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SCIENTIFIC REVIEW

BREWING INDUSTRY SLOVAKIA IN THE PROCESS OF TOURISM

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ABSTRACT

In the time of the crisis, which is reflected mainly in tourism, beer tourism in the form of small craft breweries and beer events is thriving in Slovakia. Beer has always been a favourite drink of Slovaks. The main reason why people look for small craft breweries is that their beers are different from those that can be bought in stores. The number of craft breweries increases every year, which is why the doors are opened for this type of travel. Beer spas and beer tours are very popular abroad. Visitors to beer spas have the opportunity to discover new places, breweries, beers, learn something new about brewing and have fun. In Slovakia, this type of tourism can help not only in the economic way but also in the development of underdeveloped regions. Many people have not got the opportunity to get to know beer spas so far, especially in Serbia, where not a single resort of this kind has been opened yet. The aim of the article is therefore

to increase people's awareness and to create some basic information about beer baths and their positive effects.

Keywords: *beer industry, craft beers, innovation.*

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INTRODUCTION

The brewing business in the world is huge. The globalization of brewing was caused mainly due to a large number of mergers and acquisitions among breweries, which also contributed to the massive consolidation of the market and the formation of global conglomerates. Antitrust authorities around the world must be vigilant so as not to jeopardize narrowing competition between individual brewing companies.

Due to the fact that the global beer market is constantly forming, growing, but also consolidating, in 2019 the market is dominated by the ten largest brewing companies in the world. Beer is currently the largest alcoholic beverage consumed, and even one of the most commonly consumed beverages in the world. The ten largest global breweries on the beer market:

1. **Anheuser-Busch InBev:** registered office in Leuven, Belgium. Its portfolio includes well-known brands such as Stella Artois and Budweiser. With the recent acquisition, with its rival brewery SABMiller, it also acquired beers such as Corona and Stella Artois. Its product portfolio consists of more than 500 beer brands.
2. **Heineken:** registered office in Amsterdam, the Netherlands. It is considered to be the number one in European breweries. Its major international brands include: Amstel, Desperados, Sol, Affligem, Tiger, Tecate, Red Stripe and Krusovice. More than 250 beer brands are included in its portfolio.
3. **China Resources Snow Breweries:** headquartered in Hong Kong, China. It is one of the best-selling beer brands in the world, Snow, which has a 20% share of the Chinese market. China Resources Snow Breweries was a joint venture between SABMiller and China Resources Enterprise [9].
4. **Carlsberg:** registered office in Copenhagen, Denmark. In the last two decades, it has become the fourth largest beer company in the world, acquiring other small beer brands, including Kronenbourg. The company now operates 140 beer brands worldwide.
5. **Molson Coors Brewing:** headquartered in Denver, Colorado, USA. It is the second largest brewery in the USA, also thanks to the no longer existing joint-venture with the English SABMiller, with which they created MillerCoors, the Canadian Molson Canada and the European part of Molson Coors Europe. Its total portfolio consists of more than 90 brands of beers.

6. **Tsingtao Brewery Group**: headquartered in Qingdao, China. This brewery is happy to be one of the top producers of quality beers. Its shares of the European and American markets are constantly growing. It is characterized by experimenting with new flavours and adapting to the latest trends in cooperation with many European breweries.
7. **Asahi**: headquartered in Tokyo, Japan. In recent years, it has strengthened its position in European markets thanks to the acquisitions of SABMiller. It acquired several important beer brands, including the Czech Pilsner Urquell and the Slovak Topvar.
8. **Yanjing**: headquartered in Beijing, China. It focuses mainly on the domestic market, especially southern and northern China.
9. **Kirin Brewery Company**: headquartered in Tokyo, Japan. It belongs to the Kirin group, which is one of the largest beverage producers in the world. It owns share in several small and medium breweries.
10. **Groupe Castel**: established in Bordeaux, France. It is engaged not only in the production of beer, but also in wine and soft drinks. It concentrates most of its production in Africa. The most famous brands include Flag and Castel.

