

1. INTRODUCTION

Consumption of both alcoholic and non alcoholic beverages has been with us for some time now. There has been some amount of studies to give a clear view of the current trends Vis a Vis the consumption of these beverages. There has been a constant increase in the consumption of alcoholic as well as non-alcoholic beverages. The companies involved in the production of these products are spending millions on innovative and user friendly way of production as well as branding to get consumers onboard. It must be noted that trends has to with the introduction of new products onto the beverage markets.

Beverages are classified into two broad categories, which are soft and hard drinks.

2. SOFT DRINKS

A soft drink is a drink that does not contain alcohol. Soft drinks are often carbonated and commonly consumed while cold. The most common soft drinks are colas, flavoured, sparkling water, iced tea, sweet tea, lemonade, squash and fruit punch. The term "soft" is employed in opposition to "hard", i.e. alcoholic drinks. Generally it is also implied that the drink does not contain milk or other dairy products. Hot chocolate, hot tea, coffee, tap water, juice and milkshakes also do not fall into this classification. Under this we have about four categories

- a. Still drinks
- b. Carbonated drinks
- c. Juices
- d. Energy drinks.
- e. Non alcoholic beer.

2.1 STILL DRINKS

These are mostly non carbonated drinks, mainly they are bottled water. It can be flavoured or normal bottled water and are non fizzy. Still drinks contain 0-24 % juice content in fruit, vegetable or other flavours. Bottled water has become a big part of the beverage industry. It has been playing quite a considerable role in the market share of the non alcoholic beverage market. They also called the dilatable drinks. Barley water was probably the first soft drink made in the domestic kitchen by pouring hot water over barley flour.

2.2 CARBONATED DRINKS

A carbonated beverage is a beverage that contains the characteristic of carbonation (CO₂ dosing). Carbonation creates bubbles and fizzing in a carbonated beverage due to the presence of the carbon dioxide gas. Carbonation occurs both naturally and artificially. Carbonated beverages include spring water, beer and soda, or "pop." Spring water is a carbonated beverage that is naturally carbonated. Spring water absorbs carbon dioxide from the ground. Beer is another carbonated beverage that is naturally carbonated as carbon dioxide is created in the fermentation process. Also A soft drink is a drink that does not contain alcohol. Soft drinks are often carbonated and commonly consumed while cold. The most common soft drinks are colas, flavoured water, sparkling water, iced tea, sweet

tea, lemonade, squash and fruit punch. The term "soft" is employed in opposition to "hard", i.e. alcoholic drinks. Generally it is also implied that the drink does not contain milk or other dairy products. Hot chocolate, hot tea, coffee, tap water, juice and milkshakes also do not fall into this classification. Many carbonated soft drinks are optionally available in versions sweetened with sugars or with non-caloric sweeteners.

2.3 JUICES

Juice is the liquid naturally contained in fruit or vegetable tissue. Juice is prepared by mechanically squeezing or macerating fresh fruits or vegetables without the application of heat or solvents. For example, orange juice is the liquid extract of the fruit of the orange tree. Juice may be prepared in the home from fresh fruits and vegetables using variety of hand or electric juicers. Many commercial juices are filtered to remove fiber or pulp, but high-pulp fresh orange juice is a popular beverage. Juice may be marketed in concentrate form, sometimes frozen, requiring the user to add water to reconstitute the liquid back to its "original state". However, concentrates generally have a noticeably different taste from that of their "fresh-squeezed" counterparts. Other juices are reconstituted before packaging for retail sale. Common methods for preservation and processing of fruit juices include canning, pasteurization, freezing, evaporation and spray drying. Juices can be sourced from the range of fruit juices sold for consumption as juice. Both single juices and mixtures of juices are used. This could be made from either fruits or fruits and vegetables.

Vegetable juices are lower in calories than fruit juices, and the most common are tomato, carrot, and mixed vegetable juices. Fruit juices include temperate fruit juices (such as apple, pear, peach, nectarine, apricot, prune, and cherry), berry juices (including cranberry), grape juice, melon juices, citrus juices, and tropical juices.

Freshly squeezed or extracted juice made at a juice bar or from a home juicer has the best flavour. Fresh frozen juices are quickly frozen after extraction, without pasteurization, and retain most of the nutrients and taste. Chilled fresh juices, found in the refrigerated section of the grocer store, are freshly extracted juices that are then packaged for shipping and distribution. Frozen juice concentrates are made from pasteurized juice from which the water has been extracted before freezing the solid, concentrated portion. Reconstituted juices, made from juice concentrates that have been pasteurized, must be labelled "from concentrates." One-hundred percent, canned or bottled juices may be made from a single fruit or from a blend of fruits to create a certain flavour and level of sweetness. Those made from a single fruit may be sweetened with grape juice. Like their frozen counterparts, canned concentrates made from evaporated pasteurized juices do not require refrigeration until they are reconstituted.

Fruit beverages or drinks may contain only a small amount of real juice and may contain sugar and artificial flavours and colours. These shouldn't be counted as a fruit serving.

Juice may be pasteurized or non-pasteurized.

2.4 ENERGY DRINKS

Energy drinks are soft drinks advertised as providing energy to improve physical activity of the drinker, as compared to a typical drink. Rather than providing food energy (as measured in calories), these drinks are designed to increase a user's mental alertness and physical performance by the addition of caffeine, vitamins, and herbal supplements which may interact to provide a stimulant effect over and above that obtained from caffeine alone. These drinks contain methylxanthines (including caffeine), vitamin B and herbs. Other common ingredients are guarana, acai, and taurine, plus various forms

of ginseng, maltodextrin, carbonated water, inositol, carnitine, creatine, glucuronolactone and ginkgo biloba. Some contain high levels of sugar, and many brands also offer artificially-sweetened 'diet' versions. The central ingredient in most energy drinks is caffeine, the same stimulant found in coffee or tea, often in the form of guarana or yerba mate.

