



Kombucha: How Indians Prefer As Their Beverage Of Choice

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Abstract

This slightly sweet, effervescent drink has a 2,000-year history and is well-known for its health advantages. In the Tsin Dynasty, kombucha was first mentioned in Chinese records in 221 BC. The fermented tea is credited to Dr. Kombu, a Korean physician, who brought it to Japan in 414 AD. Later, the name of the doctor Kombu was combined with the Korean word cha, which means tea, to create the word Kombucha. Though the beverage has become widely known, Goa is credited for sparking India's Kombucha obsession. These days, you can find Booch (the name for Kombucha) on the menus of cafes and grocery stores in any Indian city.

Keywords: Kombucha, Beverage, benefits, Indian brands.

Introduction

A bubbly tea-based sweet-and-sour beverage is called kombucha. Many claim that it relieves or prevents a wide range of health issues, ranging from AIDS and cancer to hair loss. While there isn't much scientific proof to support the claims, some ingredients in the drink might be beneficial to you.

The history of kombucha dates back almost 2,000 years. After being brewed in China for a while, it later reached Russia and Japan. It rose to popularity in Europe in the early 1900s. Due to its image as a health and energy drink, sales are increasing in the US.

Ingredients in Kombucha

The three main components of kombucha are sugar, black tea, and yeast. The mixture is left for at least a week. In that period, the drink begins to develop acids and germs, along with a trace of alcohol. This is called fermentation, and it's the same process used to preserve cabbage for kimchi or sauerkraut, or to turn milk into yoghurt. A SCOBY (symbiotic colony of bacteria and yeast) is a film that forms on top of the liquid due to the combination of these bacteria and acids. A SCOBY can be used to ferment additional kombucha. Lactic-acid bacteria, which are found in kombucha, provide probiotic properties. Additionally, kombucha has a good amount of B vitamins.

Benefits of Kombucha for Health

Supporters claim that it improves digestion, gets rid of toxins from the body, and increases energy. It's also supposed to strengthen your immune system, aid in weight loss, protect against heart disease and high blood pressure, and stave off cancer. However, there isn't much data to back up these assertions. In general, fermented foods are beneficial to gut health and the microbiome. Probiotics produced by fermentation aid in the treatment of diarrhoea and irritable bowel syndrome (IBS) and may even boost immunity.

Making the ideal beverage

Kombucha is best described to a layperson as fermenting tea. Depending on the flavour and acidity the brewer is going for, brewing a batch of Kombucha might take one to two weeks. A symbiotic culture of yeast and bacteria, or SCOBY, is the magic disc that converts tea into kombucha.

"A fairly normal recipe for the drink calls for making a sweet tea solution, letting it cool, then adding a portion of an earlier kombucha brew and letting it ferment for seven to 10 days. It's like making curd, says Rebekah Sood, co-founder of Atmosphere Kombucha Brewery in South Delhi.

Crafted in breweries throughout Delhi-NCR, kombucha is becoming a wholesome substitute for fizzy drinks. By adding locally produced, seasonal fruits, breweries such as Atmosphere, Bhu Kombucha in Defence Colony, Stoked Kombucha in Gurugram, and the home brewery Bein in West Delhi are able to brew Kombucha in a variety of flavours. Bein's founder, Sahaj Panesar, states, "I make summer flavours like mango, but my watermelon lime Kombucha is an all-rounder."

Taste that's good for your health

For a long time, this frothy beverage has been heralded as a miraculous superdrink. It is well known to be a healthy substitute for wine, but it also has a number of other health advantages. For example, it can help treat arthritis, prevent infections, and aid in weight loss. Many people in Delhi-NCR have attempted to include it in their diets as a result.

"Over the past ten years, there has been a lot of focus on gut health and how it affects a person's mental and physical well-being," explains Isha Sahwney, creator of Bhu Kombucha in Defence Colony. Nowadays, nutritionists advise people to consume more fermented foods, which is actually part of our tradition when you think about it."

