



Topic:- Beer
production.

Product name:-
Kingstar beer.

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Introduction:-

Beer is one of the oldest and most widely consumed [alcoholic drinks](#) in the world, and the third most popular drink overall after [water](#) and [tea](#). Beer is [brewed](#) from [cereal grains](#), most commonly from [malted barley](#), though [wheat](#), [maize](#) (corn), and [rice](#) are also used. During the brewing process, [fermentation](#) of the [starch sugars](#) in the [wort](#) produces [ethanol](#) and [carbonation](#) in the resulting beer.

Beer is distributed in bottles and cans and is also commonly available on [draught](#), particularly in pubs and bars.

Advantages of beer consumption:-

1. Beer keeps your kidneys healthy.

2. Beer to lower your bad cholesterol The fibre in beer can also help reduce your levels of LDL cholesterol, i.e. the “bad” type of cholesterol.

3. Beer for better digestion Beer, and especially dark beer, contains up to one gram of soluble fibre* in each 30 cl glass.

4. Beer can increase your vitamin B levels Beer contains several B vitamins (B1, B2, B6 and B12).

5. Beer is also a generous source of vitamin B12, an anti-anaemic factor not found in many foods.

6. Beer for stronger bones! A 2009 study concluded that the elevated levels of silicon in beer can contribute to higher bone density.

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8. . Beer reduces your risk of a heart attack. A

9. Beer helps prevent blood clots.

10. Beer boosts your memory.

11. Beer makes skin more beautiful Good news for women!

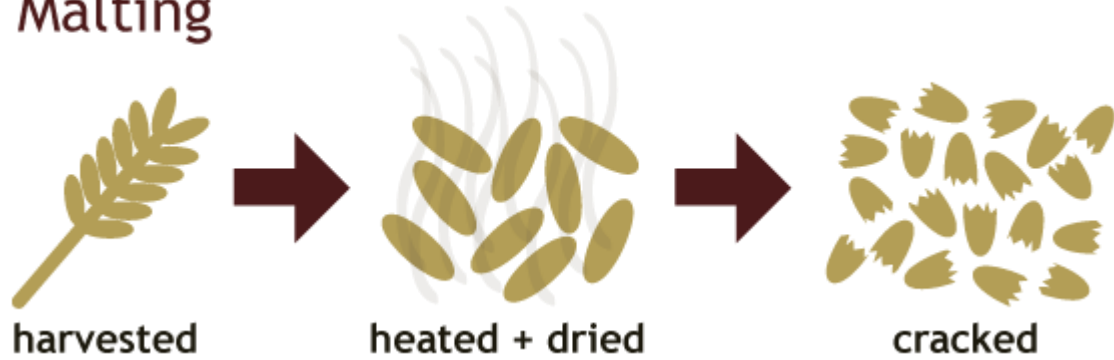
By consuming beer of my production can not only boost up your tasteglands by sweet taste but also can make applicable for a drinkers who are surviving from a diabetics. The production of my beer is not only applicable for the normal target audience as well as the diabetic patient also.

Procedure of making beer:-

Ingredients

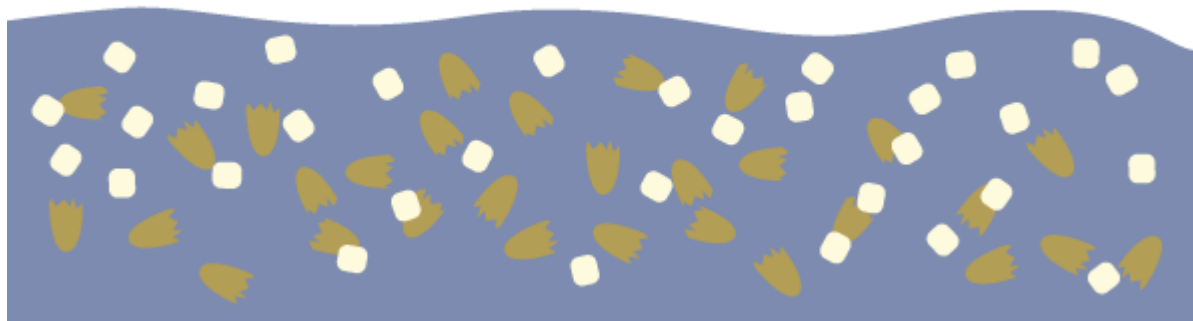
Beer is made from four basic ingredients: Barley, water, fermented jaggery (Gur) and yeast (like *Saccharomyces Cerevisiae*, *Saccharum Officinarum*). The basic idea is to extract the sugars from grains (usually barley) so that the yeast can turn it into alcohol and CO₂, creating beer.

1. Malting



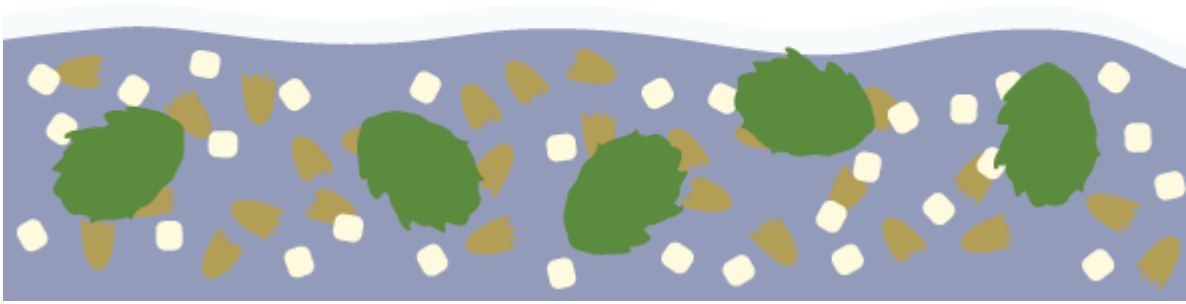
The brewing process starts with grains, usually barley (although sometimes wheat, rye or other such things.) The grains are harvested and processed through a process of heating, drying out and cracking. The main goal of malting is to isolate the enzymes needed for brewing so that it's ready for the next step.