2.5 NON ALCOHOLIC BEER

Non-alcoholic or NA beer, small beer, small ale is a beer with very low or no alcohol content (limit 0,5% w/w). Most low-alcohol beers are lagers, but there are some low-alcohol ales. In the United States, beverages containing less than 0.5% alcohol by volume (ABV) were legally called non-alcoholic, according to the now-defunct Volstead Act. Due to its very low alcohol content, non-alcoholic beer may be legally sold to minors in most American states. In the United Kingdom, the following definitions apply by law (correct as of May 2007). No alcohol or alcohol-free: not more than 0.05% ABV, Dealcoholised: over 0.05% but less than 0.5% ABV, Low-alcohol: not more than 1.2% ABV.

In the rest of the European Union, beer must contain no more than 0.5% ABV if it is labeled "alcohol-free". Although labeled as non-alcoholic, some beers may still contain small amounts of alcohol; as a result, some American states prohibit their sale to minors and even to young adults. In one state (Pennsylvania) persons must be 21 years of age or older to even consume non-alcoholic beer, or they will be cited for underage drinking. Wisconsin law does not regulate non-alcoholic beer (less than 0.5% ABV), and it can be purchased without any age restrictions. According to Michigan law, persons must be 18 or older to purchase "non-alcoholic beer" within the state.

In countries where alcohol advertising is forbidden or limited, non-alcoholic versions of popular brands of alcoholic beverages have been created for the purpose of advertisement.

The other aspect of the beverage industry in the hard drinks. It has quite a considerable size of the beverage industry. Throughout history man has been attracted to alcoholic beverages for far more than just consumption. To many winemaking is an economic necessity : jobs one fifth of all agricultural workers depend on the grape. Beer (the easiest alcoholic beverage to make) is vitally needed in those areas where the water is usually not safe for regular consumption. Among the other users of spirits the results from discovery have assuaged more hot tempers than they have created. Nevertheless the benefits outweighs the negative factors. Prestigious champagne is thought of as being symbolic of the good life to which we aspire. The christian faith equates red wine to blood. The first French republic even named a month for harvest Vendemiare.

3. HARD DRINKS

Now lets take a look and the composure of what we normally call hard drinks. Under this we would look at three main headings and these are

3.1. Beer

3.2. Wine

3.3. Spirits

3.1 BEER

Brewing started in the Middle East. They are evidences that in era of Sumarian culture beer was made for goddess Nina as a sacrifice. They also used other kinds of grain than typical barley. In Babylonia 19 kinds of beer were made. Some historians think that also in China they made beer because middle Asia is aboriginal place of breeding of hops. In Egypt it was spread; King Ramses owned a brewery and made 10.000hl a year. Greeks knew beer earlier than wine and “nectar” was dark beer. Romans preferred wine but in Gaul beer production was significantly spread, also in Germania. There they improved the taste of beer with spices and herbs (ginger, anise, caraway, juniper, parsley, nut leaves etc.).

First evidence of brewery in Bohemia is in 1088. In those times every citizen could made beer for his own use. Later the privilege of brewing beer moved to chivalric and manorial status which was confirmed in 1485 by king Vladislav. The privilege of brewing beer also belonged to royal towns and it was connected with houses. First breweries were built in 12th century. The oldest one is in Cerhenice, brewery “U Fleků” was founded in Prague in 1499. There were storey buildings with boiler, wooden tub and decanting tub, some low tubs for work with hops with place for acetifying and with open acetifying tubs, in cellar with barrels full of lager beer. All the transport of liquids was made manually. In 1348 – 1419 there were 55 breweries and 86 malt houses. Expertness I production was needed so guilds were settled in 1456. From this time it became widespread to 17th century. Then decline came because of superstitions – mainly incantations – everything for keeping right technology and quality of beer. Then enlightened brewer F.O. Poupě started his action and brought twist into this situation. He started to use thermometer and hydrometer, controlled ingredients, determined exact technology without incantations. He also founded brewery school and foundation of rational production. He wrote a book “Beginning of basic knowledge of beer brewing”. Then other people effected production of beer. In the 2nd half of 19th century many industrial breweries were founded, in Protivín, Třeboň, louny, Smíchov, Braník, Holešovice, Slaný, Budvar, Prostějov, Přerov, Litovel, Olomouc, Brno, Bratislava, Popovice, Nitra, Levoča etc., because innovations were applied. Increase was also due to expansion of natural sciences like chemistry and biology. So they could choose the best ingredients. Czechoslovakia was the biggest producer with no competitions (Prazdroj, Staropramen, Budvar). The most known beer from Plzeň is one of the oldest ones in Bohemia. They started to brew beer in a house in 1192. In 19th century 250 citizens founded a brewery together. In 1842 the production of light beer was started. In the first year they made only 3600hl of beer. In years 1900 – 1910 they made 835 000hl a year in average. It became very popular and it was imitated. It was protected with mark Prazdroj, Pilsner Urquell. Today they make 1mil. hl a year and it is exported to 80 countries of all continents. Staropramen, brewery in Prague is Smíchov, was founded as Share Brewery at Smíchov. It was projected to make 22 500hl a year. The first beer was made on 1st of May 1871 and was sold on 1st July 1871. They made 9 648hl but 2 years later it was 61 308hl. They brewed typically Czech light and well fermented beer. Production was increasing. But during occupation it rapidly decreased. After it production increased again. The paucity of material on beer is not surprising when one considers that one would rather make beer than drink it. Beer tastings are rear, although they do occur. Beer is very technical product and there are developments. But there are different tastes as with the bitters, stout, porter, bock and ale.

