Gluten-Free Taste of India Comes to Britain

Thursday 19 May, 2016

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It is no secret that beer is the drink of choice for any curry fan and has been associated with Indian cuisine in the UK since first being served at Veeraswamy in Piccadilly in 1927. However, most of the so-called 'Indian' beer sold in the UK is actually being brewed in Europe, so to have a new beer, direct from India, is more than welcome.

Goa Premium Beer at last offers curry fans a drink to go with their spicy offering. It is a true Indian brew imported all the way from India, unlike the other main brands.

The 4.8 ABV beer comes in 340ml & 650ml bottles as well as a 500ml can and is distributed by Viiking Ventures UK Ltd. Apart from the fact that Goa Beer is actually brewed in…. well, Goa, the beer's other great advantage is that it is gluten free, based on malt and maize. The malt taste comes through clearly when enjoyed alongside a spicy curry and as a stand-alone drink, is somewhat reminiscent of Blue Moon from America.

Legend has it that in the year 1530, the weather lured India's Portuguese colonists to move their capital to Goa. Hardly a surprise, considering the tropical weather it's been blessed with. The humidity and conditions here work their alchemy on the water, to endow it with that special something. And it's this very water that gives Goa Beer its crisp, refreshing flavour, that's so distinctly Goa.

The Viiking Group has many interests across various sectors such as Hospitality, Media and Entertainment, Health and Fitness, Realty, FMCG products and Aviation. The Viiking Group acquired Goa's highly popular King's Pilsner Beer formerly owned by Impala Distillery and Brewery Ltd. King's Black Label Premium Pilsner Beer, as it was formerly known, has enjoyed the reputation of having superior taste and refreshingly different packaging and positioning. The beer was one of the first Pilsner beers manufactured in India.

As per this acquisition, Impala and ?Viiking Ventures formed a partnership which is valid for 20 years, wherein the beer will be manufactured and bottled by Impala exclusively and all production costs and marketing responsibilities will be handled by Viiking Ventures.

Mr. Sachiin Joshi, Chairman – Viiking Ventures said, “The unique taste comes from the waters of Goa used in production, making it the preferred choice for the beer-drinking population. People from around the world have had it in ?Goa and are eagerly awaiting its global availability. The product has immense potential, even overseas.”

A good curry deserves a good Indian beer and Goa Beer is now available throughout the UK. For further information, call 0203 752 6737.

The 19th National Curry Week will take place from 18-24 October 2016 supported by Asda, Bhai Cider and Kingfisher Premium Lager Beer.

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