

Fantastic Beers and Where to Find Them



by **MIHIR DESAI** and **ELIZER FAJARDO**

This project attempts to map the Production, Distribution Patterns & Consumption Points of Munich Beers.

INTRODUCTION

Beers are one of the main attractions of Munich, which attracts people from all over the world to drink some of its finest beers. This project attempts to map key aspects of the Bavarian Beer culture and try to read Munich as a Beer City. It becomes necessary to ask the question, *How do we represent the City through its Beer Infrastructure?* For this purpose we try to frame the cartographic study in the following three part structure: *Where is the beer produced? Where is the beer distributed? Where is the beer consumed?* This shall help us to understand how Beer flows in the city of Munich.

Apart from understanding the structure of Beer in the city, the maps can be used to plan beer tours in Munich based upon various interesting parameters such as the type of restaurant, urban attractions like museums or historic places and open space proximity to the point of sale. The maps can open up multiple possibilities for us to the experience of the city through its trademark beers.

Beer Basemap: For the study, an immersive navigation experience is developed through a basemap which gives fresh perspectives to look at Munich as a 'Beer City'.



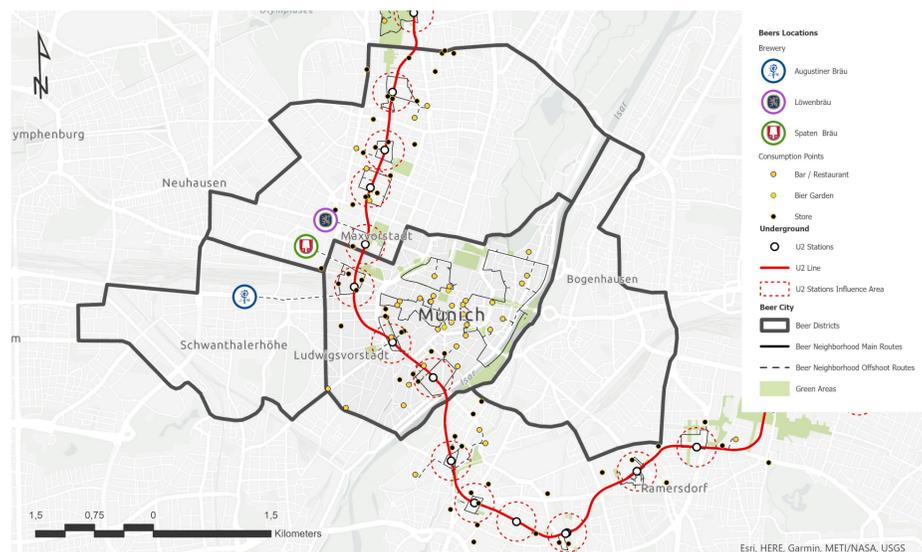
Munich Breweries: The six brands that form the 'Verein Münchner Brauereien' association.



Production: Contributions of various regions to Barley & Hops harvest in Germany, 2021



Distribution: Hofbrau and Paulaner distribution patterns that are in striking contrast to each other with exports reaching out to America and Asia respectively.



Consumption: Attempting to construct Munich as a collection of 'Beer Neighbourhoods' that come together to form 'Beer Districts' located in high density regions of consumption points

IMPRINT

Mapping Project
Winter Semester 2021/2022
Technische Universität München
Mihir Desai
Elizer Fajardo

SUPERVISORS

Juliane Cron, M.Sc.
Dr.-Ing. Mathias Jahnke

KEYWORDS

Munich, Beer, Route, U2, Density, District, Neighbourhood.

LINK

<https://storymaps.arcgis.com/stories/b75c8a25bf3c4df186e0a59ee7f97fea>



REFERENCES

- https://www.dpma.de/english/our_office/about_us/history/70_years_patent_office_munich/part_3_munich_trade_marks/muenchnerbier/index.html
- <https://www.oktoberfest.de/en>
- <https://www.barthhaas.com/en/campaign/barthhaas-report-2021#c3277>
- https://munichbeergardens.com/Main_Page
- <https://storymaps.arcgis.com/stories/d2215cad15004e438e33069c35f82ed5>

This project was created within the Cartography M.Sc. programme – proudly co-funded by the Erasmus+ Programme of the European Union.