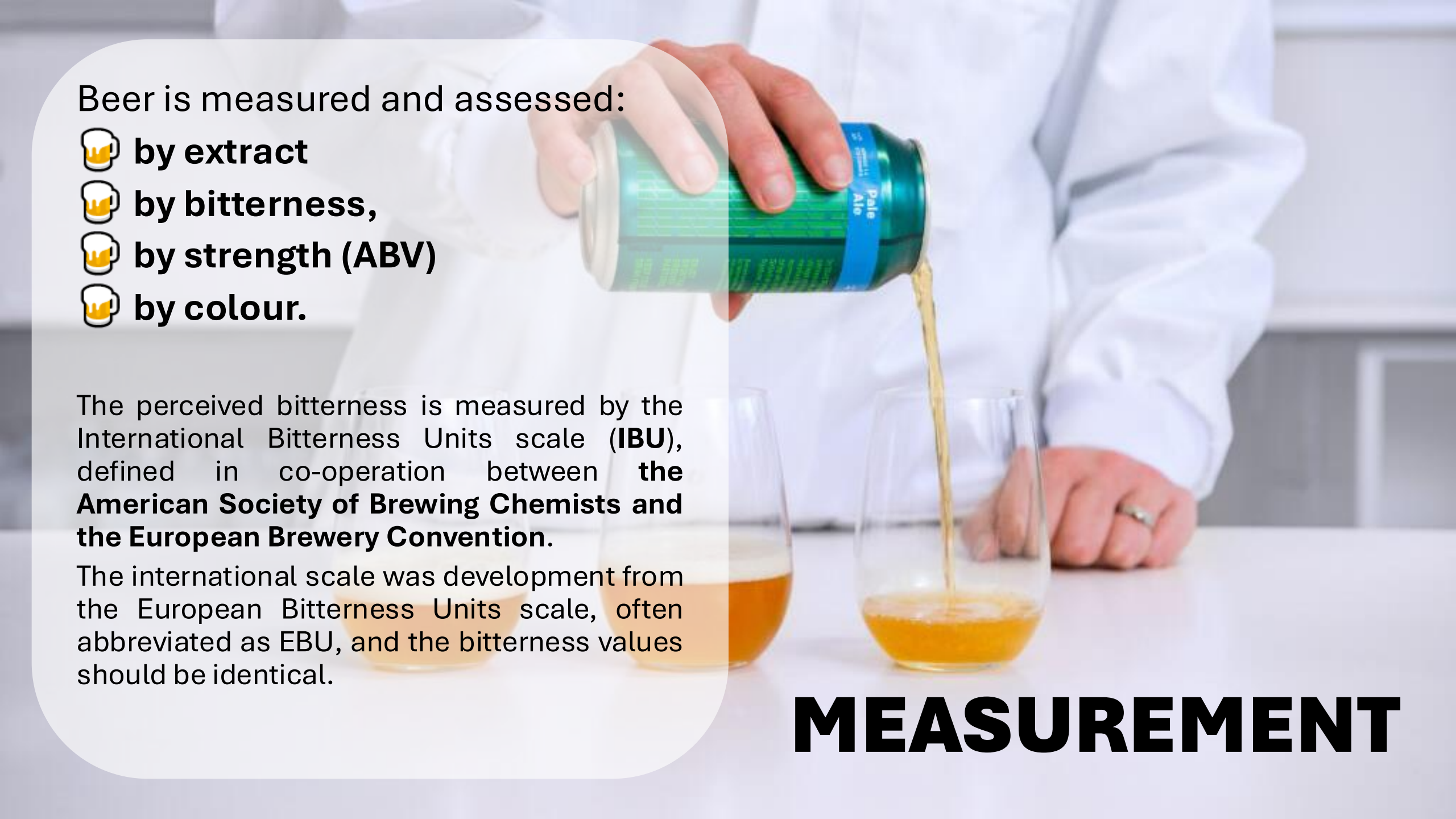
Amount of hops per beer style

1 lb = 0.45 kg

59 l

A typical keg holds 1,984 oz of beer. These amounts are based on pound per keg.



A person wearing a white lab coat is pouring beer from a green can into a glass. The can is tilted, and a stream of golden beer is falling into the glass. The person's hands are visible, and they are wearing a ring on their left hand. The background is a plain, light-colored wall.

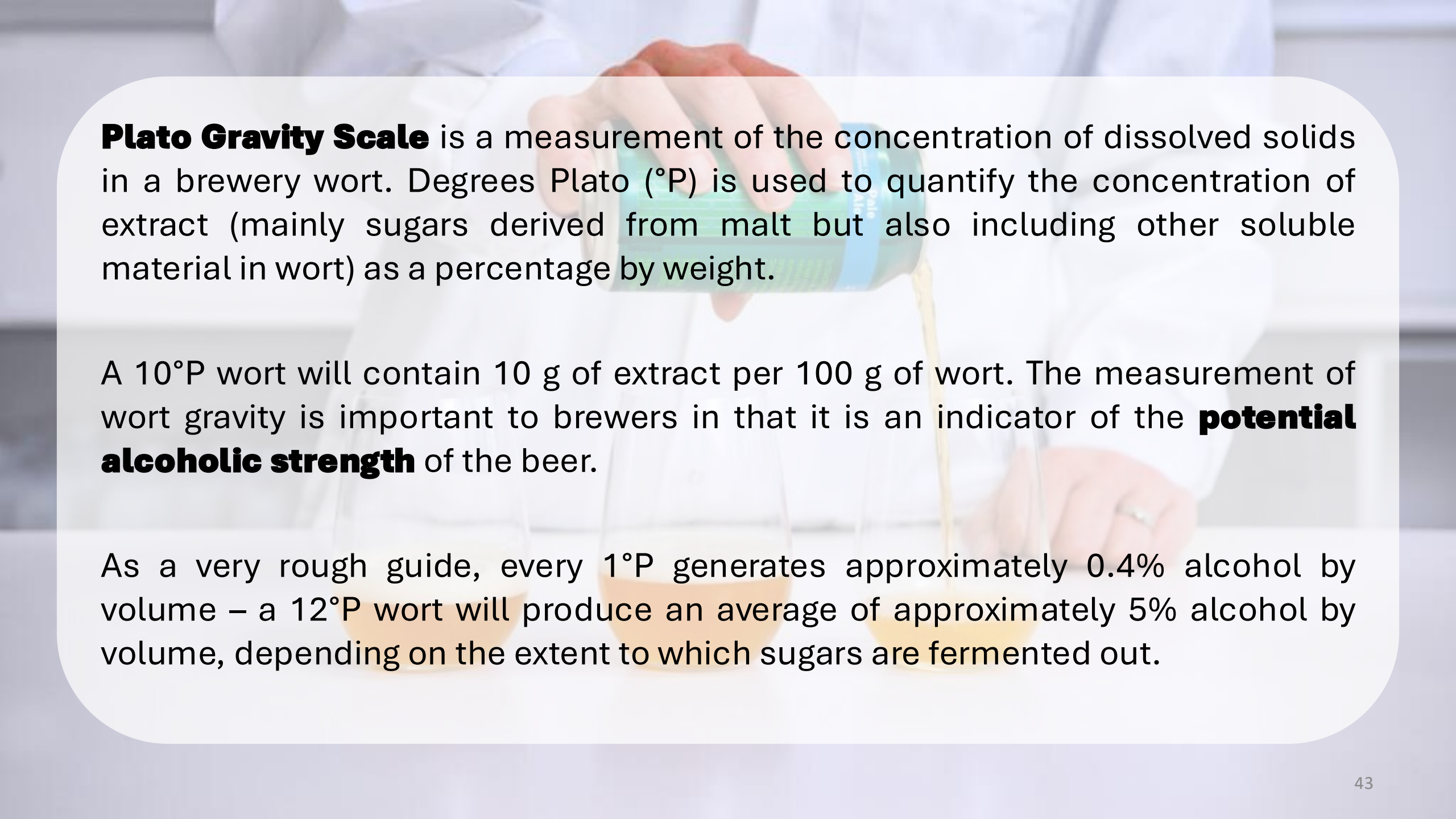
Beer is measured and assessed:

- 🍺 by extract
- 🍺 by bitterness,
- 🍺 by strength (ABV)
- 🍺 by colour.

The perceived bitterness is measured by the International Bitterness Units scale (**IBU**), defined in co-operation between **the American Society of Brewing Chemists and the European Brewery Convention**.

The international scale was development from the European Bitterness Units scale, often abbreviated as EBU, and the bitterness values should be identical.

MEASUREMENT

A person in a white lab coat is pouring beer from a green bottle into a glass. The background is a blurred laboratory setting.

Plato Gravity Scale is a measurement of the concentration of dissolved solids in a brewery wort. Degrees Plato ($^{\circ}\text{P}$) is used to quantify the concentration of extract (mainly sugars derived from malt but also including other soluble material in wort) as a percentage by weight.

A 10°P wort will contain 10 g of extract per 100 g of wort. The measurement of wort gravity is important to brewers in that it is an indicator of the **potential alcoholic strength** of the beer.

As a very rough guide, every 1°P generates approximately 0.4% alcohol by volume – a 12°P wort will produce an average of approximately 5% alcohol by volume, depending on the extent to which sugars are fermented out.

The bitterness of beers is measured by the International Bitterness Units scale.

