

Carib Premium Strong Beer launches in India

CARIB Premium Strong Beer, crafted specifically for India's palate, is set to launch this month in Uttar Pradesh.

'With a robust 8% ABV, a smooth, medium body, and a crisp, floral finish, it pairs perfectly with the country's bold cuisine, from spicy kebabs to festive feasts,' Carib stated in a release yesterday. It will be launched in the cities of Lucknow, Kanpur, Varanasi, Ayodhya, and Prayagraj.

Bold new brew

'This is not an export; it's a cultural collaboration, made in India with global quality and Caribbean soul,' Carib stated.

'At Globus Spirits, we've always believed in crafting experiences that transcend borders-and Carib Premium Strong Beer is a perfect reflection of that belief. This launch is not just about introducing a new beer to India; it's about celebrating the spirit of two vibrant cultures united by their love for cricket, bold flavours, and good times. Partnering with ANSA McAL has allowed us to bring the legacy of the Caribbean to Indian shores in a way that feels both authentic and refreshingly local. Brewed in India, inspired by the Caribbean, Carib Premium Strong Beer is a toast to shared passions and new beginnings,' stated Shekhar Swarup, the joint managing director of Globus Spirits Ltd.

'United by cricket, the launch honours the shared passion for sport, flavour, and togetherness. Whether you're heading to India for a match, a wedding, or an adventure, Carib Premium Strong Beer is your invitation to experience the best of two worlds, in one can. Bold in flavour, smooth in style. This is how we unite-by cricket, by culture, and as legends!' the Carib release stated.