3.2 WINE

Wine has a recorded history stretching back some 6000 years, with the earliest known wine residues dating from the late fourth millennium B.C. (Balder et al. 1990). Hieroglyphic representations of wine presses some 5000 years old. Most researchers think wine making started in southern Caucasia. This area is presently occupied by parts of northern Turkey, northern Iraq, Azerbaijan and Georgia. The antiquity of the wine industry is recognised by all historians. The Greeks and Romans made wine an item of trade and spread the culture of grapes throughout Europe. During the Middle Ages the monastic orders maintained grape culture and international trade began to develop. International trade was an important factor in creating unique types of quality wines. In general, the history of wine spans thousands of years and is closely intertwined with the history of agriculture, cuisine, civilization and humanity itself. Archaeological evidence suggests that the earliest wine production came from sites in Georgia and Iran, dating from 6000 to 5000 BC. The archaeological evidence becomes clearer and points to domestication of grapevine in Early Bronze Age sites of the Near East, Sumer and Egypt from around the third millennium BC. Evidence of the earliest European wine production has been uncovered at archaeological sites in Macedonia, dated to 6,500 years ago. These same sites also contain remnants of the world's earliest evidence of crushed grapes. In Egypt, wine became a part of recorded history, playing an important role in ancient ceremonial life. Traces of wild wine dating from the second and first millennium BC have also been found in China. Wine was common in classical Greece and Rome and many of the major wine producing regions of Western Europe today were established with Phoenician and later Roman plantations. Wine making technology, such as the wine press, improved considerably during the time of the Roman Empire; many grape varieties and cultivation techniques were known and barrels were developed for storing and shipping wine. In medieval Europe, following the decline of Rome and therefore of widespread wine production, the Christian Church became a staunch supporter of the wine necessary for celebration of the Catholic Mass. Whereas wine was also forbidden in medieval Islamic cultures, Geber and other Muslim chemists pioneered the distillation of wine for medicinal purposes and its use in Christian libation was widely tolerated. Wine production gradually increased and its consumption became popularized from the 15th century onwards, surviving the devastating Phylloxera louse of the 1870s and eventually establishing growing regions throughout the world. Wine can be classified on the basis of whether or not they contain added flavouring materials, such as herbs or spices. The non-flavouring wines can be separated into sparkling and non-sparkling wines, depending on whether or not they contain a visible excess of carbon dioxide at room temperature. Most of the wines of the world are of non-sparkling type. These can be distinguished on the basis of the percentage of alcohol: 8-14, 14-17, and 17-21. The intermediate group is of importance primarily for wines produced for certain states or for sacramental purpose. Wines in the 8 to 14 percent group can be separated as to colour, sugar content, and whether or not they have a distinguishable varietal aroma. Wines in the 17 to 21 percent group can be classified on the basis of colour, sugar content, and production or processing technique.

3.2.1 SPARKLING WINE

Sparkling wine is a wine with significant levels of carbon dioxide in it making it fizzy. The carbon dioxide may result from natural fermentation, (either in a bottle, as with the *méthode champenoise*, or in a large tank designed to withstand the pressures involved (as in the *Charmat* process) or as a result of carbon dioxide injection. The classic example of a sparkling wine is Champagne, but many other examples are produced in other countries and

regions, such as Espumante in Portugal, Cava in Spain, Asti in Italy (the generic Italian term for sparkling wine being Spumante) and Cap Classique in South Africa. In some parts of the world, the words "champagne" or "spumante" are used as a synonym for sparkling wine, although laws in Europe and other countries reserve the word Champagne for a specific type from the Champagne region of France. The French terms "Mousseux" or "Crémant" are used to refer to sparkling wine not made in the Champagne region. German and Austrian sparkling wines are called Sekt. The United States is a significant producer of sparkling wine: California in particular has seen French Champagne houses open wineries in the state to make American sparkling wine according to the Champagne method. Recently the United Kingdom, which produced some of the earliest examples of sparkling wine, has started producing Champagne-style wines again. Sparkling wine is usually white or rosé but there are many examples of red sparkling wines such as Italian Brachetto and Australian sparkling Shiraz. The sweetness of sparkling wine can range from very dry "brut" styles to sweeter "doux" varieties

3.2.2 PRODUCTION OF WINE

The viticulture and winemaking practices of making sparkling wine have many similarities to the production of still wine with some noted divergence. At the vineyard, grapes are harvested early when there are still high acid levels. In areas like Australia, winemakers aim to harvest the grapes at 17 to 20°brix. Unlike still wine production, high sugar levels are not ideal and grapes destined for sparkling wine production may be harvested at higher yields. Care is taken to avoid tannins and other phenolic compounds with many premium producers still choosing to harvest by hand rather than risk mechanical harvesting which may split the berries and encourage maceration between the skins and juice. The press house is often close by the vineyard to where the grapes can be quickly pressed and separated from their skins. Red wine grapes like Pinot noir can be used in the production of white sparkling wines because their juice is initially clear and is only later tinted red through exposure to the colour pigments in grape skins. While some skin exposure maybe desirable in the production of rosé sparklers and some blanc de noirs (white of blacks), most sparkling wine producers take extended precautions to limit the amount of skin contact.

The primary fermentation of sparkling wine begins like most other wines, though winemakers may choose to use specially cultivated sparkling wine yeasts. The wines may go through malolactic fermentation, though producers wishing to make fruitier, simpler wines will usually forgo this step. After fermentation the base wines are then blended to form a cuvee. While there are examples of varietal sparklers, such as blanc de blancs (white of whites) made from 100% Chardonnay, most sparkling wines are blends of several grape varieties, vineyards and vintages. Large Champagne producers like Moët & Chandon will use wines from several hundred base wines to create a blend that reflect the "house style" of their non-vintage wine. It is through the initiation of a secondary fermentation that distinguishes sparkling wine production and gives the wine its characteristic "bubbles". One of the by products of fermentation is the creation of carbon dioxide gas. While this gas is able to be released during the first fermentation, efforts are taken during the second fermentation to retain the gas and have it dissolve into the wine. This creates a massive amount of pressure within the wine bottle (on average around 5 atmospheres) and wine producers take care to package the wine in strong glass bottles. When the wine is open and poured into a glass, the gas is released and the wine becomes sparkling

3.3 SPIRITS

The history of mankind has been entwined with alcoholic spirits that it has been difficult to isolate the two. They are 2 ways of spirit production, distillation and maturation.

3.3.1 DISTILLATION

The term spirit refers to a distilled beverage that contains no added sugar and has at least 20% ABV. Popular spirits include brandy, fruit brandy (aqua-de-vie / Schnapps), gin, rum, tequila, vodka, and whisky.

Distilled beverages that are bottled with added sugar and added flavourings, such as Grand Marnier, Frangelico, and American schnapps, are liqueurs. In common usage, the distinction between spirits and liqueurs is widely unknown or ignored; consequently all alcoholic beverages other than beer and wine are generally referred to simply as spirits.

