

Beer

The Companion of Human Society

Content

Introduction : Popularity of Beer

History of Beer

Beer and Culture



Introduction

Beer Lovers

- The most widely consumed alcoholic beverage in the world
- Germany's Oktoberfest, Korea Beer Festival, A lot of Pubs in the world

Cultural Symbol

- Guinness from Ireland → Popular Image of Ireland
- Soju + Beer → Showing Korean Drinking Culture

History of Beer

The Origin of Beer

- Beer was originated from ancient civilization: Mesopotamia, Egypt

Medival Europe

- In this era, monasteries are the place where beer is brewed
- It was the era that the regional beer has developed

After Industrial Revolution

- After the Industrial Revolution, mass production of beer became available
- Now, a lot of brewing company exists and diverse kind of beer release

Beer and Culture

Beer and Festival

- Oktoberfest from Germany: The most famous and traditional beer festival
- Songdo Beer Festival: Beer festival for citizens and visitors

Beer as a communication

- Pubs: Many people gather at the pub to see sports events
- Biergarten (Germany): It is the place to drink beer and communicate with others