2. Mashing



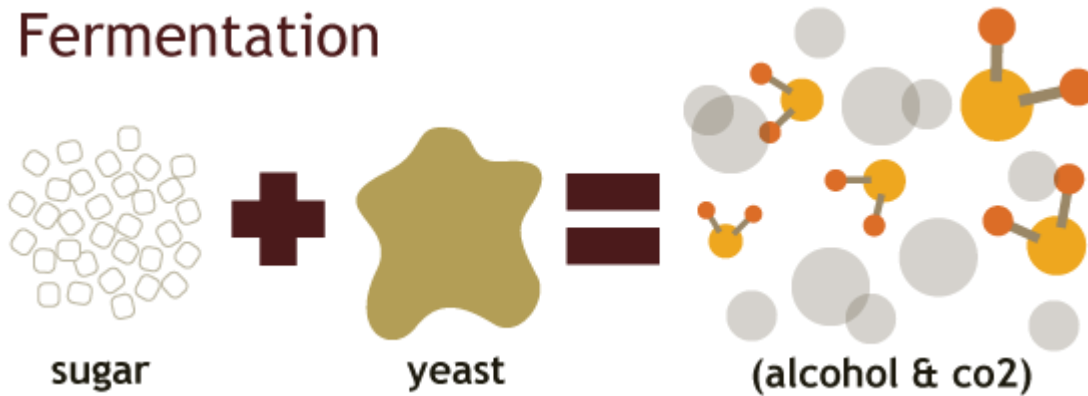
The grains then go through a process known as mashing, in which they are steeped in hot, but not boiling, water for about an hour, sort of like making tea. This activates enzymes in the grains that cause it to break down and release its sugars. Once this is all done you drain the water from the mash which is now full of sugar from the grains. Add fermented jaggery in a caramal form to taste sweet. This sticky, sweet liquid is called wort. It's basically unmade beer, sort of like how dough is unmade bread.

3. Boiling



The wort is boiled for about an hour. They provide bitterness to balance out all the sugar in the wort and provide flavor. They also act as a natural preservative, which is what they were first used for. (For more info on hops take a look at [our article](#) on the subject.)

4. Fermentation



Once the hour long boil is over the wort is cooled, strained and filtered. It's then put in a fermenting vessel and yeast is added to it. At this point the brewing is complete and the fermentation begins. The beer is stored for a couple of weeks at room temperature (in the case of ales) or many many weeks at cold temperatures (in the case of lagers) while the yeast works its fermentation magic. Basically the yeast eats up all that sugar in the wort and spits out CO₂ and alcohol as waste products.

Marketing strategies:-

Some of the beer industries are widely famous and the brands are well known in India like KINGFISHER, TURBO, HEINEKER etc. To make the contain in large prospective an idea of opening a small scale business by investing a money of our own. The marketing strategy of this product sell is by internet advertisement on social media like Facebook, Twitter, Instagram. For the near staying target audience of my small industries the newspaper advertisement and banner advertisement can put on for the product sell.

The labour content of making a product is of 7 to 9 mens. Each one contains a categories in industries. Like 2-3 mens for labour or for product making, 2 mens for marketing planning of selling this product while 1 men for managing the work of the labours and has an idea of more attracting the target audience of the following who consumes this product.

For more investment of selling the product in large quantity the loan from a renowned bank can be taken. While the production of beer and to sell in a market need a study of procedure and the licence should be applied by the Government and the further food and health organization. The licence is stamped up from the Commisnors available for the liquor department.

As beer is a common alcoholic beverage for a normal person , this product could be sell in a reasonable price. Strong market position will continue to drive economics of scale and superior returns.

The strategies of making industries successful:-



Best route to market are:-

1. Established distributor relationships:- Group scale with 60% share in spirits and 54% in beer provides significant benefits.
2. Most distribution have been UB group partners for several decades
The best distributors and trade partners aligned with UB Group.
3. Leadership in cold chain management.
4. Point of sale visibility.
5. Economics of scale.
6. Must stock brands provides portfolio benefits.

Future aspects:-

1. This product can save liver diseases atleast 95%.
2. Make a target audience more attractive who dislike beer to consume due to taste
3. For Indian society, as the alcohol percentage is less than the other beer the cases of alcohol crimes could be less
4. After the success in small scale business, for large scale production of this product the tie up with a big company like UBL, KINGFISHER etc. while the patent of the product can be made and can be sell to the further big industrial companies.
5. As, due to the taste sweet due to addition of fermented jaggery and jaggery can be consumed by the patients who suffer from diabetes . Thus this product can be consumed by the diabetic patients who are spwcificiactly said to avoid sweet and alcohol as the alcohol percentage in this product is 0.9%.

Reference:-

[https://en.wikipedia.org/wiki/Beer.](https://en.wikipedia.org/wiki/Beer)

For marketing strategy idea:-

[www.theheinekencompany.com/.../TheHEINEKEN.](http://www.theheinekencompany.com/.../TheHEINEKEN)

Procedure of making beer:-

[blog.beerietty.com/2009/07/06/how-beer-is-made.](http://blog.beerietty.com/2009/07/06/how-beer-is-made)