Beer is the sole major commercial use of hops.

$$\frac{W_h \times AA\% \times U_{aa}}{(V_w \times 1.34)} = \text{BITTERNESS}^*$$

(**international bitterness units, specifically*)

Labels for the equation:
- W_h : WEIGHT OF THE HOPS
- $AA\%$: ALPHA ACID PERCENTAGE
- U_{aa} : HOW MUCH ALPHA ACID IS USED DURING THE BOILING PROCESS
- V_w : VOLUME OF WORT IN GALLONS
- 1.34 : ADJUSTMENT TO ACCOUNT FOR U.S. CUSTOMARY UNITS

A General IBU Guide

American Light Lager	8-12 IBU
English bitter	30-40 IBU
India Pale Ale (IPA)	60-80 IBU
Double or Imperial IPA	80-100 IBU
Barleywine	70-100 IBU
Stout	30-50 IBU
Scottish Ale	10-20 IBU
Porter	20-40 IBU

beeriety



Cicerone or beer sommelier

Often described as the beer equivalent of a wine sommelier

Brewmaster

Oversees brewing operations and recipe development

Zythologist

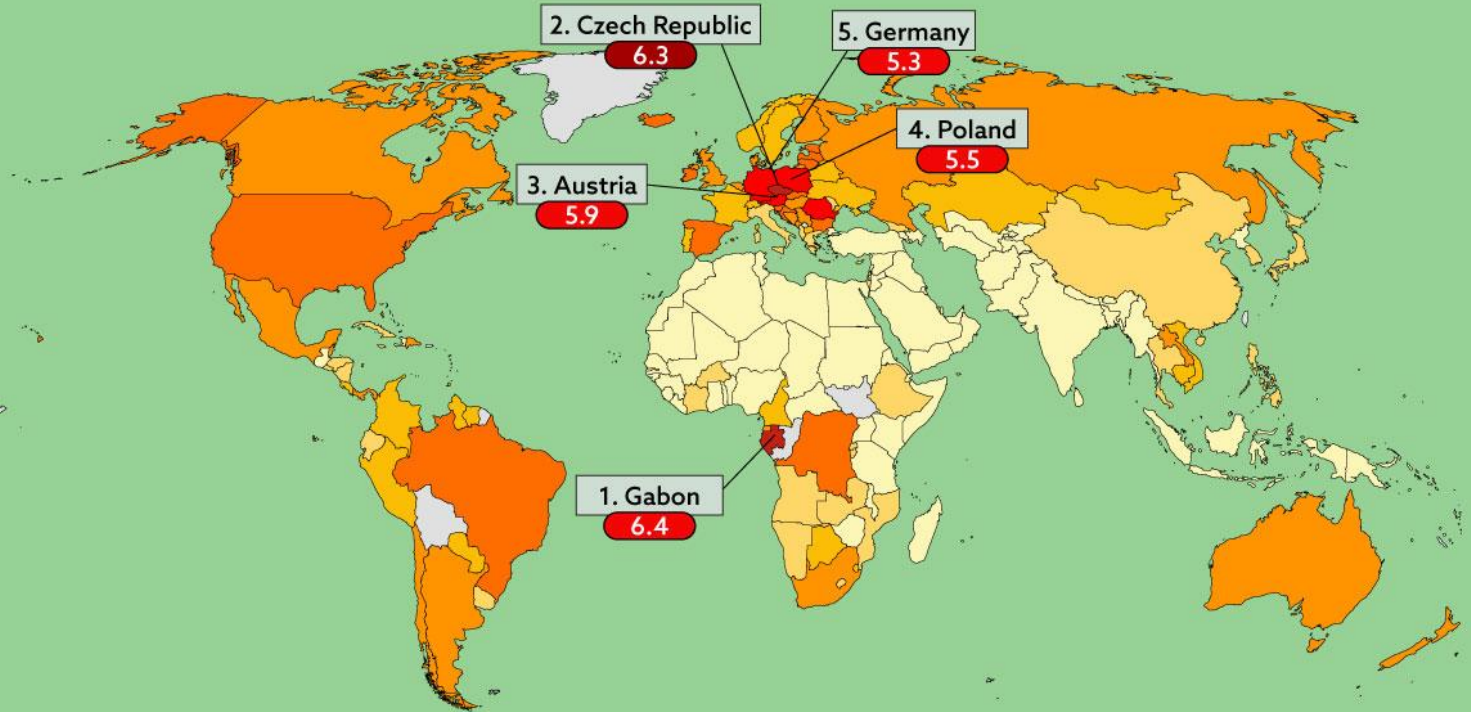
A specialist who studies beer and brewing history/science

Zymologist

A scientist focused more broadly on fermentation, including beer

WHAT COUNTRY DRINKS THE MOST BEER?

BEERONOMICS
BEERONOMICS
BEERONOMICS



ETHANOL FROM BEER PER CAPITA IN LITERS ANNUALLY

**data rounded to nearest tenth*

No Data	0.0-0.9	1.0-1.9	2.0-2.9	3.0-3.9	4.0-4.9	5.0-5.9	>5.9
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SOURCE: Global Health Observatory (GHO), World Health Organization (WHO)



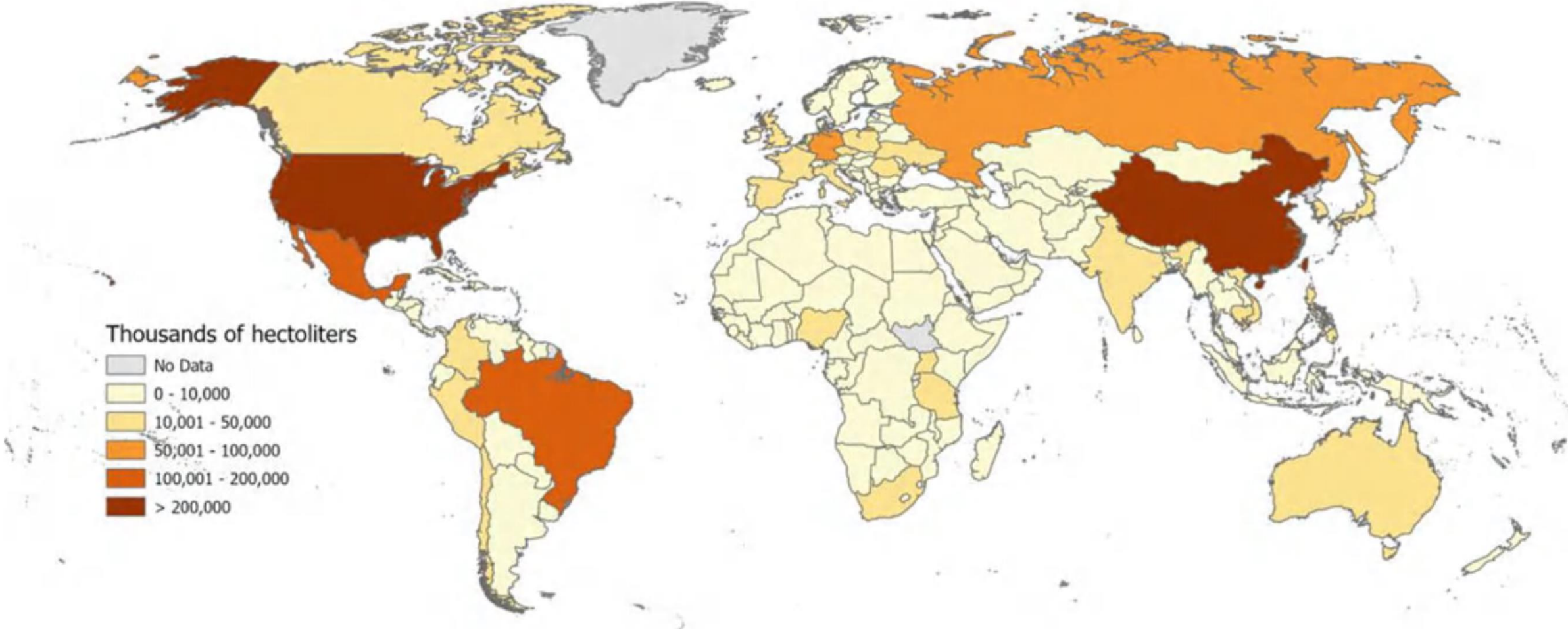
YINEPAIR

global revenue	880–915 billion USD
total production	~1.9 billion hectoliters
global GDP contribution	0.8%–1%
total jobs supported	~33 million
global tax revenue	~375 billion USD



GLOBAL BEER PRODUCTION BY COUNTRY IN 2020

(BarthHaas, 2022)



Beer Exports

by Country



As of 2023

 Mexico	\$5,823,014,000	 Brazil	\$154,152,000
 Netherlands	\$2,165,989,000	 Japan	\$127,776,000
 Belgium	\$1,843,302,000	 Thailand	\$120,372,000
 Germany	\$1,335,574,000	 Canada	\$110,345,000
 United Kingdom	\$577,850,000	 Lithuania	\$102,071,000
 China	\$451,799,000	 Serbia	\$98,673,000
 Czechia	\$385,298,000	 Austria	\$94,057,000
 United States	\$383,383,000	 South Africa	\$88,581,000
 France	\$367,105,000	 Vietnam	\$87,477,000
 Spain	\$344,265,000	 Singapore	\$83,833,000
 Ireland	\$344,048,000	 South Korea	\$76,590,000
 Italy	\$301,581,000	 Russia	\$70,704,000
 Denmark	\$261,890,000	 Croatia	\$58,292,000
 Poland	\$177,257,000	 Türkiye	\$56,752,000
 Portugal	\$167,009,000	 Latvia	\$52,723,000

Beer Imports

by Country



As of 2023

Beer made from malt

Trade Value 1000 USD

 United States	7,138,477.53	 South Africa	132,017.84
 France	1,183,362.90	 Hong Kong SAR	128,564.67
 Italy	782,818.53	 Switzerland	124,578.19
 Netherlands	594,049.73	 Belgium	122,127.53
 United Kingdom	591,406.24	 Singapore	101,913.26
 China	578,174.29	 Hungary	99,031.99
 Spain	465,131.23	 Bosnia & Herzegovina	98,243.19
 Germany	454,187.14	 Poland	92,436.49
 Canada	325,822.61	 Slovakia	86,181.53
 Ireland	264,624.43	 Israel	82,194.59
 South Korea	218,216.00	 Austria	82,054.44
 Australia	192,885.31	 Chile	81,970.58
 UAE	182,487.74	 Latvia	81,619.17
 Paraguay	158,931.75	 Lithuania	77,805.60
 Sweden	138,062.17	 Portugal	73,243.71

GLOBAL MARKET SHARES OF LEADING BEER FIRMS (2011)

EUROPEAN FIRMS		ASIAN FIRMS				N. AMERICAN	
<p>AB InBev 18.3%</p>		<p>China Resources Enterprise 5.4%</p>	<p>Tsingtao 3.6%</p>	<p>Beijing Yangjing 2.9%</p>	<p>Kirin 2.6%</p>	<p>Grupo Modelo 3.0%</p>	<p>Molson Coors 2.7%</p>
		<p>combined market share of smaller firms 35.8%</p>					
<p>SABMiller 9.8%</p>	<p>Heineken 8.8%</p>						
	<p>Carlsberg 5.6%</p>						