3.3.2 WHISKY

There are few beverages in the world that would be so popular and widespread as whiskey. In this primeval spirit enjoying the people in Ireland and Scotland have a thousand years ago. Called him "Uisge Beatha" - water of life. Explaining why the whiskey was behind a long and successful history, has several. Experts argue particularly wide spectrum of different flavors, from sweet to bitter subtle smoky flavor, while the uniqueness of this famous beverage. Whisky or whiskey is a type of alcoholic beverage distilled from fermented grain mash, produced from barley (Scotland. Ireland) or maize (Canada, USA) malt. Different grains are used for different varieties, including barley, malted barley, rye, malted rye, wheat, and maize (corn). Most whiskies are aged in wooden casks, made generally of oak, the exception being some corn liquors.

Whisky is a strictly regulated spirit worldwide with many competing denominations of origin and many classes and types. The unifying characteristics of the different classes and types are the fermentation of grains, and the practice of distilling the spirit down to a maximum of 80% alcohol for corn and 90% alcohol for other grains, prior to adding water, so as to retain some of the flavour of the grain used to make the spirit and prevent it from being classified as grain neutral spirits or vodka. Whisky gains as much as 60% of its flavour from the type of cask used in its aging process. Therefore further classification takes place based upon the type of wood used and the amount of charring or toasting done to the wood. Bourbon whiskey for example is legally required to be aged in charred new oak barrels, whereas quality Scotch whiskies often used the partially spent barrels from Bourbon production to induce a slower maturation time, adding additional subtle nuance.

3.3.2.1 PHENOMENON WHISKEY

In itself, however, that to explain "the phenomenon of whiskey" was not enough. This treats the fact that whiskey is not only a Scottish and Irish national drink, but mainly American whiskey is a direct symbol of American life.

Decisive contribution to strengthening the global position of the spirit on the world markets was an American film industry. The big American movie stars 40th and 50 years, including

Humphrey Bogart, as Heroes Kojak or JR Ewing - have appeared over and over again in scenes where the bar before dinner or on the sidelines thoughtfully sipping whiskey.

Whiskey, however, are not just a drink "hard men". The spirit around the world have found their lovers and fans, for whom he pochutnání good - and often Frahm whiskey - the actual ceremony. Whether in Australia or in Canada, England or South Africa, all over the world for real discussion on that whiskey is just the best and if it is appropriate to serve the net or on ice.

3.3.2.2 MANY SPECIES AND MARKS OF WHISKY

Because one of the most popular whiskey spirits enormously big surprise choice and diversity of supply of various kinds, which is already evident on a cursory view of the shelf in the supermarket, not to mention the many types of whiskey, offering specialist shops drinks.

This varied menu is divided first by country and region of origin and also depending on the method of distillation.

Whiskey is produced throughout the world, as well as in Germany or Japan. When comparing the different types of whiskey are particularly interesting four regions, which vary widely used manufacturing processes and also form a generic name:

SCOTCH WHISKEY: Scotch Whiskey

IRISH WHISKEY: Irish whiskey

AMERICAN WHISKEY: Bourbon, Tennessee and Rye

CANADIAN WHISKEY: Canadian whiskey

Differences in the taste of each species are given by different production processes, but also storage.

MALT, GRAIN AND BLENDING

According to the manufacturing process can whiskey be divided into three basic types: malt, grain and blended. The mode of production is of decisive influence on the resulting taste of the drink.

3.3.2.3 MALTWHISKEY

This whiskey is produced exclusively from barley malt, which is diluted with water, using the yeast Cultures fermentizing and finally distilled in pot stills. The bottles indicates whether it is a single or Vatted malt. Single malt comes from one single distilleries and not mix with another whiskey. Vatted malt contrast comes from distillates of at least two, but more frequently from multiple distilleries.

3.3.2.4 GRAIN WHISKEY

Grain whiskey is produced from grain (mostly unmalted), namely barley, rye, wheat or corn, and is distilled with columnar patent distillation apparatus, which allows less cost-intensive distillation process.

3.3.2.5 BLENDED WHISKEY

Is blended mix. Blended whiskey is a mixture of malt and grain whiskey. Typically contains 15-40 different malt whiskey and grain whiskey 2-3.

It may be surprising that the whiskey is blended with predominance in the market selling (around 90%), despite the high esteem enjoyed by the top quality malt whiskey. Nothing on how to change that extensive advertising campaign. However, malt whiskey lovers certainly will not simply because the production of single malt whiskey is still on the rise.

Price is determined not only quality but also the age of whiskey. Many manufacturers offer both products in standard quality, but also caters for Gourmets - such as 12-year-old whiskey.

3.3.2.6 APERITIF

It just depends on your personal taste, if you make whiskey as an aperitif or digestive, or whether this friendly guide will drink the whole evening.

Offer various kinds of whiskey with their individual taste totally different nuances is so diverse that it is not possible at this point to establish precise rules. In essence, however, could say that the less complex the lighter species are ideal as an aperitif to stimulate the appetite, while the smoky whiskey or dark golden whiskey maturing in barrels of port wine, the more useful as a digestive after a meal.

3.3.2.7 WATER AND ICE

Finally comes into play the question as to whether it is better to taste his whiskey on the rocks (on ice), or rather clean. Here are a few basic rules.

Principle, should not drink clear spirits with alcohol content 46% or more. These spirits are recommended to serve with water or other liquid to be kinder to the stomach. Additionally, one fact that drinks containing more than 50% dulls the taste sensor.

Therefore, even the Scots, who holds first place in the consumption of whiskey, your national drink occasionally diluted with water. Not only is the whiskey becomes much more palatable, but also when they are about to add a bit of good soft water, show a much better range of aromatic substances. But beware: water containing carbonic acid and soda causing sour taste whiskey, water containing minerals in turn adds a salty taste of whiskey!

Who do you prefer to drink whiskey, but he wants while saving his stomach, it must also reach for a glass of water without bubbles.

In American movies still prevalent method of serving on the rocks (on ice). Malt Whiskey, however, will never be drunk with ice, but correctly served at room temperature, low temperature could limit the taste sensory receptors on tongue. In addition, the ice cold whiskey released less aromatic.

The blended whiskey is not the case. The combination of malt and grain whiskey is not influenced by low temperature.

