

# The art and science of brewing: microbrewery

Business



The area witnessed a sudden rise in the number of microbreweries largely due to the related profitability and comparatively lower investment to start the business.

In the U. S, the term microbrewery is used to refer to a beer production unit that produces < 15000 barrels/annum (Bamforth n. p.). A rapid growth in the establishment of new microbreweries is evident in Alaska and places to drink by the name of brewpubs are rapidly emerging which can provide up to 36oz/day to an average customer. During recent times, microbrewers have teamed up to form guilds that work collectively for the betterment of the microbrewers as a whole. The “ Brewers guild of Alaska” is one such body which aims to strengthen networking base for brewers and suppliers, retailers and various others. The purpose of such bodies is to safeguard the interests of microbrewers who in the majority of cases work independently of one another.

#### References

Bamforth, Charles W. Beer: Tap into the Art and Science of Brewing. Oxford: Oxford University Press, 2009. Print.

Priest, F G, and Graham G. Stewart. Handbook of Brewing. Boca Raton: CRC/Taylor & Francis, 2006. Internet resource.