PRESS RELEASE

EUROPEAN BEER MARKET FACES DEEPENING DECLINE, BREWERS CALL FOR STABILITY AND SUPPORT

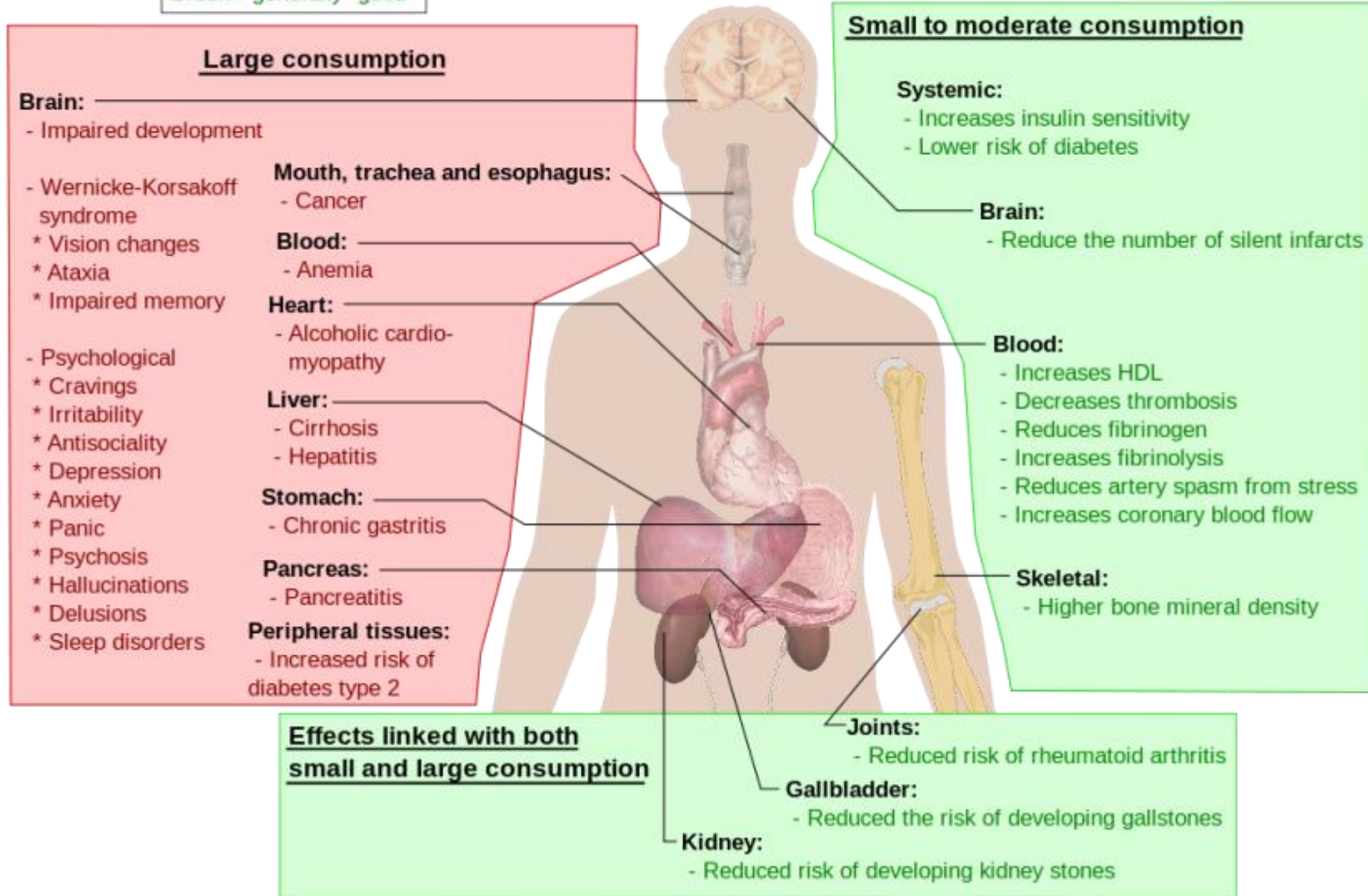


Non-alcoholic beer

Between 2013 and 2019, the sold production volume in the EU increased from 0.59 to 1.38 billion litres, the value from 0.42 to 1.28 billion EUR and value per litre from 0.72 to 0.93 EUR/L. In 2019, the share of non-alcoholic beer represented 3.8% of all beer volume and 4.1% of all beer value produced (Kokole et al, 2022).

Potential long-term effects of
Ethanol

Red - generally "bad"
Green - generally "good"



HEALTH EFFECTS

BEER IN GERMANY

For many years German beer was brewed in adherence to the **Reinheitsgebot order** or law which **only permitted water, hops, and malt** as beer ingredients.

Since 1993, the production of beer has been governed by the Provisional German Beer Law which **allows a greater range of ingredients** (only in top-fermenting beers) and additives.

1. **Pilsner** - crisp, refreshing, and have a delightful hoppy bite.
2. **Hell - Helles or Maibock** - a pale colored bock. Quite malty in flavor but it's generally hoppier than other bocks.
3. **Kölsch** - unusual beer as it is brewed with ale yeast but aged like a lager. Pale and refreshing with moderate hopping.
4. **Rauchbier** - or smoke beer. Most famous beer from Bamberg, Oberfranken. Sweet and malty.
5. **Weisse** - The flavor and character comes from deliberately soured grains. It is tart and tangy and very refreshing.

Hofbräuhaus am Platzl
Munich, Germany
Dating back to 1589



BEER IN CZECH REPUBLIC

- 🍺 The most common Czech beers are **pale lagers of pilsner type**, with characteristic transparent golden colour, high foaminess and lighter flavour.
- 🍺 Czech beers vary in **colour** from pale (Světlé), through amber (Polotmavé) and dark (Tmavé) to black (Černé) and in strength from 3-9% abv.
- 🍺 According to Czech law, **categories of beer**, regardless of colour or style, are: lehké - a "light" beer, výčepní - "tap" beer, though it can be bottled, ležák - "lager" beer, premium - "special" beer.
- 🍺 Czech beer brands include: Pilsner Urquell (the world's first pilsner), Budweiser Budvar, Velkopopovický Kozel, Gambrinus, Radegast, Staropramen, Krušovice.

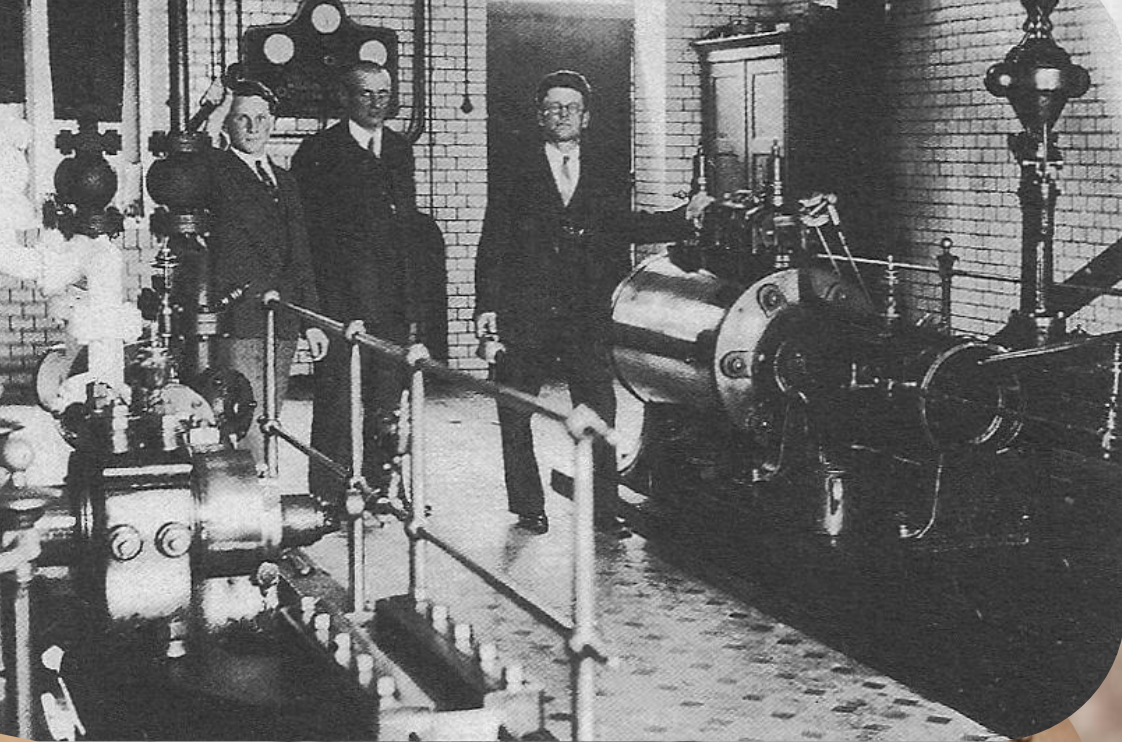
BEER IN POLAND

- 🍺 At the end of 2013, there were 97 breweries in Poland, including microbreweries.
 - 🍺 Following World War II, most breweries were nationalized under the communist regime.
 - 🍺 After the collapse of the communist regime, a market economy was introduced, international beer companies moved in and a period of consolidation followed.
- 🍺 Three companies now control 86% of the Polish beer market. The best-known Polish beers are: Żywiec, Okocim Tyskie.
- 🍺 Beer from small regional breweries, grouped in the Association of Polish Regional Breweries (Stowarzyszenie Regionalnych Browarów Polskich), crafts, contracted breweries and brewpubs is also becoming more popular.

BEER IN TORUŃ

- The brewery in the town of Podgórz was founded in 1861 by Georg Thomas, a German from Skepe.
- Under the rule of Ernest Thoms, in the years 1905-1906, a new brewery building was erected, the facade of which occupied most of the so-called Rynek Podgórze.
- After the end of World War I, the company was bought by Józef Chronowski, a re-emigrant from the United States. The plant received a new name - Browar Pomorski, and its logo featured a Pomeranian griffin resting its paw on a barrel.
- The volume of beer produced quadrupled, reaching over 10,000 tons in 1930.
- In 1945, a powerful explosion destroyed the brewery building.





ten setnych lat dożył





**THE BREWERY -
JAN OLBRACHT**



Around the world, there are a number of traditional and ancient starch-based beverages classed as beer.

BEER IN OTHER COUNTRIES

AFRICA

Various ethnic beers made from sorghum or millet (without hops), such as: Oshikundu in Namibia and Tella in Ethiopia.

ASIA

Kyrgyzstan has a beer made from millet - it is a low alcohol, somewhat porridge-like drink called "Bozo".

