

Exploring the Difference between Bottled Beer and Canned Beer in Hong Kong

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1. Background

- Beer is the **most widely consumed alcoholic** beverage and one of the **most popular** drinks globally.
- **Limited** research on the **difference** between **beer in HK**.

2. Research Objectives

The study aims to compare and analyze the disparities between canned and bottled beer.

Specific objectives include:

- Evaluating **sensory** aspects
- Assessing **packaging** integrity
- Investigating **environmental** impacts
- Understanding **consumer preferences**
- Examining **industry practices** and **market trends**



3. Methodology

The research employs a **mixed-methods** approach, combining quantitative and qualitative methods:

- **Surveys** on consumer preferences
- **Blind taste** tests to evaluate sensory attributes
- **Life cycle analysis** for environmental impacts, considering energy consumption, carbon emissions, and waste generation

4. Findings

- **Bottled beers** generally scored **higher in appearance and aroma**
- **Canned beers** were often **avored for taste and finish**
- **Canned beers** were perceived to have a **longer shelf life and more convenient for transportation and storage**
- The environmental analysis suggested that cans might have a **smaller ecological footprint** due to their **recyclability and lighter weight**.

5. Conclusion

This research provides valuable insights for consumers, breweries, and policymakers regarding the benefits and drawbacks of bottled and canned beer. These findings can influence decisions on beer packaging, potentially leading to more sustainable and consumer-friendly practices in the industry.