3.3.2.7 WHISKEY OR WHISKEY?

There are two spelling of the name of this spirit, the general rule that the word whiskey is used for products manufactured in Ireland (Irish whiskey), and the United States of America (U.S. whiskey). By contrast, in Scotland, Canada and most other countries say whisky.

Originally, the whiskey has been produced long time in the monasteries for medical purposes. Medicinal effects of this spirit testify many stories that this cult drink tell. For example, according to a report on the survey conducted by the British association of doctors in the 30 of the last century supposedly swallowed four small glasses of whiskey a day helps to prevent heart disease. Of course, they found many who have taken these words to heart with this "medicine" failed - of course only for health reasons.

3.3.3 VODKA

The origins of Vodka are shrouded in mystery. Many nations and many more individuals claim to be the birthplace of the popular spirit. The two leading candidates as the mother country of vodka are Poland and Russia. Vodka is the most sold spirit through out the world. The most famous vodka has its origin probably either in Russia, or in Poland or Finland. In the world is vodka primarily associated with Russia, which is considered the national drink. Vodka is a diminutive of the Russian word "water". Translation of the name "vodka" is this "dear or a small ".

Each can boast a heavy association and great popularity for the drink. In each country, the eighty proof liquor is drunk with meals. In Russia the word vodka, believed to be the word that vodka originated from, means water. Vodka is just as popular in Poland.

Believed to have originated from either Poland or Russia (some say Persia also), the birth date of Vodka has been estimated around the beginning of the twelfth century. Made for medical purposes, this crude anaesthetic and disinfectant was distilled from rye. It was not until the middle fourteenth century that vodka was discovered to have intoxicating characteristics. Families and communities were producing the drink before the end of the 1300's for the purpose of drinking. In Russia, it was believed that the drink contained its own spirit and it was used at religious events. A cup would be passed around, at times containing more than a gallon of vodka. Those who refused to partake would be considered impious. From the beginning of the seventeenth century it had become customary for vodka to be served at Russian Imperial banquets. All meals were begun with bread and vodka.

At the beginning of the 16th century (according to some sources it was already in the 14th and 15th centuries) was first produced grain spirits like vodka. Due to underdeveloped technology, this early vodka was only about half as strong as those of today. Around the year 1800 was vodka made from potato spirits.

Today, vodka is clean, almost neutral taste, pure spirit of a mixture of corn or potatoes. Good vodka is usually made only from grain, mainly barley, oats and rye or from. Alcohol generally varies between 38-45%. In addition, there are also pure vodka flavoured species that contain the essence of sherry, chilli, buffalo grass, sloe, citrus, herbs and roots.

Vodka is the art of composition, especially in softness and purity of taste. Ingredients must be almost indistinguishable taste. Also may not be recognizable if the alcohol comes from Sprite, grain spirits or their mixtures.

For exceptionally smooth, clean and natural taste of vodka is a substantial multiple distilled and rectified via passage through a layer of carbon. It is said that "vodka does not worry. That is right, because the quality of vodka is filtered out during production and distillation to remove any substance other than alcohol and water - unlike whiskey or cognac, to which matured in wooden barrels get a foreign substance. In contrast, vodka does not leave any traces of aging, since vodka matures in glass or stone containers.

Vodka is usually made from grain mash, but for its production can also be used potatoes. Starting material is diluted and poured distilled water. Cooking this mash starch converts into fermentable sugar. After cooling will be the yeast added and let it fermented. The result of fermentation is the alcohol, CO₂ and heat. The fermented mash will be concentrated by distillation in several stages and also purified by passage through a layer of carbon. The resulting distillate contains about 96% alcohol. To be typical vodka, must pass through the rectification colonna till the content of aromatics volatile compounds drop below 30 mg/ l of alcohol. This fluid is then pumped tubes with active carbon, which in itself will build excess herbs. For comparison, whiskey or cognac, containing 2600 mg of aromatics per 1 litre of alcohol - it is easily recognizable in the taste difference. In the final stage of production is the vodka diluted with water to the desired concentration, which is at least 37.5% alcohol, but mostly 40% and in rare cases even more. Although vodka had been a hit over in Russia and Eastern Europe for hundreds of years, it did not become popular in the United States until the 1930's when the Smirnoff Company was established there. This company has introduced gold vodka; a genuine of vodka aged for ten years in oak casks before it's sold on the market. Today vodka commands 20% of the market in the United States, and almost the entire market in Russia and Eastern Europe. It is one of the most popular drinks worldwide and should continue to be for a long time in the future. Vodka is composed solely of water and ethyl alcohol with possible traces of impurities and flavourings. Vodka is made from a fermented substance of grain, rye, wheat, potatoes, or sugar beet molasses. Vodka's alcoholic content usually ranges between 35 to 50 per cent by volume; the standard Russian, Lithuanian, and Polish vodkas are 40 per cent alcohol by volume (80 proof). Historically, this alcoholic-proof standard derives from the Russian vodka quality standards established by Tsar Alexander III in 1894. The Muscovite Vodka Museum reports that chemist Dmitri Mendeleev determined the ideal alcohol content as 38 per cent; however because in that time distilled spirits were taxed per their alcoholic strength that percentage was rounded upwards to 40 per cent for simplified taxation calculations. First vodka should be drunk before the start of a meal, this drink must to be cooled (from the freezer), and Russia is given in glasses containing 0.1 litres (that is five times more than the normal glass beads). When alcohol abuse is recommended hold my breath and drink the whole glass at once. Then it is best to bite into something salty or spicy and start eating. In traditional countries of origin is given first pure vodka. In Western countries, vodka is often used as an ingredient in cocktails and long drinks.

3.3.3.1 FAMOUS BRAND VODKA

Stolichnaya Vodka (Russia): neutral, slightly bitter, mild, 40% alcohol, it is the largest vodka brand in the world

OSOBAYA Moskovskaya Vodka (Russia): initially sweet, then fire, 40% alcohol, the second largest vodka brand in the world

SMIRNOFF BLACK (Russia): sweet and delicious, 40% alcohol, all other vodka brands Smirnoff with origin in the U.S.