Bhutan, Nepal, Tibet and Sikkim also use millet in Chhaang - a popular semi-fermented rice/millet drink in the eastern Himalayas.

Further east in China are found Huangjiu and Choujiu -traditional rice-based beverages related to beer.

AMERICA

The Andes in South America has Chicha, made from germinated maize (corn).

The indigenous people in Brazil have Cauim, a traditional beverage made since pre-Columbian times by chewing manioc so that an enzyme present in human saliva can break down the starch into fermentable sugars, similar to Masato in Peru.

Sapporo Beer Museum
Sapporo, Japan



BEER FESTIVALS

Beer festival is an organized event during which a variety of beers are available for tasting and purchase.

Beer exhibition – whilst a beer festival may involve a limited range of beer styles or manufacturers, with an emphasis on entertainment, use of the term "beer exhibition" places emphasis on **sampling or tasting** a wide range of beers, usually craft-brewed in a variety of different styles by various brewers.



It is commonly said that the largest beer festival in the world is **Oktoberfest in Germany.**

This is not true because, in fact, Oktoberfest is a folk festival, not a beer festival.



Qingdao International Beer Festival
Asian Oktoberfest





İstanbul
oktoberfest
LIFEPARK, İSTANBUL
27-28 EYLÜL



GREAT
Canadian
BEER FESTIVAL
ESTD 1993
30
YEARS

zmogsala
VILNIUS WINTER BEER FEST
2026 / 02 / 07

**GREAT AMERICAN
BEER FESTIVAL**

20-21, 2026
TARCZYŃSKI ARENA WROCLAW
MISSION

craft beer festival
SALÓN PIVA
**CRAFT MÁ
NOVÝ DOMOV**

**LIETUVIŠKO
ALAUŠ
FESTIVALIS**

19TH
**VILLAGGIO
DE LA BIRRA**
INTERNATIONAL FESTIVAL OF ARTISANAL BEERDRINKERS
5-7 SETTEMBRE 2025
ZAPOLANO TERME, SIENA, TOSCANA

**HOPS RĪGA
BEER FESTIVAL**
5-8 JUNE | ESPLANĀDE
2025

MICROBREWING REVOLUTION



MICROBREWING

Smaller and craft producers have been gaining market share at the expense of established brands. The number of microbrewing businesses in Europe has nearly tripled, surpassing the 7,000 mark for the first time in 2016 (**in 2026, over 10,000**).

Small-scale brewing owes its success to several factors:

- 🍺 Richer consumers are increasingly looking for more distinctive, local products rather than mass-market brands.
- 🍺 Microbreweries are relatively cheap and easy to establish: they can be housed in industrial estates, old plant works, farm sheds and even campsites.

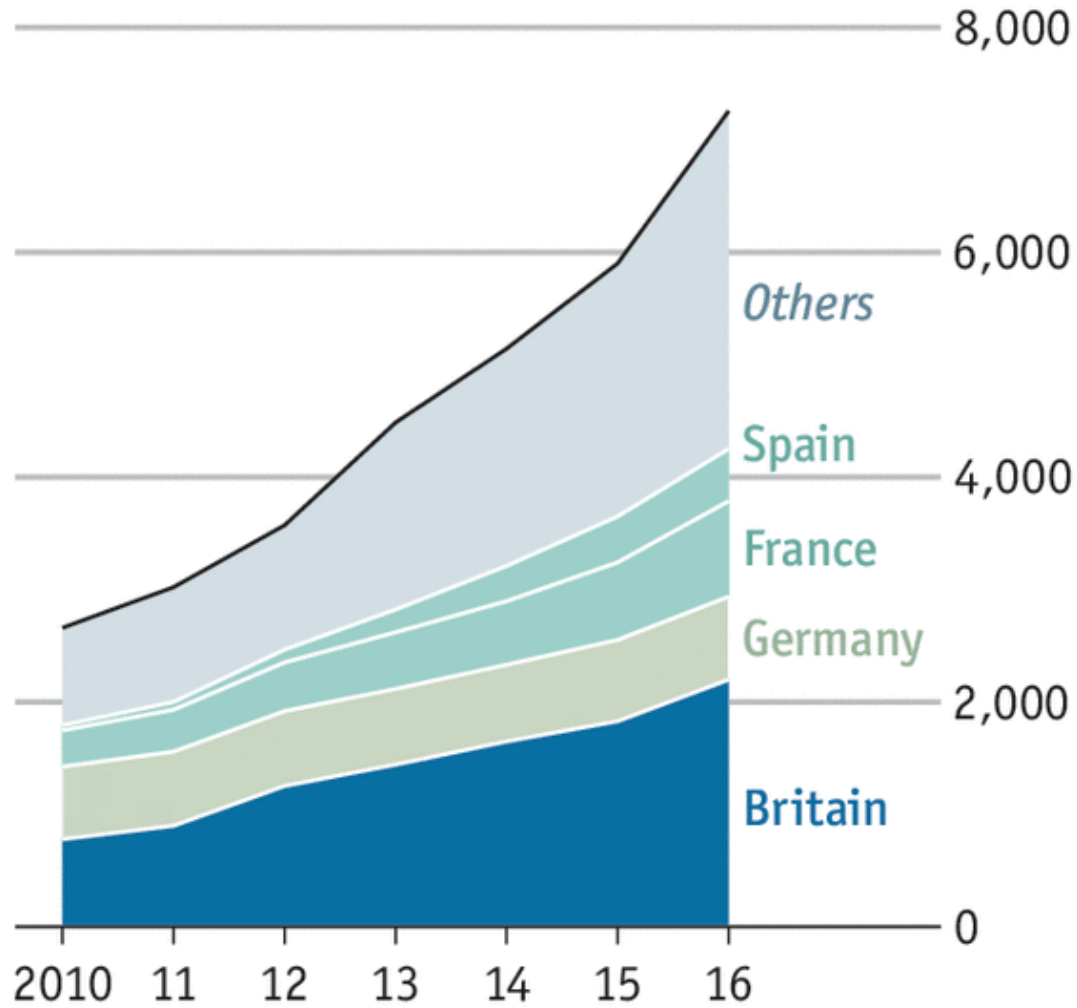
Number of breweries in the EU hits 10,000 (2019)

Pierre-Olivier Bergeron, Secretary General of The Brewers of Europe, said: *'It is fantastic to be able to announce the 10,000th brewery in the European Union. The Brewers of Europe welcomes all new breweries, many of which are SMEs and microbreweries, and we are very much encouraged by their role in diversifying and strengthening the sector as a whole across Europe.'*

Poland is now the second largest beer producer – swapping places with the UK. **France** alone has increased the number of breweries in the country by 45% year-on-year, from 1100 to 1600. **Slovenia** and **Ireland** saw their brewery numbers rise by 50% and 25% respectively. Exports have once again increased, with **Belgium** remaining the largest dispatcher of beer within the EU, just ahead of Germany, whilst the Netherlands continues to export around 40% of its beer production to other parts of the globe.

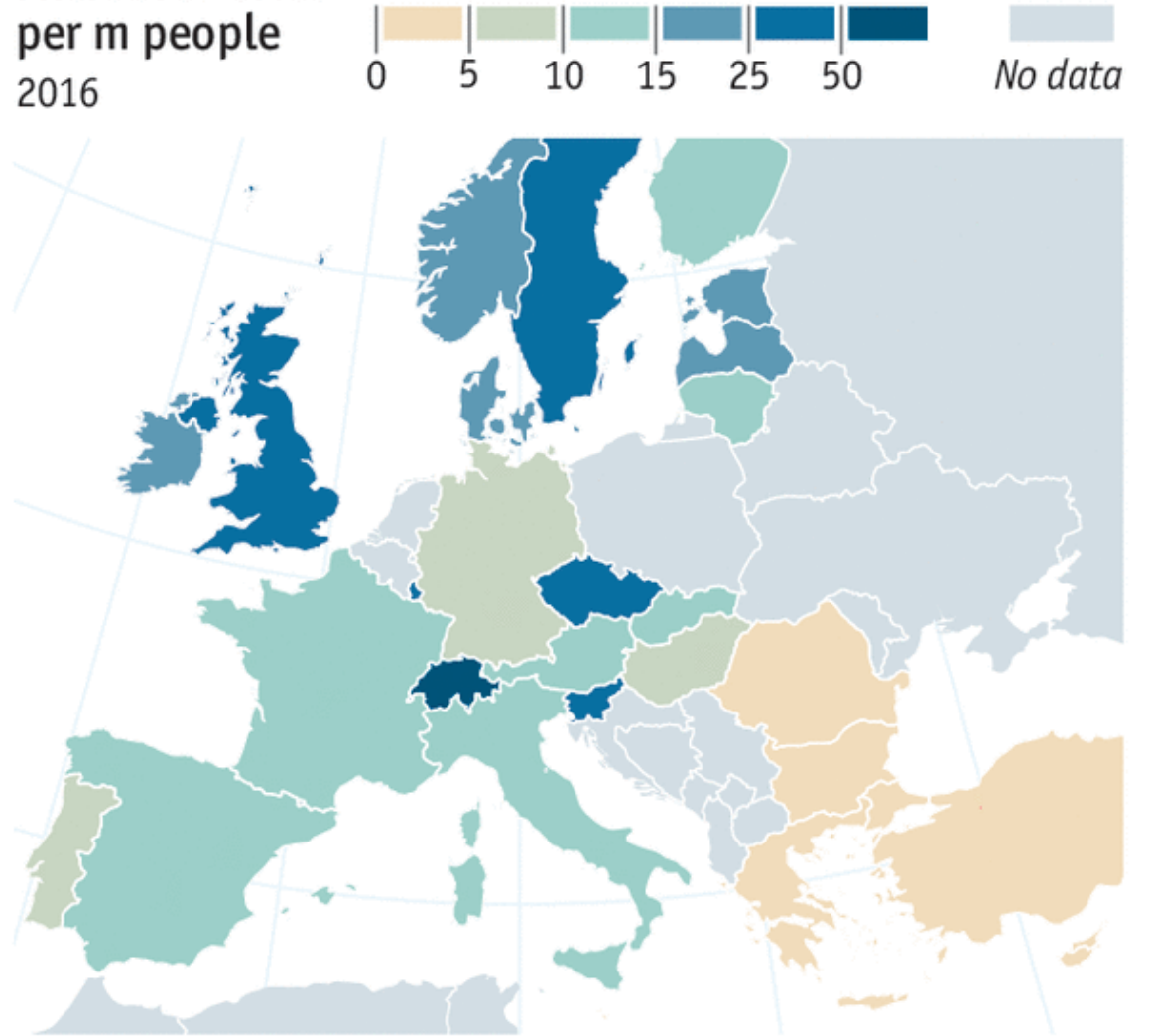
Wort is going on?

