

BEER AND BELONGING: REAL ALE CONSUMPTION, PLACE AND IDENTITY

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Abstract

In the enrichment of foods, millet grain wastes may be utilised as fibre sources, which would allow for the development of novel natural components for the food sector. There have been many investigations into the compounds' biological activity and potential applications, which has led to in-depth study of their pharmacodynamics and kinetics. In order to fully use their therapeutic value in the treatment of different illnesses, such as cataract, gastrointestinal problems, and cardiovascular protection, proper standards and clinical studies are required. If these properties can be successfully improved, millet grains' range of uses will be expanded. The consumption of millet in industrialised nations should be a future trend to aid in the grain's industrial revolution.

Keywords: Beer; consumption patterns; country and global region trends; economic growth; globalisation; taste convergence; embourgeoisement

1. Introduction

Moderate alcohol intake in healthy individuals confers the potential benefits of alcohol consumption, while excessive drinking is detrimental and linked to a number of chronic health issues. There is no evidence to suggest that alcohol has any positive effects on health in young people. Alcohol has different impacts on young individuals than it does on adults. Children and teenagers are especially at risk of alcohol abuse due to its debilitating effects on their developing brains, bodies, and social lives. [1]

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In the world's history, beer has been the most popular and most frequently consumed alcoholic beverage by far. With yearly sales of about \$50 billion, beer is the most popular alcoholic beverage in the United States. Beer is linked with social customs like beer festivals and a vibrant pub culture, as well as with friendships and good times. While beer tastes may vary by location, having a drink with friends is a global phenomenon. Every Friday night after work, friends may get together to socialize over pitchers of beer. Beer consumption is linked to many social customs and activities, including attending sports events. While the kinds of beer and societal attitudes around beer use differ throughout the globe, the fundamentals of beer brewing remain the same no matter where you live. [2]

There are geographical variations in beer tastes all around the world. Beer consumption is deeply ingrained in German culture and history. In Germany, regional variations in beer types have evolved, with certain beers being easier to find where they originated. As a result, many German beer drinkers choose the types that hail from their home areas, and regional differences abound. [3]

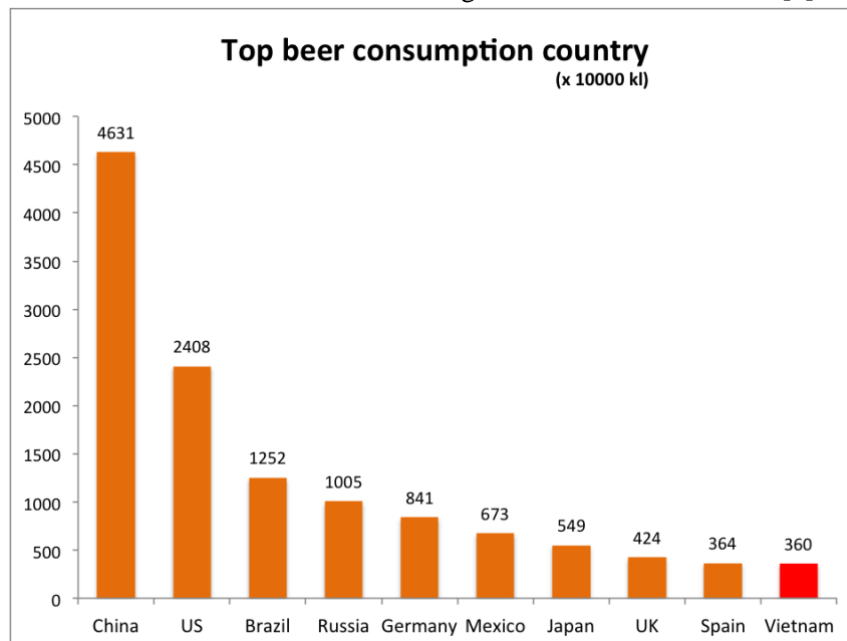


Figure 1: Top beer consumption countries[4]