CHOPIN VODKA (Poland): made of high quality oats, 40% alcohol, one of the best types of Polish vodka

ZUBROWKA (Poland): flavoured grass prairie, 40% alcohol, grass, causing pale yellow colour and flavour of vodka after mařince fragrance

GORBATSCHOW (Germany): soft and clear, 40-55% alcohol, one of the best-selling in the German market

PUSCHKIN (Germany): soft and smooth, 40% alcohol, one of the best-known German brands of vodka

FINLANDIA (Finland): pleasantly powerful bouquet with a clean, sharp, with almost salty bite, 40% alcohol, one of brand of vodka which is most sold around the world

ABSOLUT (Sweden): flavoured soft bread with a malt tone, the flurry of aroma of dried fruit, 40% alcohol

American vodka appeared in 50 years of 20 centuries. After it has been demonstrated that the spirit with a high alcohol content is not otherwise found undesirable side effects vodka was especially popular with ladies, which the party or ordered in bars like ginger beer with vodka. The cocktail was called "Emperor Pleasure" and the ladies were enthusiastic stimulant effects of alcohol mixed with pure ginger flavoured beer.

3.3.4 RUM

Rum is a distilled beverage made from sugarcane by-products such as molasses and sugarcane juice by a process of fermentation and distillation. The distillate, a clear liquid, is then usually aged in oak and other barrels. The majority of the world's rum production occurs in and around the Caribbean and in several Central American and American countries, such as Guatemala, Colombia, Venezuela, Guyana and Brazil. There are also rum producers in places such as Australia, Fiji, the Philippines, India, Reunion Island, Mauritius, and elsewhere around the world. Cuban rum is lighter and drier than Jamaican rum. The rum from Barbados is valued above all for its unobtrusive, clean aroma and rum from Puerto Rico has its characteristic bitter flavour. In general like many other spirits (eg grape), rum spirit, which is produced from surplus, in this case, an otherwise worthless molasses resulting from the processing of sugar cane. Light rums are commonly used in cocktails, whereas golden and dark rums are also appropriate for drinking straight, or for cooking. Premium rums are also available that are made to be consumed straight or with ice. Rum plays a part in the culture of most islands of the West Indies, and has famous associations with the Royal Navy. Rum has also served as a popular medium of exchange that helped to promote slavery along with providing economic instigation for Australia's Rum Rebellion and the American Revolution.

3.3.4.1 RICH HISTORY

Who first came up with the idea to let ferment and then distil excess sugar water, now no one can identify. They were slaves, for which he became life on the plantations of sugar cane rum with tolerable or the spirit found colonists?

Similarly, task, it is unclear where it came from labeling rum, creolic, whether the word "rumbuillon" (insurgency), from the Latin "sacharum" (sugar), or the name of the Malaysian sugar liquor "hum". One thing is certain: the world famous rum with the English. At 18 century the spirit of the sugar cane served on ships as war cordial British sailors. Have gradually spread all over the world. And how is rum on British ships got? It is said that Admiral Pen, the British conqueror of Jamaica, then replace the Navy standard ration dose, the beer gallon (4.5 litres), one pint of rum (0.586 litres).

How smart was the decision proved shortly. In the West India fleet as a result of tropical climate and persistent wind spoiled drinking water. Yet many sailors from affecting the dreaded plague, since immunity have created the large consumption of rum. After this experience to ensure the Admiralty from 1731 plenty of rum for the entire British Navy.

3.3.4.2 HOW TO RUM PRODUCES

The first step is production of cane sugar. Sugar cane is crushed in a specially designed presses and rollers running against each other. Pressed juice is then repeatedly boiled in copper and filtered to separate impurities. For copper heating are used squeezed dry stalks of sugar cane, called Bagassa. Eventually become a thick juice, which is in next step cooled. On the surface of the brownish amber-colour crystallize molasses cane sugar. After further cooling the sugar crust separated from the molasses. Now begins the process of production of rum. After separation of the sugar is diluted and dense molasses in it deployed fermenting culture. Yeast culture medium in this great benefit and sugar, which in Melas left, converted by fermentation into alcohol. After this biochemical process alcohol distillation equipment separated from the molasses. It is now even more colourless rum is stored in a well-prepared wooden casks and left to mature. Wood, from which the barrels produced, plays in the process of maturation of a very important role. Gives the rum its resultant amber to dark brown colour and completes its aroma. The final taste of rum is caused by process known as blending. When there are mixed according to a secret recipe rums of various vintages. However, many production process used. White rum at all is usually not stored in oak barrels, or just for a very short time. However, many manufacturers use rum caramel sugar, to offer expanded cheap brown rum. Brown rum therefore is not always the best one. Offer various kinds of rum are almost too confusing. It is due to the fact that most manufacturers offer different delay rum in qualities and prices. Throughout the world there are that only a few well-known brands - such as Bacardi - and hence only the standard quality. These brands are considered good terms the basis for mixed drinks with rum. Experts, however, appreciate others, outside the circle of lovers of rum entirely unknown manufacturer, such as "El Dorado" from Guyana or "Zapač" from Guatemala. Price of good rum should not be in any way staggering - superior quality while species are completely offset the level of cognac or Armagnac. For Exclusive whole bottle is normally required in the sum of several hundred euros.

3.3.4.3 Rum as a digestive

Lovers of rum to make a drink and calm before a meal, generally good rum is recommended primarily as a digestive. One can drink many ways, such as clean and at room temperature. So the best reflection of individual taste tones. Throughout the world, serving as a way to enjoy a special popularity of rum on the rocks (on ice)

3.3.5 BRANDY

3.3.5.1 INTERNATIONAL BRANDY

Brandy is an English term for wine brandy - and current international generic names, which is used for wine brandy coming from France (Cognac and Armagnac) or Germany (Weinbrand). In short, wherever it is grown grapes, are also burning spirits. But when we talk about the brandy, the term refers generally to the spirit coming from the Mediterranean. Most famous brands brandy originates from Spain and Italy. However, in Greece living masters in the art of wine, distilled spirits with high alcohol content.

3.3.5.2 BRANDY FROM SPAIN

Fire on the tongue, velvet on the throat and warm in the stomach - that describe your favourite brandy lovers digestif. And those attributes are also able to promote brandy sherry alongside a world-famous, the second most popular Spanish spirit.

