

Mahou Cañas & Tapas Nights concludes on high note

Dec 18, 2015



A 100% Spanish-owned family company, the sector leader in the country with a production share of 35.5%. It has eight brewing facilities (seven in Spain and one in India), two sources of mineral water with their own bottling plants, and a professional workforce of over 2700. The firm's history dates back 125 years, beginning with the birth of Mahou in 1890. Ever since then the company has continued to grow.

In the year 2000, Mahou acquired San Miguel. In 2004 it added the Reina brand from the Canary Islands to its portfolio, followed in 2007 by Cervezas Alhambra. It furthermore diversified its business by purchasing Solán de Cabras in 2011. It holds an extensive portfolio of domestic beer brands which include Mahou Cinco Estrellas, San Miguel Especial, Alhambra Reserva 1925 and such pioneering products within the sector as San Miguel 0.0% and San Miguel ECO. It also has a wide range of international beers through partnership agreements with the likes of Carlsberg and Warsteiner. Internationalisation is one of its strategic cornerstones for the development of its business. It produces more than 75% of Spanish beer consumed worldwide, and has a presence in over 60 countries.

Mahou India, the first subsidiary of Spanish brewing major Mahou San Miguel to be established outside Spain, organized the “Mahou Cañas & Tapas Nights” on 5th December at Q’la, New Delhi. It was an enthralling evening when Flamenco from Spain met the music and dance lovers of Delhi at the terrace of the beautiful venue.

In Spain, beer is enjoyed in small glasses called “Cañas” and is savoured with small bites of food called “Tapas”. And, what is a Spanish night without music and dance to exhilarate your soul?

Bringing in this Authentic Spanish Fiesta Flavour – the mesmerising Mahou Cañas & Tapas Nights completely enthralled audiences that evening! The Flamenco dance performances and the rejoicing on the musings of guitar nudged audiences to tapping their toes.



On the occasion, Ramita Chaudhuri, Chief Marketer, Mahou India said, “We are delighted on the overwhelming response, which saw guests from Delhi-NCR together with the Expat community. The ‘Mahou Cañas & Tapas Nights’ are surely making the beer enthusiasts excited about the Spanish way of savouring beer & snacks. That’s the perfect way to titillate your taste buds and groove to Spanish Music, Masti and Mahou! While the concept is at a nascent stage in India, we want to make it bigger in the future.”