1.1. Conceptualizing British and European Drinking Cultures

Recently, cities have been working hard in an effort to redefine themselves as consumer hubs, particularly in connection to market segmentation and globalisation. An increase in the service-based, cultural, and "symbolic" economy has resulted in the promotion of leisure and nightlife as well as a move away from manufacturing and towards The rise and domination of middle-class cosmopolitan urban

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identities, lifestyles, as well as sociability forms as a result of this post-industrial economic restructuring has resulted in increasing social and geographical segregation and 'quartering'. [5]

While in the United Kingdom, the "Europeanization of street and café culture" has become an important part of urban redevelopment, the problems and debates around drinking and intoxication have been significant in recent years as well. European alcohol policies and drinking habits converged in the second part of the twentieth century, according to research. When it comes to alcohol policy, "dry" nations experienced greater regulation aimed at reducing alcohol-related issues, while "wet" countries — which also had a more varied beverages market — saw increased regulation intended at easing responsible consumption (such as increased age limits, drink-driving laws). [6] Consequently, it is difficult to properly reflect and comprehend the complexities of certain kinds of drinking behaviour, most notably excessive episodic ('binge') drinking in various nations. There are also significant difficulties in accounting for drink-related disorders throughout Europe. [7] A continuing issue with cross-national quantitative techniques producing broad insights and being unable to properly explain how behaviours are firmly entrenched in particular country social and cultural contexts may account for this lack of explanatory power. [8]

1.2. The Indian Beer Culture

In India, beer (or any alcoholic beverage for that matter) is drunk in order to make us feel euphoric and disoriented, which is why it's so dangerous. For everything we want, we'll settle for a momentary imbalance in our brain's energies and a brief period of pleasure. Our adolescence was marked by a preference for feeling the effects of alcohol on our bodies and senses over really enjoying the taste of it. It's a statistical fact that India favours alcoholic beverages with higher alcohol content to beer (whiskey is India's top-selling liquor), yet even among beers, over 80% have an alcohol level of 5 to 8 percent. Alcohol is something you drink whether you're unhappy or joyful, or if you're the villain (or hero these days) or one of his companions, as shown by the most popular entertainment medium. [9]

The beer business in India is dominated by four large breweries, and large denotes a sector that has undergone significant industrialization. Instead of serving consumers a wide selection of beers, they concentrate on mass manufacturing, making it simpler to maximise earnings from a limited number of beer varieties. [10]

1.3. Changes in Drinking During Emerging Adulthood

Increasing alcohol consumption and drunkenness are common after high school graduation. Alcoholism isn't only a problem for young men; it may persist even after they graduate from high school. When it comes to forecasting post-high school drinking habits, patterns of consumption during the senior year are usually helpful. According to some research, those who start drinking heavily as young adults and keep it up until adulthood are less likely to relapse. [11]

Most young people will grow out of their drinking issues on their own, without help, before they reach adulthood. [12]

Teenage drinking has also been characterised as a necessary element of the transition from youth to maturity. Alcohol usage for intoxication is a significant emblem of 'free flow' in the period of transition from infancy to...forming one's social identity' in contemporary global youth culture. Drinking may be a sign of maturation for some young individuals, especially if it's done with friends instead of parents or in an environment where they aren't being monitored. [13] In studies with young people (18-25 years), when excessive drinking was described as "part of being young, (and where) most looked to a future of responsibilities where heavy drinking was less likely to appear," the connection between high alcohol consumption and youth is evident. Transitions like starting a new job or getting married need modifying one's drug use habits to ensure they are compatible with the increased responsibilities and expectations that come with these life events. But other people may suffer long-term consequences, including alcohol dependency and addiction, as a result of heavy drinking in their 20s and 30s. For these people, the issue may have started earlier in life. [14]

1.4. Alcohol free beer and Gluten free beer

As a non-alcoholic beverage, alcohol-free beer is becoming more popular throughout the globe. Regular (alcohol) beer intake must be avoided in certain physiological or pathological circumstances as well as for cultural or religious reasons in countries where alcohol is either completely or partly prohibited. Bioactive components in alcohol-free beer make it a viable substitute for moderate beer intake when alcoholic beverages are outlawed, or should be avoided altogether. [15]

Beers made without gluten may satisfy celiacs since they have the same taste and aroma as normal beer, but without the adverse consequences caused by gluten-rich ingredients. The findings of gluten quantification vary widely depending on the technique employed, thus care should be used when labelling a beer as gluten-free.

