NEWS | BEVERAGES

Goa-based LB Brewers forays into global market

Estimating to sell close to 50,000 cases a year with a revenue close to Rs 2 crore in Oman

By **Manbeena Chawla** | September 19, 2022



2

> WordPress post #25256

Estimating to sell close to 50,000 cases a year with a revenue close to Rs 2 crore in Oman

Goa-based startup Latambarcem Brewers (LB Brewers) has entered into Oman to market craft beer. It manufactures craft beer at its brewery in Goa. It also makes non-alcoholic functional

beverages such as premium iced-teas, kombucha and zero sugar seltzers.

"We are entering into global markets to sell our craft beer. We have appointed a distributor in Oman for marketing of our premium craft beer brand Maka Di," said Ishan Varshnei, Co-founder and CEO of LB Brewers.

The demand for beer is huge in Oman, especially from NRI population, he said. After studying the consumption patterns and taste profiles of the Omani population, the company is launching two new specially curated craft beers for the Oman market.

LB Brewers plans to expand its overseas presence and is exploring to enter three more countries, including those in Gulf region. In Indian market, LB Brewers is selling its both products craft beers and functional beverages across major cities. Recently, the company partnered with Haldiram's to market its iced-teas ‘Borecha Icey’.

During the last financial year, LB Brewers sold 25,000 cases of beer and 40,000 cases of ‘ **Borecha**’ valuing at Rs 3 crore and Rs 2 crore respectively. The company is targeting to increase its turnover to Rs 20 crore in FY 2022-23.

Image credit- newsvoir

Read online: https://nuffoodsspectrum.in/news/15/19369/goa-based-lb-brewers-forays-into-global-market.html
© 2026 NUFFOODS Spectrum. All rights reserved.