Number of microbreweries

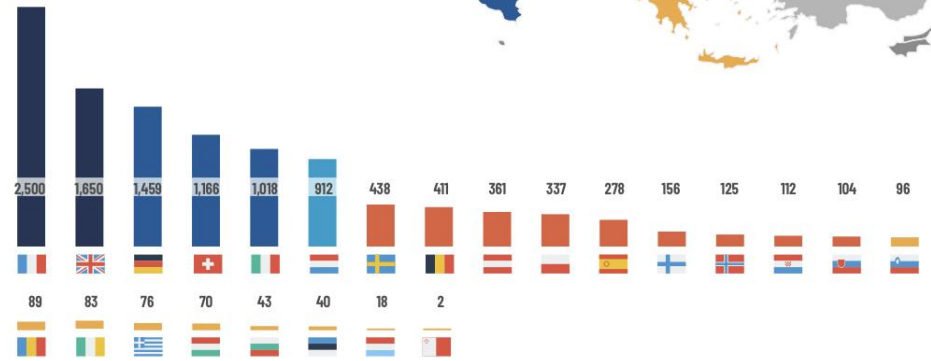
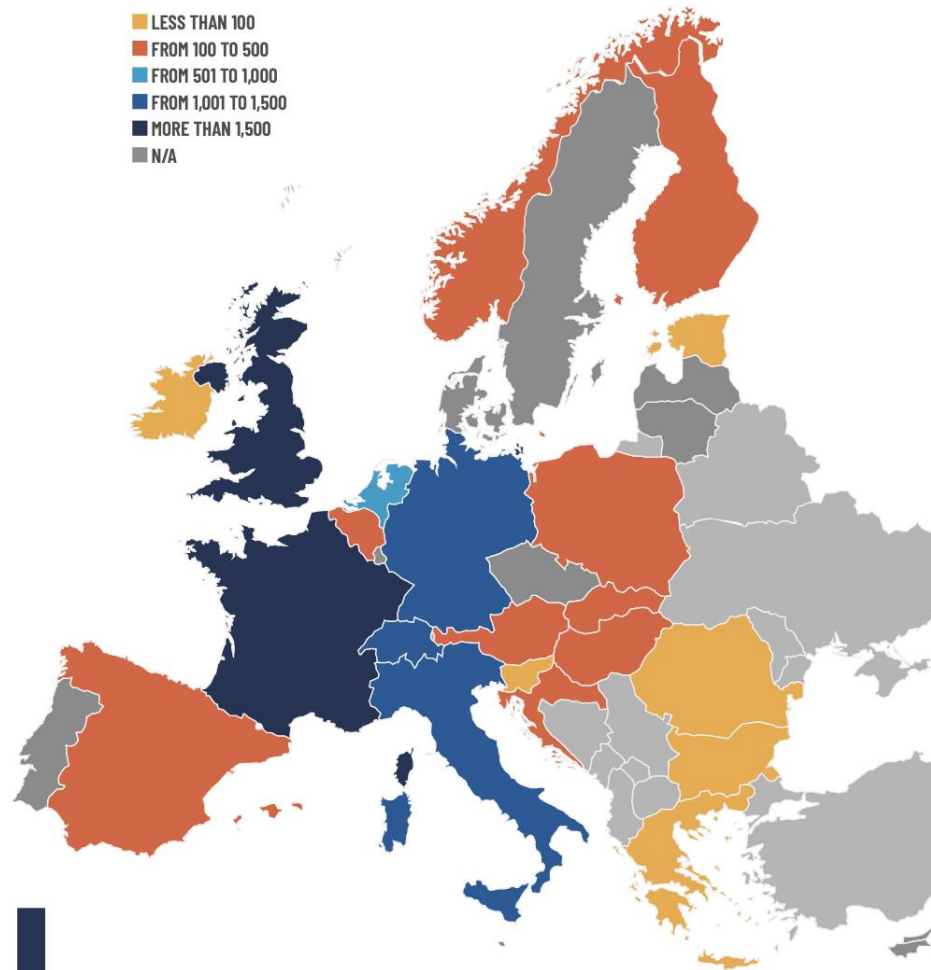


Sources: Brewers of Europe; UN

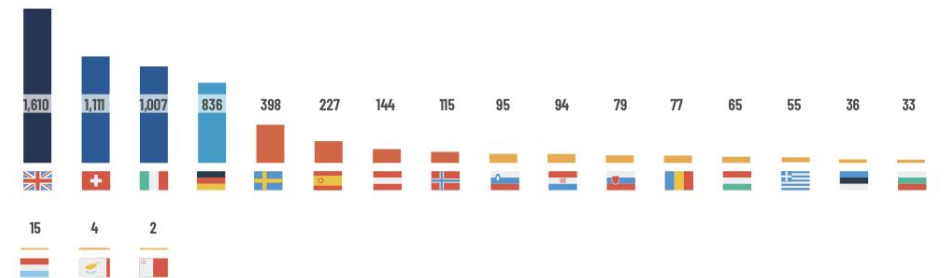
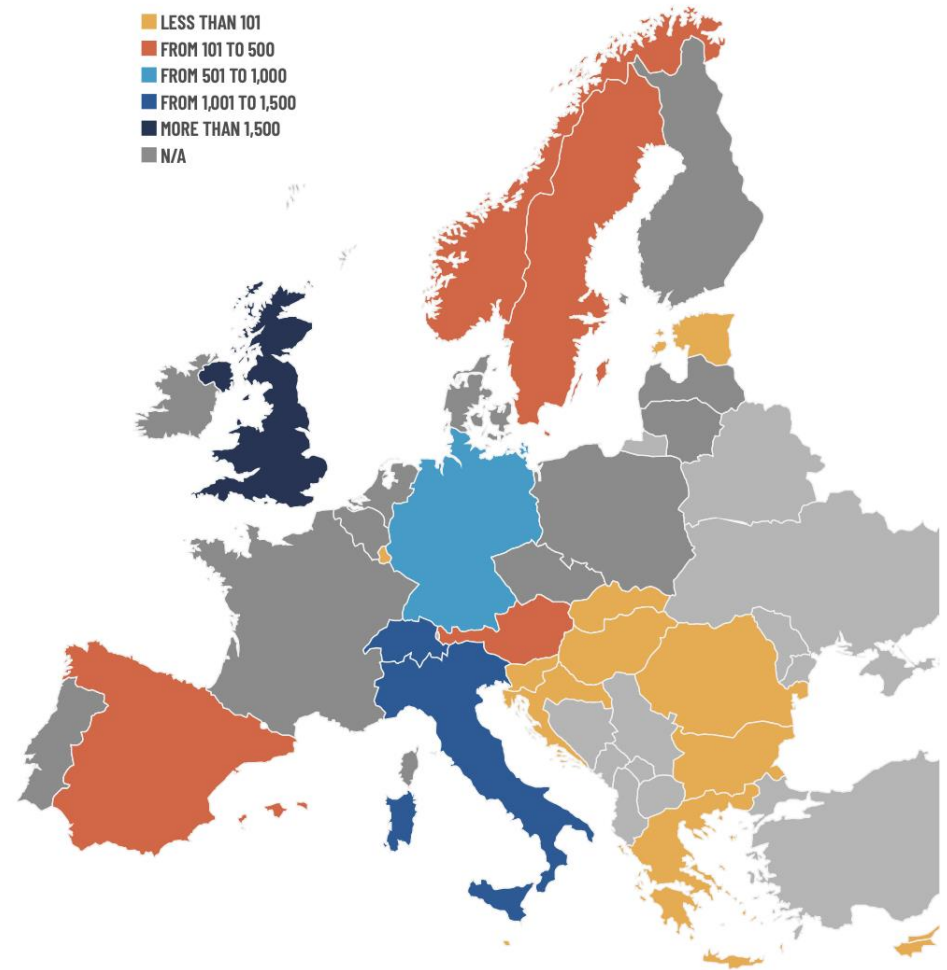
Microbreweries per m people 2016



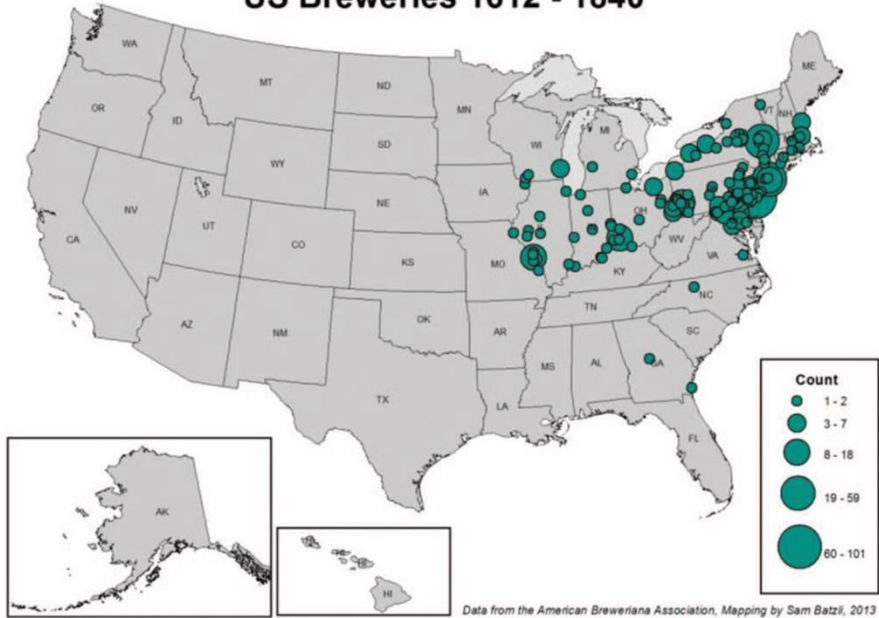
- LESS THAN 100
- FROM 100 TO 500
- FROM 501 TO 1,000
- FROM 1,001 TO 1,500
- MORE THAN 1,500
- N/A