BREWING IN SLOVAKIA

In 1994, there were more than 15 breweries located in Slovakia throughout the country. Each region in Slovakia had its own beer brand. Quality could be debated in some cases, but there was a variety of beers. In the process of transformation and privatization of the beer sector the large multinational companies – the Dutch Heineken and South African SABMiller bought all beer brands and small beer producers in Slovakia.

Their basic goal was to increase economic profits, and so multinational brewing groups began to produce beer, which they sell all over the world with the same taste. Usually these beers are very light, saturated with carbon dioxide, with a weak malty taste and minimal bitterness. In the world they are called “Lager”; in our country we call them “Europivo” [1].

There is currently no precise and comprehensive definition for the precise categorization and division of breweries. The possibility of defining the size of breweries depends on various variables such as the number of employees, the annual production of beer, the size of the brewing vessel or the annual financial turnover of the company. Many experts from the brewing environment are united in the division on the basis of beer production for one calendar year, and the financial and customs authorities of the Slovak Republic also work with this categorization in calculating the basic and excise tax on beer [2].

THE LARGEST REPRESENTATIVE BREWERIES ON THE SLOVAK MARKET ARE DIVIDED INTO FOUR GROUPS

The first and the largest one is Heineken Slovensko Ltd., which owns Hurbanovo Brewery and its portfolio includes Slovak brands such as Zlatý Bažant, Zlatý Bažant Radler, Corgoň, Kelt, Gemer, Martinier, Maurus, Czech Krušovice, Starobrno, Břežňák, but also Heineken beer, Desperados, Edelweiss or Strongbow cider and Fox from the orchard.

The second one in a row is Plzeňskýprazdroj Slovensko, which includes the former breweries Šariš and Topvar, which belong to the Japanese group Asahi under a new name. They produce Slovak and Czech beer brands such as Pilsner Urquell, Šariš, Gambrius, Veľkopopovický Kozel, Radegast, Topvar, Smädnýmních, Excellent non-alcoholic Birell or Kingswood and Frisco cider.

The third one is the Steiger brewery, whose portfolio consists of various types of beer Steiger, Kachelmann, Sitňan, cask beer Hell or soft drinks Kolaloka and Fraubea.

The fourth one is the Banská Bystrica brewery Urpiner, which brews various types of beer of the same name Urpiner, Kaprál and soft drinks BB Kola and BB Hrožno. The last one percent consists of other beer brands and craft beers produced in Slovakia in small volumes, such as the Golem brewery, Kaltenecker, Trogár, the Bratislava burgher brewery, Žiwell, Sessler Trnava and many others.

Craft beers

There are more than 10,000 craft breweries worldwide, and as many as 86% of them can be found in North America and Europe [7]. The number of small craft breweries in Slovakia has increased to eighty and new plants, which produce their own craft beers, are added every year. Their production is limited to their own consumption. Small craft breweries are very popular in Slovakia and they have a tendency to grow constantly. Craft beer is unpasteurized and unfiltered and that is why it must be consumed faster. Due to the different taste and freshness, more and more people prefer to drink artisanal beer over industrial beer. Small breweries try to cooperate more with the customer. They are often of a family type and the contact with the customer is natural for them. Small breweries are introducing new offers and services like accommodation, meals and wellness – beer spas [3]. People find out that beer does not have to be drunk just for a quick refreshment, but it can be tasted, enjoyed, got to know which offers them a comprehensive gastronomic experience. Drinking craft beer is becoming a trend and a lifestyle nowadays. People no longer just collect beer coasters, but also complete the list of beers tasted and breweries visited.

In 2021, the evaluation of the 15 best craft beers in Slovakia is made on the basis of the votes of the readers of two stalls such as Untappd and Ratebeer. The principle is practically the same in both cases. Readers vote and a ranking of beers is compiled based on their votes.