Just as the production of Spanish sherry the most typical country for brandy production is a Andalusia. Here also begins the history of Spanish spirits. The Iberian Peninsula comes at the beginning of the art distillation 8th century, along with Maury. Wider recognition, however, received much brandy and a century later, with the beginning of the Spanish wine trade with the Dutch and British. At 18 century, the Spanish version of the famous cognac across Europe. During the development and production of Spanish brandy met several happy coincidences. Excellent wine, suitable climate and a great experience collected production of sherry. Therefore, the fact is not surprising that many large producers are well-known brandy and sherry in the world.

3.3.5.3 STORAGE METHOD SOLERA

The taste of brandy, like the cognac or wine spirit entirely dependent on the ratio and combination of various spirits. When storage brandy producers use the same procedure as producers of sherry, called solera method. With it arise very individual taste shades.

Another common element is that the majority leaving brandy aged in casks of sherry.

The best-known brands of brandy are distilled Gonzalez Bypass, Cardenal Mendoza, Osborne, Sandeman and Williams & Humbert. Each manufacturer while offering a different quality. This is indicated on the label - as well as with cognac - using symbols VS (very superior), VSOP (very superior old product) and XO (very old). These symbols are accompanied by indications of quality and age, "Solera", "Solera Reserva" and "Solera Gran Reserva".

3.3.5.4 ITALIAN BRANDY

Great achievements are celebrated in European markets in the 19 century Spanish brandy and cognac triggered the first attempts to distil the wines in the Italian wine regions. Also in Italy, generated excellent spirits, although the Italian brandy could never have achieved world renown and level of French and Spanish grape spirits.

The two most famous types of Italian brandy are brands that belong to large corporations "Vecchia Romagna" and "Stock 84 - Riserva VSOP. But offer Italian brandy certainly not confined to the widespread international brand.

Also, wine spirits, small producers gaining increasing international respect. Excellent wine spirits has today and many well-known manufacturers grappa. Foremost among these are the two companies Venetian Carpen Malvolti and Jacopo Poli.

Practices in serving brandy are the same as in cognac and wine distillates.

3.3.5.5 PLUM BRANDY.

A traditional Romanian alcoholic beverage usually made from plums and is a distilled beverage made from Damson plums. It is frequently called plum brandy and, in the Balkans, is part of the category of drinks called Rakia.

In the manufacturing process, the plums and a liberal proportion of the ground kernels are first crushed and pressed, then starch and sugar are added to the juice and the mixture is allowed to ferment. Distillation gives the crude product, and clarifying processes complete the liqueur, but aging is required to develop its finer qualities. Its pleasing flavour is due largely to the plum kernels, which contain a considerable percentage of amygdaline, the characteristic component of bitter almonds.

Some producers have obtained a Hechsher for their slivovitz, certifying that it is kosher.

Imitation slivovitz is made by flavouring spirits with prune juice and artificial oil of bitter almonds.

Traditionally, țuică is prepared from early October until early December (after winemaking is complete). The process must generally be finished before Christmas, as not to leave unfinished business for the next year. If using plums, they must be left for fermentation (macerate) for 6–8 weeks, in large barrels (butoaie or căldări).

According to both tradition and Romanian standards (SR) distillation must be done in a brass still (cazan or căldare, pictures at, using a traditional fire source (generally wood, but also charcoal). Distillation can be done inside a specially built barn (this is practised especially in Oltenia and Walachia) or outdoors, usually on a hill (in Transylvania).

The temperature is controlled traditionally by interpreting the sounds that the still makes and by tasting the brew at different points in the process. Usually, this process results in three grades of țuică: very strong - distilled twice, generally a quarter of the production, and the first to come out of the still - about 55-60% alcohol by volume, being stronger than palinka; It's called fățată orîntoarsă depending on the regions. It's the most famous țuică being served before meal. In the rural regions it's a habit to serve someone with this kind of drink, when he comes to your house. Normal (known as 'vodcă' after Russian vodka), the last to come from the still, between 20-30% alcohols;

After distillation, țuică may be left to age between six months and ten years in oak aging barrels (the result is pearlescent yellow, has a strong aroma, and is known as "old țuică" or it

may be consumed immediately ("new țuică", țuică proaspătă). The people preparing țuică are sometimes referred to as căldărari, țuicari, căzănari, cazangii, but this varies depending on geographical regions. Mixed with water, țuică should never turn white or opaque.

Vizovice!!! (east Morava).

3.3.6 MATURATION OR LEACHING

This process where spirit of about 95% is put in a container and missed with herbs for sometime. Normally the container could be from the oak tree and has a width of 2-3 m wide

After leaching using herbs the resulting concentrate is diluted with distilled water and then it is filtered then bottled and branded. There are quite a variety of herbs used in this method of making Hard drinks from alcohol.

3.3.7 BECHEROVKA

Becherovka is an herbal bitters made in Karlovy Vary (German: Karlsbad) in the Czech Republic by Jan Becher. It is flavoured with aniseed, cinnamon, and approximately 32 other herbs. Its alcohol content is 38% ABV (76 proof).

Becherovka is usually served cold and is often used as an aid to digestion. It may also be served with tonic water, a drink that is known as a beton (Czech for "Becherovka and Tonic"). It is used in several former Eastern Bloc countries as a home remedy for arthritis and as an emetic. The first commercial production of Becherovka was in 1807.

From 1998 to 2003 a Slovak version was also sold, manufactured by Zdeněk Hoffmann in Domažlice (formerly Taus) in Bohemia, who claimed that Alfred Becher had given his grandfather the recipe in 1939, with the right to manufacture the product, as he was worried that the secret might not survive the war. Hoffmann was unable to prove this in court, and in 2007 was sentenced by the Domažlice district court.

Today there are only two people who know the secret of the entire production process: these two are the only ones allowed to enter the Drogikamr room, where, once a week, they prepare a mixture of the many herbs and spices used in the drink's creation. Some of the herbs are imported from abroad, and some of them grow around Karlovy Vary

3.3.8 BALSAM LIQUOR

RigaBlack Balsam (Latvian: Rīgas Melnais balzams) is a traditional Latvian herbal liqueur made with many different natural ingredients mixed in pure vodka, giving a 45% abv (90 proof) drink. It can be had as it is, on the rocks or mixed with schnapps, akvavit, or vodka, or warm, in tea, coffee or black currant juice, or mixed with soda water or a soft drink, or in any variety of cocktails. It is also occasionally enjoyed as a topping on ice-cream. The drink itself is black and very bitter, but with a distinct sweetness.