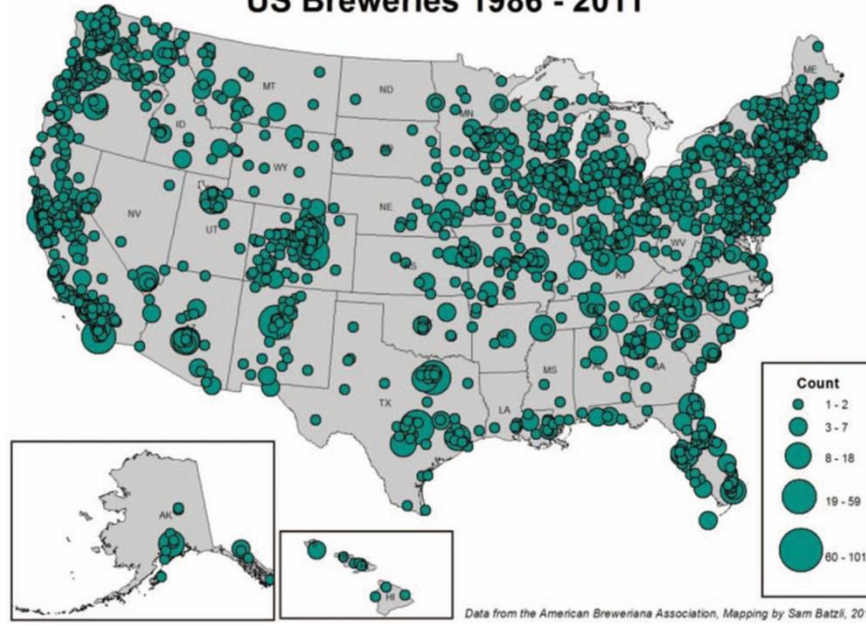
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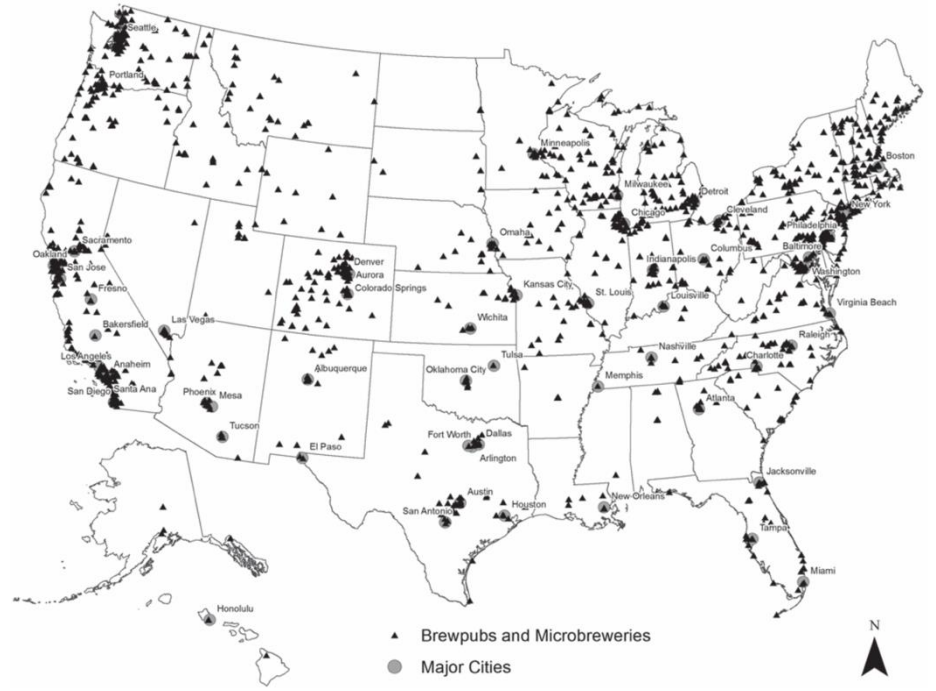
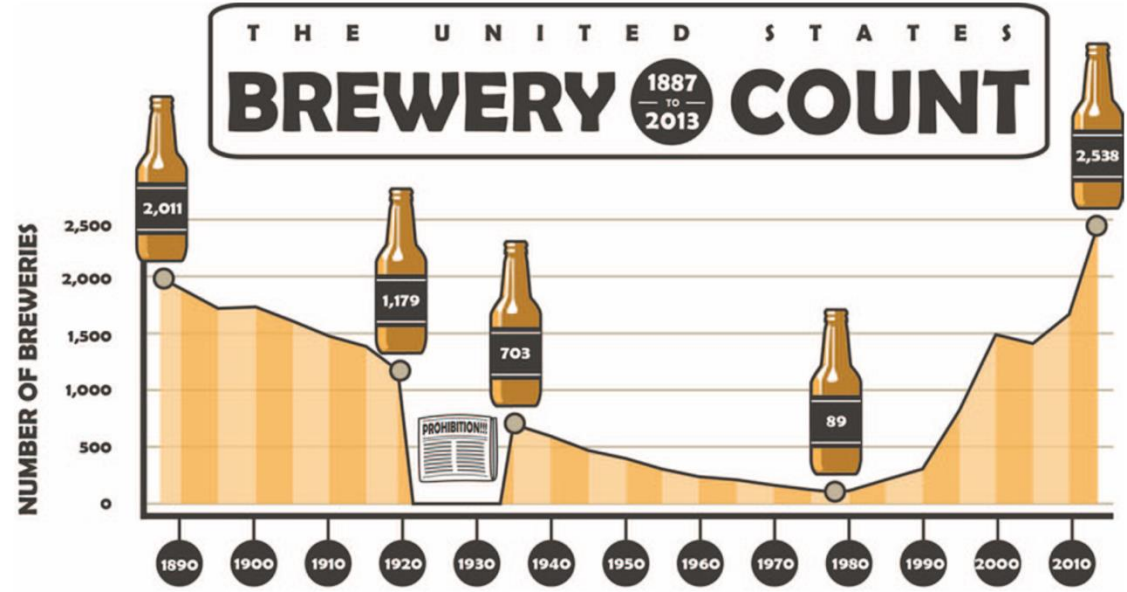
US Breweries 1612 - 1840



US Breweries 1986 - 2011

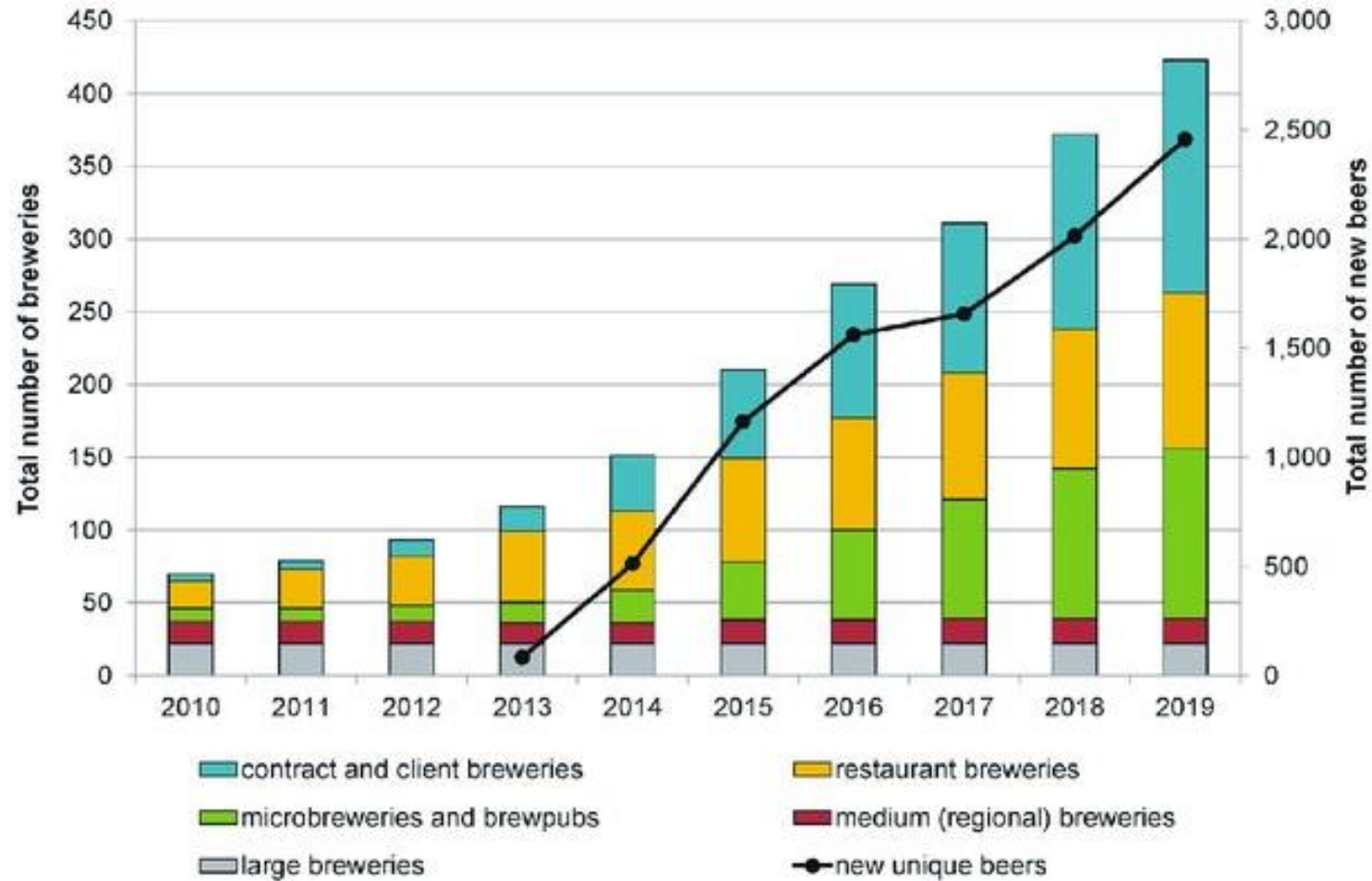


THE UNITED STATES BREWERY COUNT 1887 TO 2013



Change in the number of breweries and new, unique beers delivered on the market annually in Poland during the **Polish craft beer revolution**

Source: B. Wojtyra



The literature on craft beer and place points to consumer incentives that **range from tourists gaining a sense of locality to environmentalists expressing their values through their consumption choices** (Graefe et al., 2018; Nelson, 2021).

There is a wider body of research that investigates the economic associations of craft beer, such as the **impact of craft breweries on the local economy** (Argent, 2018; Cabras & Mount, 2016), **craft beer influences on tourism** (Cabras et al., 2020; Eades et al., 2017), **rural entrepreneurship in craft brewing** (Ellis & Bosworth, 2015; Sjölander-Lindqvist et al., 2020).

