

MADE IN ARGENTINA

# Argentina's Revolución Cervecera

The Argentine craft beer scene has many parallels with South Africa's – breweries are quickly popping up across the country, providing an alternative to the traditional wine culture. **Malin Norman** explores “la Revolución Cervecera”.

Stretching almost 4,000 km from north to south, Argentina is massive and rich in natural resources, yet has a troubled past of military dictatorship and economic difficulty. These days, a craft beer uprising is making noise and according to a study by the Chamber of the Argentine Brewing Industry (Cámara de la Industria Cervecera Argentina), the population drinks 43 litres of beer per person each year – half of their total consumption of alcohol.

Martín Boan is one of the most prominent beer ambassadors – as well as being an international beer judge, Boan owns beer academy Centro de Cata de Cerveza as well as the Buenos Aires-based brewbar BierLife. He explains that



The three co-founders of award-winning Juguetes Perdidos

the industry has developed rapidly in the last five years with an annual growth of 40% and that Argentina currently counts around 600 craft breweries within its borders. Being a vast country with cities located far apart, distribution nationwide is limited, and most breweries still operate on a small scale of around 7,500 litres per month. There is definitely an

increased thirst for knowledge, says Boan: “It’s part of the trend, people want to try different beers, discover new brands and flavours. They know that craft beer exists and are constantly searching for it.” Even though the real enthusiasts are becoming more adventurous, the best-selling beers in Argentina are still the easy-drinking honey, golden and blonde ale.

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