2. Literature Review

(Gajić et al., 2021) [1] Although beer isn't the world's oldest alcoholic beverage, it is by far Serbia's most popular. A total of 542 festival goers were interviewed by the writers in 2019 at three major beer festivals. A healthy lifestyle and understanding of the beer manufacturing process, as well as sensory preferences and habits, all affect respondents' choice of beer type when they reach adulthood, according to the study's authors. In addition, the objective was to find out how artisan tourism might help promote sustainable tourism in Serbia. The data was processed using SPSS software, version 26.00. By using descriptive statistics, researchers were able to establish the average values across all of the different study groups. The authors concluded that Binary Logistic Regression provided the best results for identifying the variables that had the greatest influence on beer preference.

(Steadman & Jong, 2021) [2] The ambiance of cities is increasingly being manipulated using many senses in order to make them more appealing in a globally competitive market. Spaces and locations may (co)produce alluring ambiances of inclusion by acting insidiously on people's feeling, in ways which

extend membership to some, while making some devalued social groups feel excluded, as the notion of "ambient power" recognises, however. Using participant observations, over 5,000 social media postings, photos, and videos, this chapter investigates the mood, ambient power, and (not) belonging at two craft beer events in Manchester, United Kingdom. We show how pre-existing power relations, previous experiences, and expectations shape craft beer festival atmospheres, influencing and being influenced by a larger urban politics of belonging. In spite of this, we show how inclusions and exclusions of particular festivals are not set or pre-determined; rather, each craft beer festival's dynamic geographical, temporal, and multi-sensory affordances also affect the ways in which belonging differs.

(Betancur et al., 2020) [3] Researchers examine research on the factors that have been found to affect beer preferences among consumers. To a larger degree, it's about choosing between various kinds of beers rather than between drinking beer and drinking something else entirely. Using findings from previous studies on a wide range of factors that effect food and beverage choice, the review examines how consumer variables (covering biological, psychological, and socio-cultural factors) impact beer choice as well as item intrinsic attributes (the beer's sensory attributes), product extrinsic attributes (external sensory characteristics, like the beer's packaging), as well as contextual & environmental influences..

(Wallace, 2019) [4] In today's urban cultural economy, neo-artisanal manufacturing is becoming more popular. This article highlights the importance of 'craft' beer brewing in the urban environment as an example of neo-artisanship. In 25 qualitative interviews with London's craft brewers and brewery owners, it explores how beer's 'craft' includes interactions with and changes to social and material space. The study's conclusions are critical. Articles such as this one provide insight into the creative and commercial inclinations of London craft brewery proprietors and the spatial and aesthetic patterns emerging from London's craft-beer expansion, and they express concern about how craft brewing is being weaved into restructuring and place-making plans by city officials and real estate developers. As stated in the article, "craft" cannot be separated from social-spatial stratification and increasing precarity when it comes to the "authentication" of lives, tastes, and places via tactile promise. This raises doubts about any 'creative' urban economy moving in this way.

(Thurnell-Read, 2018) [5] Beer consumption has shifted in recent years, perhaps indicating rising cultural prestige standards. The Campaign for Real Ale, a UK consumer advocacy organisation, has been promoting Real Ale consumption since 1971, and this article examines how beer drinking has gained cultural capital and a higher cultural position relative to understandings of taste. Additionally, interviews, archival material analysis, and participant observation were used in the writing of this paper.