Craft breweries in Central Europe have a strong tendency towards **clustering**. Above-average breweries' concentration dominates mainly in the Czech Republic.

Craft breweries' location is related to the level of **socioeconomic factors**. GDP, employment, population age have a positive impact on the number of craft breweries. Brewing traditions, well-being and education level do not play a large role in craft breweries' location (Wojtyra, 2020).

The 'authentication' of livelihoods, tastes and places through the tactile promise of 'craft' **cannot be decoupled from patterns of socio-spatial stratification** and growing precarity and casts doubt upon any 'creative' urban economy shifting in this direction (Wallace, 2019).

CRAFT BEER FESTIVALS

Dozo Fest has been organized since **2021** in Ksawerów near Pabianice and Łódź. The event brings together some of the best Polish and foreign craft breweries, offering beer geeks the chance to taste a wide variety of original and small-batch brews.

Set in a relaxed, outdoor atmosphere, Dozo Fest celebrates independent brewing culture, creativity, and community. In addition to beer tastings, the festival features food trucks.





CRAFT BEER FESTIVAL



25 breweries from near
and far

More than 100 beers

Ticket includes all beers
and the festival glass

RIGA POURS

- BEER FEST -

The logo for Riga Pours - Beer Fest features a stylized rooster head in orange and black at the top. Below it, the word "RIGA" is written in a large, bold, dark blue font, with a yellow vertical bar on the right side of the letter 'I'. Underneath "RIGA", the word "POURS" is written in a larger, bold, dark blue font. At the bottom, the text "- BEER FEST -" is written in a smaller, bold, orange font.

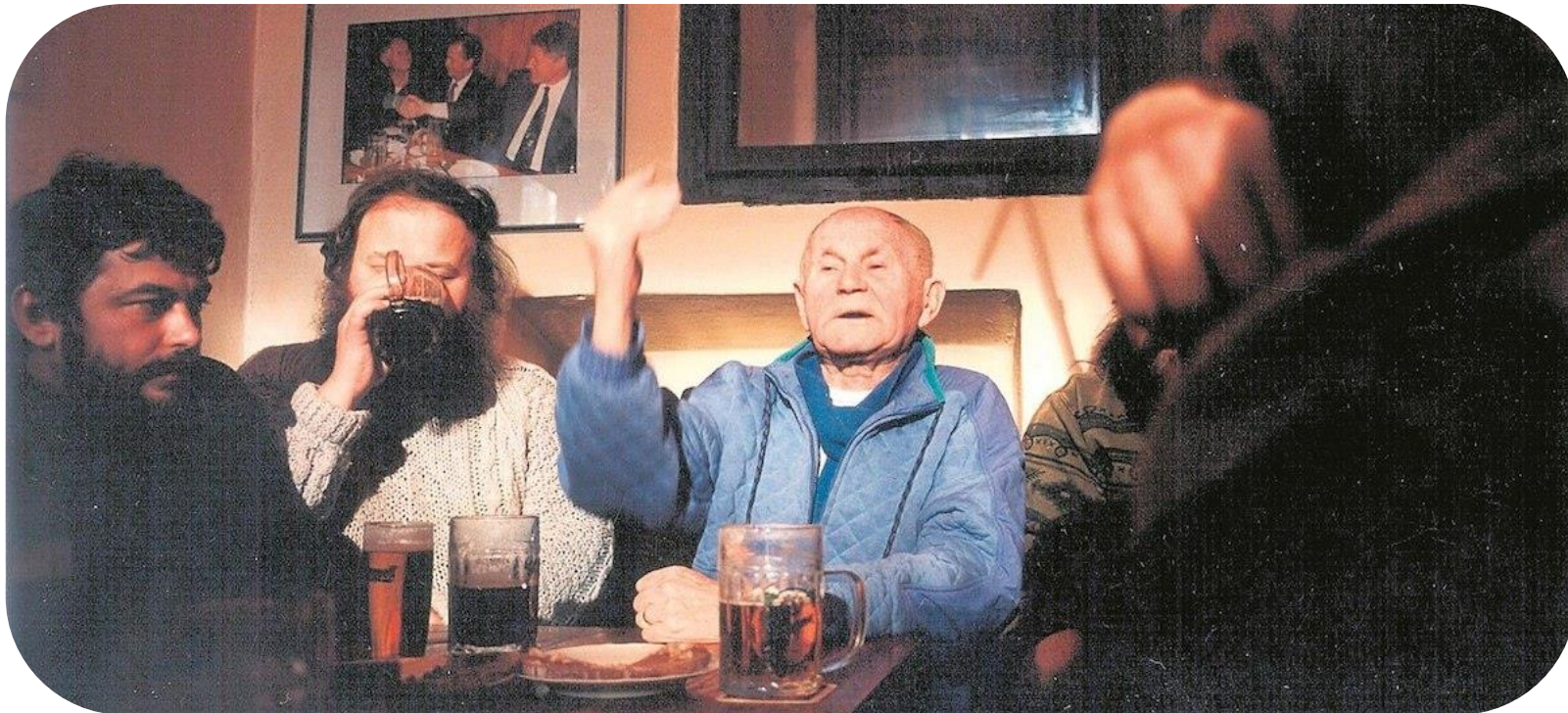
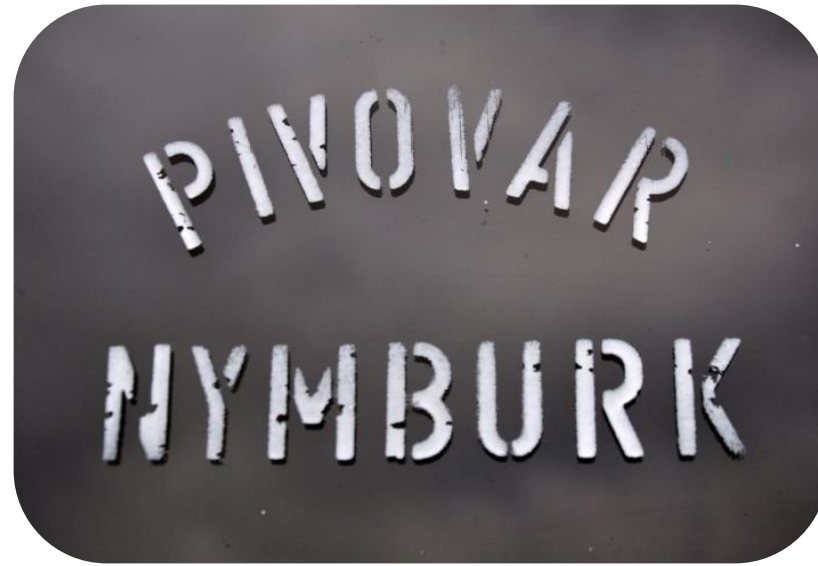
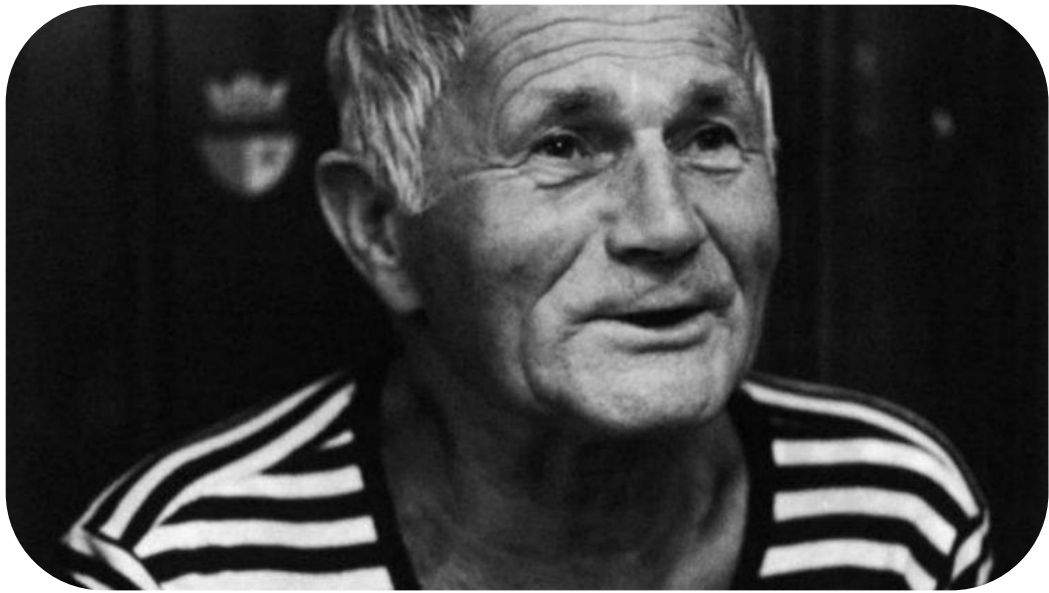


STAROPRAMENNÁ SMÍCHOV - PRAHA 5



Map showing various beer brands and locations across the Czech Republic, including:

- Altenburg, Gera, Chemnitz, Plauen, Annaberg-Buchholz, Freiberg, Pirna, Jeleň Gura, Švihov, Volbrich, Džeržonova, Belava, Klodsko, Nisa, Prudhka, Raciborza, Jastšemb, Javha, Frída, Breimisk, Ožilina, Považská Bistrica, Prjevidza, Topolčani, Partizánske, Trenčína, Uherské Hradištk, Viškov, Jindřichův Hradec, Písek, Znojmo, Brno, Olomouc, and many others.



