

Beer brewing: Art? Technology? or Business?



Introduction:

Beer is a drink known worldwide. Recently, craft beer brewing is gaining followers and more and more users have started to make it.

Therefore it is necessary to follow some rules to turn this hobby into an economically viable activity in a neighbourhood context.

Project Brief: The main objective of the project is to evaluate the implementation of beer brewing process at local scale.

To achieve this objective it will be necessary to:

- 1) Know the production process of craft beer.
- 2) Define a product based on a good design, both in its packaging and graphic design.
- 3) Generate a business plan based on a local context that makes it durable over time.

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