(Williams & Barretta, 2018) [6] Perceptions and behaviours of beer drinkers are compared between craft beer drinkers and mass market beer drinkers using observational study, field experimentation, and a consumer survey. There is evidence to suggest that craft beer drinkers are more concerned with the whole experience of beer consumption than are mass market beer drinkers. Retail displays may have varying impacts on various product categories, as shown by this study.

(Heda et al., 2018) [7] Beer makers compete fiercely in the brewing business, with a continuous battle for market supremacy. As an essential method of connecting with the consumer, the beer label for glass

packaging is an integral component of the overall package that sells the product. This study examines how customers' perceptions of and purchases of goods are influenced by the main package and beer label. The study's goal was to find out how consumers viewed various aspects of beer label design. One hundred adults, ranging in age from 18 to 65, were polled. Six 0.5-liter bottles of various beers were put on a shelf as a sample for the study. Research findings showed that brands have a significant impact and preference, as well as components that are critical to the purchase choice and individual graphic elements' efficacy.

(Colen & Swinnen, 2016) [8] The consumption of beer rises at first with an increase in income, but as income rises, the consumption of beer declines. Alcohol consumption habits across the world are becoming more similar as a result of increased globalisation. In nations where beer was historically consumed, beer's proportion of overall alcohol consumption decreased, while this was not the case in countries where wine or spirits were traditionally consumed.

3. Beer Consumption and Cardiovascular Disease Prevention: Possible Physiological and Biochemical Pathways

Epidemiological studies have shown that moderate drinking protects the cardiovascular system, especially coronary artery disease, ischemic stroke, peripheral arteriopathy, and congestive heart failure, according to recent findings. Moderate alcohol intake has been shown to have beneficial impacts on cellular ageing damage, cognitive function, and dementia, according to the research. 1 out of a possible total of 26 Randomized clinical trials, on the other hand, are the only way to acquire the greatest degree of scientific evidence. Only intermediate indicators of cardiovascular risk have been studied in randomised trials to far. There are currently dearths of studies looking at hard end points as final factors. [16]

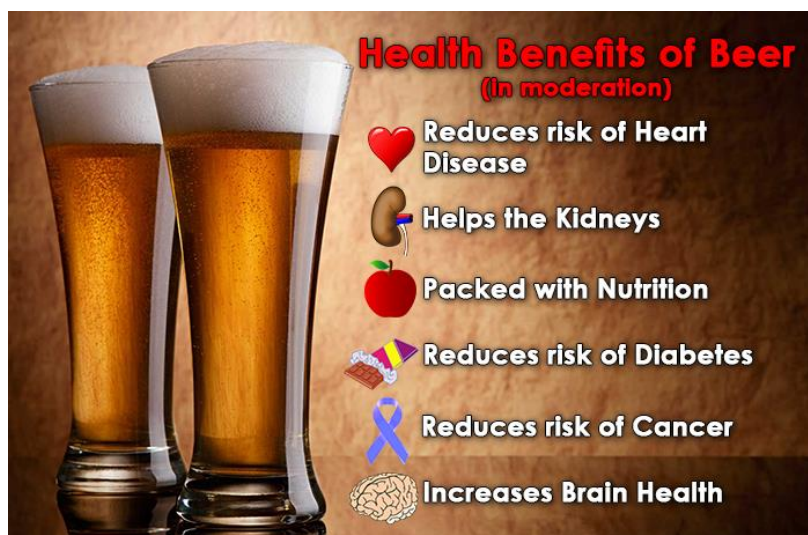


Figure 2: Some health benefits

A meta-analysis of prospective observational studies has shown that drinking alcohol in moderation reduces the chance of developing type-2 diabetes by around 5%. A number of clinical trials on non-diabetics have found that moderate alcohol consumption has beneficial effects on insulin concentrations and insulin sensitivity, supporting the idea that alcohol consumption reduces the risk of cardiovascular disease and type-2 diabetes by increasing insulin sensitivity. [17]

4. Other Health Benefits

Vitamins: In beer, numerous essential vitamins and amino acids such as niacin are found in water soluble form, such as riboflavin, pantothenic acid, and vitamin B6, as well as vitamin B12 and folates, which are produced during the fermentation process by yeast. Beer also contains natively observed cereal grains and hops, and contains nearly 12.5% of the daily recommended amount of vitamin B, which helps prevent brain and spine birth defects.