The Booch craze is a throwback to the ways of our forefathers, even though it may be traced back to the West to some extent. After a demanding day, Varun Shrian from East of Kailash, who was first exposed to kombucha through his friends, claims that the beverage quickly revives him. In a similar vein, Henna Vadhera from Gurugram claims that she always has two or more bottles of Kombucha on hand.

"By adopting Kombucha, I have realised that I do not feel any bloating or face any constipation issues post an indulgent meal," Vadhera continues. It appears that the Booch is here to stay for a drink this adaptable.

In the COVID-19 period, consumers' interest for healthy beverages has increased due to their quest of wellness. In addition to providing basic nourishment and refreshment, people are becoming more and more interested in food and beverage options that have functional benefits.

The age-old beverage kombucha, which is produced from fermented tea, sugar, and SCOBY (a symbiotic culture of bacteria and yeast), has been showing up on cocktail lists around the country more and more. Due to its naturally occurring effervescence and tart qualities, kombucha is a great mixer for inventive cocktail creations in the modern bar. Kombucha is now even more accessible than before since it may be served on tap.

The Indian Market for Kombucha

All things considered, the kombucha market is one of the fastest-growing areas, particularly when it comes to functional beverages. In its Global Kombucha Market 2019–2028 study, ResearchAndMarkets.com projects that the global kombucha market will grow at a compound annual growth rate (CAGR) of 22.21 percent from 2019 to 2028. The research organisation claims that the desire for flavoured kombucha drinks together with the popularity of health beverages and hydration are driving the global kombucha market's expansion.

The popularity of kombucha has undoubtedly been aided by its more recent flavours, which include Blueberry Mint, Pineapple Turmeric, Pomegranate, Tropical Punch, and many more. These flavours are also far more widely available than those of the product's predecessors.

Indeed, kombucha will succeed in 2021 because there will be a continued need for interesting flavours and beneficial beverages. It's common to find fresh, fragrant kombucha flavours like orange blossom, hibiscus, and elderflower mixed with other fruits, herbs, and botanicals, which are all excellent in cocktails. Kombucha in Restaurants and Bars.

Hard kombucha is a perfect fit for the lighter, fresher, healthier mocktails and cocktails that customers will be seeking in 2021. Anticipate a rise in demand for "dual-purpose" mocktails and lower-alcohol-by-volume cocktails that highlight ingredient mixes with multiple uses, like kombucha. As low-proof cocktails are purportedly "healthier," and this has drawn the attention of many drink fans, hard kombucha ought to stand apart.

Hard kombucha is packed with live probiotic cultures, just like its non-alcoholic sibling, which may help digestion and contribute to a healthy gut flora. This makes the drink even more appealing to those who are health-conscious. Of course, hard kombucha is a health-conscious consumer's dream come true because it is completely gluten-free, has fewer calories, sugar, and carbohydrates, and is incredibly effervescent.

Ready-to-drink [RTD] kombucha cocktails will become more popular in addition to made-at-the-bar kombucha drinks. All things considered, keep an eye out for a constantly growing assortment of kombucha flavours, possibilities, and mixes to provide to clients or incorporate into mixed drinks, in addition to having kombucha available on tap at your business.

Conclusion

One of the most well-liked trends that swept the subcontinent during the pandemic was this fermented tea beverage. The bubbly beverage has its roots in China, the country that gave rise to tea, which is the base of kombucha. Over time, black tea is fermented with the addition of yeast and sugar, creating a beverage that functions as a probiotic and provides an additional boost of B vitamins. Several Indian firms have joined the trend, such as Hyderabad's Hydra Kombucha, Delhi's Atmosphere, Mumbai's HappyBooch and Bombucha, Bangalore's Mountain Bee, Faridabad's Raw Kombucha, and Goa's Borecha. The market has been expanding at a rate of 162.2 percent annually, says Techsauce.

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