The best Slovak beers according to UNTAPPD

1. Screaming Bitch	Holíč Brewery Wywar
2. StrekovS	Shenk Brewery
3. 15 Years in Hell 15	Holíč BreweryWywar
4. Red Rye Bastard	Holíč Brewery Wywar
5. Ancikrist	Hellstork Craft Brewery
6. Ricardo	Holíč Brewery Wywar
7. Bittersweet Lament	Unorthodox Brewing
8. El Mariachi	Unorthodox Brewing
9. Peter	Holíč Brewery Wywar
10. Winter IPA	DonovalyBrewery
11. Tropical Booze	Holíč Brewery Wywar
12. Miami WeisseMaracujaCuvée	Hellstork Craft Brewery
13. Tatráš	MinibreweryTatras
14. Hoppy End	Stupavar
15. Anna	Holíč Brewery Wywar

The best Slovak beers according Rate beer

1. Eis36	Trenčín Brewery Lanius
2. Imperial Nuts 27	Hop Group
3. Smoked Porter 17	Stupavar and Behind the Hills
4. El Mariachi	Unortodox Brewing
5. End of the World 28°	Hop Group
6. Screaming Bitch	Holíč Brewery Wywar
7. Wildstork Behind the Red Walls	Hellstork Craft Brewery
8. 15 Years in Hell 15	Holíč Brewery Wywar
9. Belgian Cassis Tripel 20	Trenčín Brewery Lanius
10. Smoked N´Salty Honey Peanut Porter 22	Hot Group
11. Mulberry 36	Trenčín Brewery Lanius
12. Oud Bruin 26	Trenčín Brewery Lanius
13. Coco Mango Jambo	Hop Group
14. Wit IPA 14	Corvus Brewery
15. Strekov S	Shenk Brewery

In recent years, large breweries have been closely following the beer market with small craft breweries. The Šariš Brewery and the Vršky craft brewery in Terchová have created a joint limited edition of Jánošík beer. They brewed beer according to a common recipe in both breweries and it will be tapped in selected plants throughout Slovakia. Šariš chose the Vršky brewery in Terchová for cooperation also because of the fact that it is the birthplace of Juraj Jánošík.

Breweries want to develop beer culture in Slovakia in this way. Beer is also an advertising campaign which is rarely used for craft beer.

BEER SPAS

Modern consumer society influences changes in the behaviour and desires of modern tourists who demand high quality and sophisticated service [4]. At the time of the crisis, which is most reflected in tourism, companies want to increase attendance, occupancy of their facilities, to offer something new that is not provided in the services market or to offer a unique product and thus become more attractive for tourists. Growing perceptions and preferences of tourists, who demand high quality tourist product and service, affect the staff employed in the tourism sector that actively participates in creating the tourist offer and services [5]. One of the most important abilities of modern companies is “its ability to innovate.” [6]. Beer spa is a good example of the application of innovations in the field of beer industry and tourism.

Beer spas include wellness, baths and brewing. Many people have no information about beer spas. Beer spa is a unique combination of spa and brewing tradition. This is a current new trend in the market and therefore more attention has been paid to it in recent years. Beer spas are an integral part of tourism, which is one of the most developing areas of the economy. Beer bath is an original reconditioning spa therapy, which uses a combination of healing effects of warm mineral water, beer, raw materials for beer production, products created during beer production, classical and special massage. The beer spa is also unique thanks to the combination of natural ingredients with the effects of Royal Oak, which was a symbol of longevity.

EFFECTS AND BENEFITS OF A BEER BATH

- Body detoxification and pore cleansing;
- Improved blood circulation of the limbs;
- Increased heart activity;
- Helps to treat acne, cellulite and psoriasis;
- Rejuvenating and improving the skin condition;
- Help in the treatment of back pain;
- Reduction of stress and overall regeneration of the body.

Positive effect on skin, hair and muscles.

There are beer spas in Austria, the Czech Republic and Slovakia.