BOHUMIL HRABAL

Writer

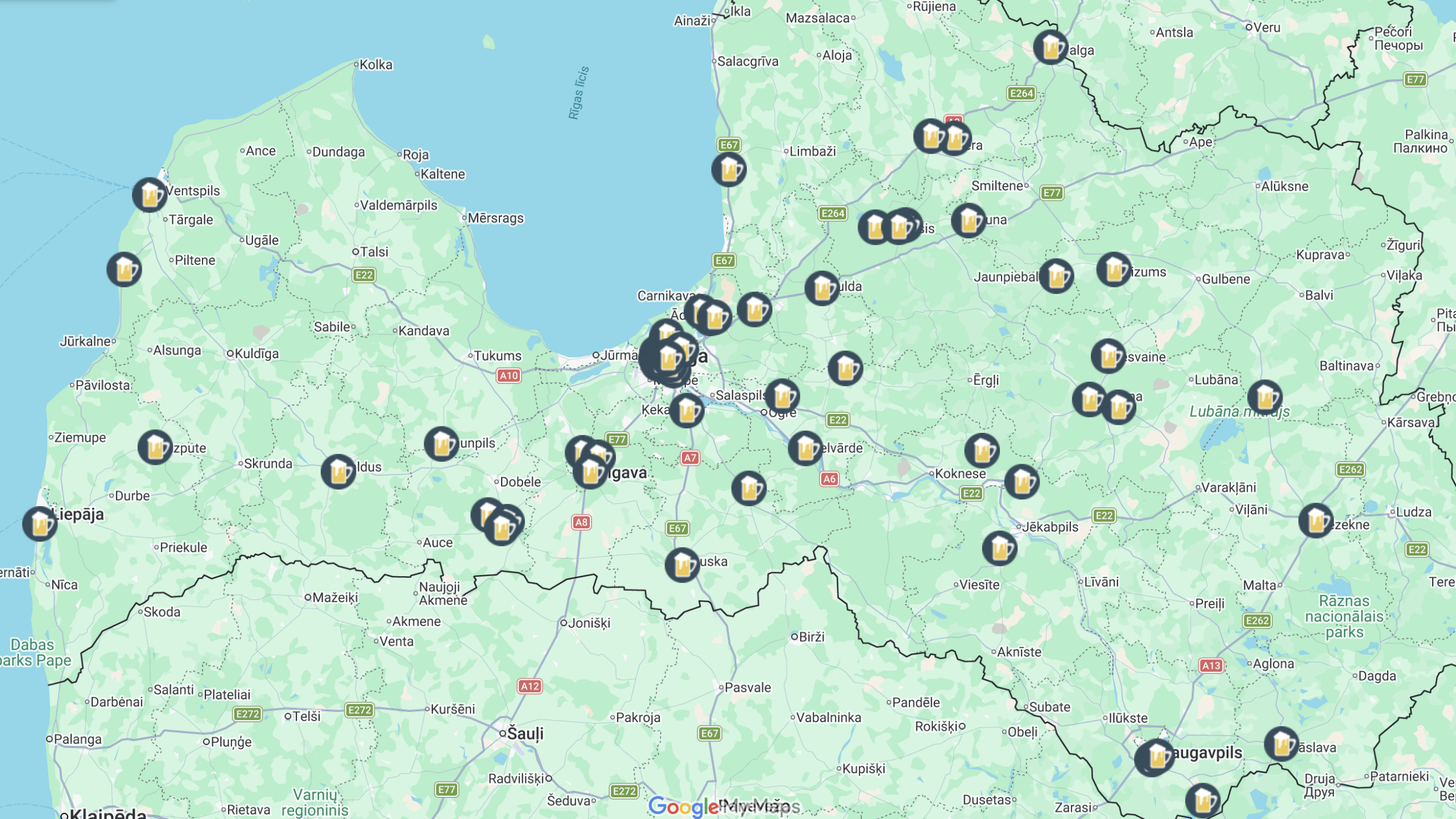
BEER IN LATVIA

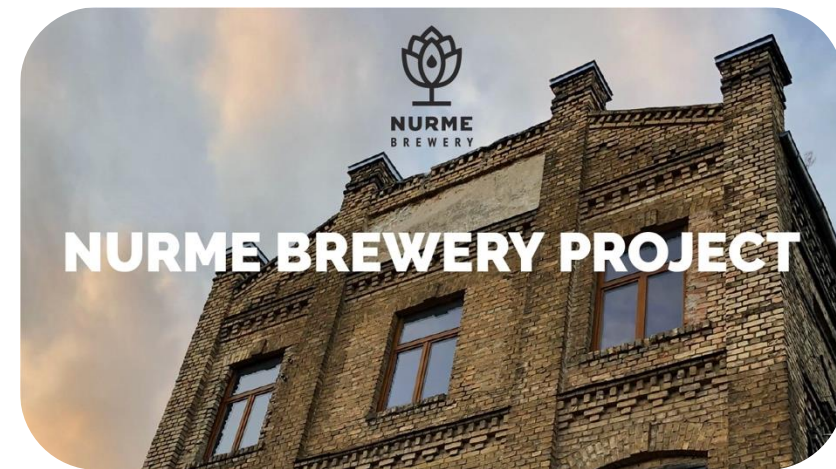
2011 – 19 breweries – 15 thousand dl produced

2021 – 68 breweries – 8 thousand dl produced

60% of consumed beer is imported







In the 19th century, Riga was a brewing city. By joining their forces, ten Latvian breweries decided to restore the fame of the ancient Northern European citadel for brewing and create the **Riga Beer District**. Ten pubs, ten different stories and experiences – beer lovers have the opportunity to visit them individually or on specially designed beer tours accompanied by an enthusiastic guide.

In 2020, a **crowdfunding** campaign was organized, in which fans and supporters of this beer proved that **Nurme** needs a brewery location of its own. Raising the necessary funds, the industrial brick pearl built in 1900 on Vagonu Street is now turning into the Nurme Brewery District.



RIGA



KURZEME – WESTERN LATVIA

The small village of Užava is located 27 km from Ventspils, and this is where you will find the Užava Brewery, founded in 1994. Water is crucial to make delicious beer, and **thanks to the high water quality**, Užava was chosen as the most suitable place for beer production.



ZEMGALE – SOUTHERN LATVIA

Zoltners is found near the town of Tērvete – **combining a restaurant, hotel and brewery in one**. Guests are welcome to enjoy the tranquillity, atmosphere and rustic landscape of this place.



VIDZEME – NORTHERN LATVIA

The water coming from the depths of Valmiermuiža creates its high-quality taste – you will definitely learn about this and many other things during beer tasting! Also, here you will find out which dishes best pair with different types of beer, as well as many other tips to enjoy your beer.

LATGALE – SOUTHERN LATVIA

The motto of the farm is: “Real Latgale beer is made here!” If you want to not only observe, but participate in the brewing, then we recommend visiting the home brewery ‘Kolnasāta’, near Lake Lubāna. Brewing takes place in wooden containers (tubs), on a wood stove, from homemade malt, which is dried in a black bath from barley grown on their own farm.





Heineken Experience Amsterdam, Netherlands



FAMOUS QUOTES* ABOUT BEER



Arnold Schwarzenegger
Actor, bodybuilder, and former Governor of California

Milk is for babies. When you grow up you have to drink beer.

Beer, if drunk in moderation, softens the temper, cheers the spirit and promotes health.



Thomas Jefferson
Founding Father and the third President of the United States



Homer Simpson
Television's most famous cartoon beer lover

Beer is the cause and solution to all of life's problems.



Rachel Green
Friends character

Yes, we would like some more alcohol, and you know, we would like some more beers too...

In wine there is wisdom, in beer there is freedom, in water there is bacteria.

Beer is proof that God loves us and wants us to be happy.



Benjamin Franklin
Founding Father, inventor, diplomat

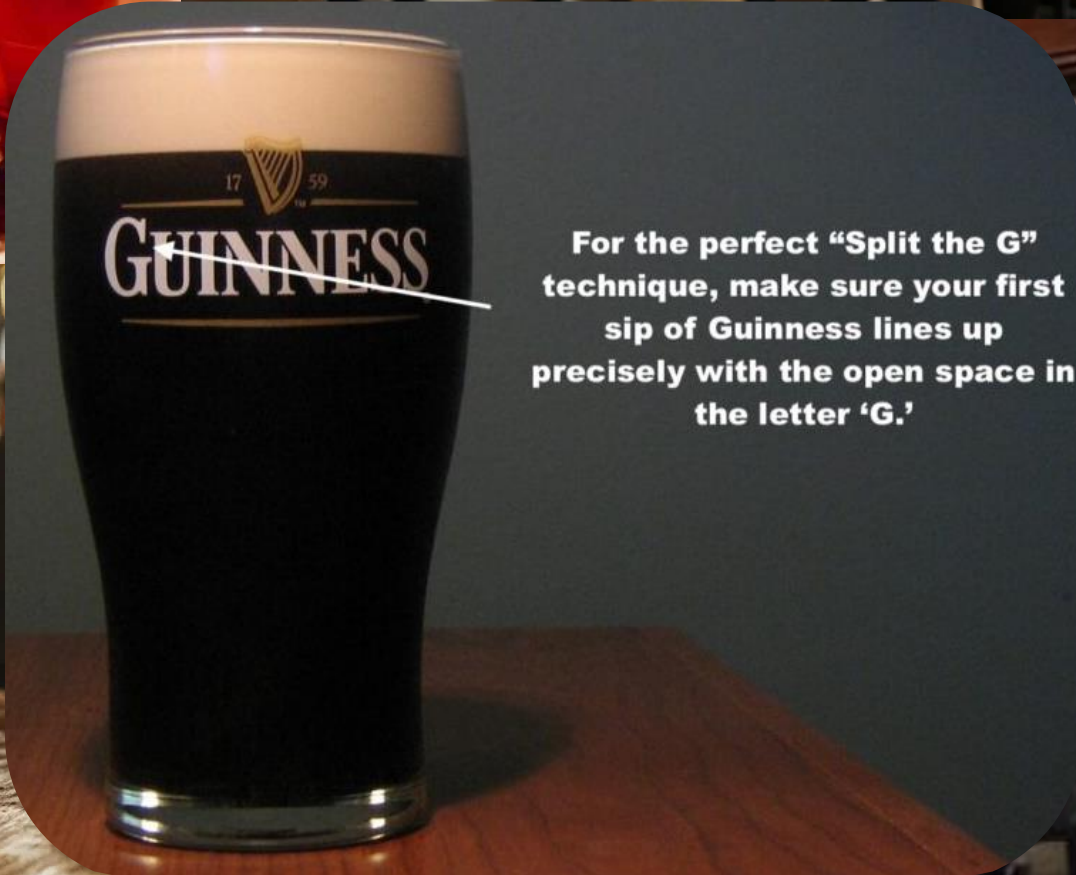


Stephen King
Bestselling American author

I work until beer o'clock.

* Disclaimer: Certain quotations presented here have disputed or unconfirmed authorship.

BEER & POPCULTURE



For the perfect "Split the G" technique, make sure your first sip of Guinness lines up precisely with the open space in the letter 'G.'



BEER AND ADVERTISING

Budweiser adapts its sexist ads from the 50s and 60s to 2019

