

# CRAFT BREWING - THE GRASSROOTS ACTIVITY OF MICRO-MANUFACTURERS AS A STIMULANT FOR MARKET DEVELOPMENT AND SELF-IMPROVEMEN

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## Abstract

The article discusses aspects of the home brewers activity within microbrewing. The first part discusses the market conditions affecting the growing popularity of commercial beers and the essence of craft breweries, contract brewing and brewery restaurants. The second section discusses innovations emerging in the brewing industry - not only in terms of new technologies and recipes, but also to build home brewers community and their education through dedicated forums and websites. Also the indication was made at supporting home brewing initiatives coordinated by Polish Association of Home Brewers (including competitions, festivals, sensory courses). Multifaceted analysis of home brewers activities revealed that the most important effect of their self-study is ongoing since 2011 so called \"beer revolution\", which paved the way and allowed the appearance at market of new taste proposals, different from the typical, light lager beer.

## Keywords / Tags

Key words: craft brewing, craft brewing, market development, market development, self-education, self-education, microbrewery, microbrewery

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