Beer spas in Austria

As for Austria, the first beer baths were established only recently, 12 years ago. We can say that beer spas are popular throughout Europe. In Austria, the

first beer spa was founded by BBB – Bier Bottich Badcompany, which developed a detailed concept of a beer spa. BBB offers its market brand and its know-how to operators who want to set up this type of spa, ensures implementation, and training of employees. The company provides complete equipment for the spa, provides tubs in which the bath is performed, the beer mixture of which the bath consists and also provides its logo.

Beer spas in the Czech Republic

In the Czech Republic, beer is considered a national drink and many consider Czech beer to be the best beer in the world. A large number of beer spas were established in the Czech Republic. Beer spas in the Czech Republic have become a popular form of relaxation in wellness facilities. Large breweries such as Plzeňský Prazdroj or Budvar have a high number of visitors, thanks to beer spas.

They not only offer guests good beer, a tour of the brewery, but also try to offer something original. It was the beer spa that took care of the market boom, which spread throughout the Czech Republic. Most of them are small breweries, which are expanding their range of services to include accommodation, meals and a novelty in the market of wellness services – beer baths.

Beer spas in Slovakia

The current trend in spa tourism and wellness is gradually reaching Slovakia.

Most of these spas are created in former breweries or as part of spa facilities and wellness complexes. In addition to large breweries, there are also small local breweries, which realize that if they want to compete, they must always come up with something new for customers and follow the latest trends. The first and most famous Slovak spas are located in Bojnice. Bojnice is a suitable place for the establishment of beer spas because the brewing industry has a long tradition in Bojnice and to this day there is the building of an old brewery known as Pivár.

Beer tours

Beer traveling is one of the newest types of tourism associated with gastronomy. People started looking for them in a targeted and organized way.

Every year more breweries are added and therefore the door has been opened for this type of travel. Beer tourism flourishes and is very popular abroad. It is supported by independent cities through city information centers that cooperate with local breweries. They have created plans and according to them tourists are easier to find their way around. In the Czech Republic, Belgium, America, England, people use this type of travel. During the trips to the breweries, they have the opportunity to get to know new places, breweries, beers, learn something new about brewing and have fun. Sitting with a glass of beer creates a

real piece of experience and the task of breweries is no longer just to prepare a good beer, but also to come up with a program that will attract people.

Beer tours of Slovakia are a product that was to focus on getting to know Slovakia through small breweries. Four beer routes were created: Bratislava Tour, Záhorie Tour, Košice Beer Tour and Beer Tour from city to city. This product has been stopped and no trips are organized. Each of them offered a different tourist-beer experience. The location of breweries in Slovakia is not so dense that it is possible to visit a larger number of breweries within one city.

Small breweries are currently creating a network that can be connected, thus creating attractive routes that can be further connected with the cultural and entertainment program of the city. Each visit to the craft brewery was associated with a tour of the premises, an explanation by the brewer and a tasting. Thanks to the fact that breweries are located throughout Slovakia, each trip acquires a different attractiveness.

Beer tours also include festivals every year, such as the Craft Beer Festival – Beer Salon in Bratislava, Jánsky Beer Festival in Vrakun, Štramák Fest in Senica, Beer Salon in Košice, Spring Beer Salon in Bratislava, Collector's Exchange of Brewing Subjects in Banská Bystrica, Záhorský Beer Festival in Prievaly, Nitra Beer Festival and many more. [10].

CONCLUSION

Beer tourism in the form of small craft breweries and beer events is starting to prosper in Slovakia. The Slovak brewing industry has started to develop in recent years, together with an interesting offer of beer events, which has created space on the market for beer tourism. This type of tourism cannot only make Slovakia visible, but it can also help it economically. In order for beer tourism to develop further, it is necessary for the local population itself to be aware of this possibility. Beer tourism is mainly influenced by small breweries. People are looking for small craft breweries because their beers are different from those that can be bought in a store. Beer spas can contribute to the development of the region and thus be a benefit not only for the whole region and tourism. It makes tourism enterprises to be more attractive and enriches the offer of services mainly in spas, wellness facilities and breweries. The expansion of the offer will bring new opportunities for tourists who, thanks to the beer spas, will regularly return to the spa towns.

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