Osteoporosis: is a disease that affects our bones, resulting in a loss of bone mass and density, increasing the chance of a bone fracture. Diet and lifestyle changes may decrease osteoporosis risk; food should include enough amounts of calcium, phosphorus, and silicon; silicon is present in just a few foods. In order to fulfil the body's need for these minerals, beer is one food/drink that contains them all in adequate amount to assist combat osteoporosis. Malt and malted barley are both made from cereal grain husks, which are excellent sources of silicon.

Cardiovascular disease: Modern eating habits, stress, and lack of physical exercise have made us more susceptible to cardiovascular illnesses. People regularly consume large quantities of processed meals prepared with low-quality fats and oils, while others choose a diet high in fatty foods. Many studies show that drinking a pint of beer every day reduces heart problems by 30 to 35 percent. Beer contains several polyphenol like antioxidants that mitigate the negative effects by lowering LDL and increasing HDL levels. It also lowers the content of an amino acid called homocysteine, which is known to damage arteries and encourage blood clotting. Beer's-glucans have been shown to significantly lower bad cholesterol levels in the blood, and alcohol also plays an important part in this by decreasing blood viscosity and thus delaying blood clot formation.

Kidney stones: In part, beer's diuretic effect (increased urination) is due to the high water content (more than 92 percent water), and also in part, compounds from hops slow down the release of calcium ions into the kidneys, which reduces kidney stone formation. Beer also has diuretic effects due to its higher water content.

Alzheimer's disease: "Alzheimer's disease" is linked to the brain as well as is a kind of dementia defined by memory loss. There is no treatment for Alzheimer's, which worsens with time. According to statistics, one patient with Alzheimer's dies every 67 seconds. According to some studies, drinking a pint of beer a day may help stave against Alzheimer's disease and keep the brain healthy, although the exact reasons for this have yet to be determined.

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Cancer: A malignant neoplasm, as it is medically referred as, is a wide term for a variety of illnesses characterised by uncontrolled cell development. Cancer occurs when cells divide and expand uncontrolled, resulting in malignant tumours that invade other areas of the body. There are now over 200 distinct types of cancer that afflict people that may spread to other areas of the body through the lymphatic system or circulation. Cancer may develop for a variety of causes, but the most common is exposure to carcinogenic chemicals, whether in the environment or in the foods we eat. In studies, researchers have discovered that the beer residual sugar may block a kind of carcinogen called “HCA (Hetero cyclic amines)”, which is present in food. Beer also contains many antioxidants that fight against carcinogens.

Diabetes: The most prevalent kind of diabetes is Type 2 diabetes, which develops when the body fails to respond properly to insulin. X-ray crystallography was employed by Washington University researchers to examine the structure of humulones, a tasty chemical found in hops that may be able to solve this issue. These researchers believe that humulones may be utilised to treat diabetes and some types of cancer.

5. CONCLUSION

To summarise, there is no evidence to suggest that drinking a lot of beer is any more (or any less) detrimental to cancer risk than consuming other alcoholic drinks.

Beer is a good source of vitamins, amino acids, minerals, and antioxidants when taken in moderation. However, excessive beer intake may lead to additional health issues since, as the old English proverb says, “everything in excess is toxic except KCN”.

There is still much to learn about how culture affects consumption and preferences. Behavioral and psychological economics are also included. It's a logical next step for this study to look at how culture affects beer choices via habits, peer pressure and availability. Fermented drinks (wine and beer) may provide better cardiovascular protection when consumed in moderation, according to epidemiological research. When it comes to protecting your health, beer and wine's alcohol level and non-alcohol components go hand in hand.

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