Riga Black Balsam is made by JSC Latvijas Balzams. The traditional recipe was created by Abraham Kunze, a pharmacist living in Riga, and is based on a composition of 24 different ingredients like plants, flowers, buds, juices, roots, oils and berries prepared in oak barrels. It is sold in ceramic hand-made flagons. Over time, experts from many countries have highly

regarded the quality of Riga Black Balsam, and have given it more than 30 awards at international fairs.

Black Balsam is also used in traditional medicine. It is considered to be a good cold remedy and is used to treat digestive problems. It has been made in Riga since the middle of the 18th century. According to legend, Empress Catherine the Great of Russia, became ill during a visit to Latvia, but was cured after drinking Riga Black Balsam.

3.3.9 JÄGERMEISTER

Jägermeister is a German 70-proof digestif made with herbs and spices. Jägermeister was originally marketed as a medicinal product; it was suggested as a cure for everything from coughing to digestive problems. It was used in World War II as a field anaesthetic.

In Germany, it is still ingested as a digestive, sometimes humorously called Leberkleister ("liver glue").

The term Jägermeister was introduced in Germany in 1934 in the new Reichsjagdgesetz (Reich hunting law). The term was applied to senior foresters and gamekeepers in the German civil service. Thus, when the liquor was introduced in 1935, the name was already familiar to Germans. Curt Mast, the inventor of Jägermeister, was an enthusiastic hunter. Jägermeister is a type of liqueur called Kräuterlikör (herbal liqueur).

Jägermeister is made from 56 different herbs, roots, wood, bark and fruits, such as cinnamon, orange, root ginger and saffron. The exact recipe is a secret. Jägermeister's ingredients include alcohol, cane sugar, beet sugar, herbs, and spices. It is a digestive spirit similar to other central European stomach bitters, such as Gammel Dansk from Denmark, Unicum from Hungary, and Becherovka from the Czech Republic. In contrast to these beverages, Jägermeister has a sweeter taste. The finished drink is filled into typical green bottle.

Jägermeister is drunk neat or on the rocks (on ice). Because of relatively high alcohol content tastes best after a meal. Many lovers like to have it taste of frozen glasses. In addition, well-suited as an ingredient in a variety of long drinks and mixed drinks.

On its website, the producer recommends that Jägermeister be consumed cold and suggests that it be kept in a freezer at -18°C (0°F) or on tap between -15° and -11°C (5° to 12°F)

3.3.10 OUZO LIQOUR

Ouzo is an anise-flavoured spirit that is widely consumed in Greece and Cyprus. The history of ouzo is somewhat murky, but some claim it may date back in one form or another to ancient times. Its precursor is tsipouro (known by some Easterners as raki), a drink distilled throughout the Byzantine Empire and continued throughout Ottoman times.

Traditionally, Tsipouro is said to have been the pet project of a group of 14th century monks living in a monastery on holy Mount Athos. One version of it is flavoured with anise. It is this version that eventually came to be called ouzo.

Modern ouzo distillation largely took off in the 19th century following Greek independence, with much production centred on the island of Lesbos, which claims to be the originator of the drink and remains a major producer. When absinthe fell into disfavour in the early 20th century ouzo is one of the products whose popularity may have gained (it was once called "a substitute for absinthe without the wormwood".) In 1932, ouzo producers developed the method of distillation using copper stills, which is now considered the canonically proper method of production. One of the largest producers of ouzo today is Varvayanis (Βαρβαγιάννης), located in the town of Plomari in the southeast portion of the island, while in the same town pistillate (Πιστιλαδή), a variety of high quality ouzo, is also distilled.

Commonly, but not at all traditional in the western world, ouzo is served with cola either in premixed cans or bottles or simply mixed to the desired taste. However ouzo is traditionally mixed with water, becoming cloudy white, sometimes with a faint blue tinge, and served with ice cubes in a small glass. Ouzo can also be drunk, straight, from a shot glass. Mixing ouzo with cola destroys the liquorice-like taste of ouzo.

On October 25, 2006, Greece won the right to label ouzo as an exclusively Greek product. The European Union now recognizes ouzo, as well as the Greek drinks tsipouro and tsikoudia, as products with a protected designation of origin, which prohibits makers outside Greece from using the name

The selection of aniseed is of great importance for the production of good ouzo. When the plant is fully ripe, it is harvested, tied up in small sheaves and dried carefully in the shade so that its green color does not fade. The next step is "drimonisma", during which the plant's seed is carefully separated from the stems. This is done by hand on a tiled plate of marble. The aniseed is then carefully stored in pouches made of plant fibers, with all necessary precautions taken against humidity. Alcohol, which constitutes the basis for the production of ouzo, is tested twice. First when it is delivered and then immediately before it is used for distillation. It is 100% pure ethyl alcohol made from raisins. The mixture is poured into special alembics (distillation cauldrons) and is distilled three times, with no sudden rises or drops of temperature. From the first distillation, only the "heart", meaning the middle fraction of distillation, is retained. This is then used for the second and third distillations, which are carried out at a slow pace, under constant supervision and testing. The "adoloto", which is the term for the middle fraction of the last distillation, is the perfect essence of the procedure's last stage. It is then stored in large stainless-steel tanks to settle, so that the ingredients can "bond" until homogeneity of the mixture is achieved. Before the essence is bottled, it is slowly mixed with crystal-clear water, from the mountains of Plomari, Lesbos. This water has excellent properties and the appropriate contents of salts and minerals. The result of this traditional distillation process is a 100% extract, which provides Ouzo Barbayanni its uniqueness. (A content of only 20% extract is required by law). This distillation, which produces 100% extract and is adhered to for all four types of Ouzo Barbayanni, is enjoyed today by thousands of admirers of this fine Greek liquor in Europe, America, Australia and New Zealand.

It must be noted the the trends in the beverage industry has to do with the introduction of new brands. There has also been considerable increase in the consumption of beverages as a

survey done by Zenith International showed an increase from 141 million litres in 2002 to 206 million in 2007.