

# Beverage Effects on Events

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## Introduction

### Abstract

The intent of this project is to research and analyze how an event and the beliefs systems of an individual can affect what type of beverages are served. For this research, I analyzed information of two different religions and investigated what goes into planning an event. The event chosen was a wedding. To accomplish this task, I had done research over popular beverages served, Catholic and Islamic diets and wedding traditions, as well as, interviewed six people that fell into the Catholic and Islamic beliefs who had weddings.

While doing this research I found that whoever is planning the event shouldn't only care about the religious restrictions, but also put thought into other factors. The year is a large deciding factor, this is for what is most popular, and if one beverage is cheaper and easier to get. Next is the age, if a person is getting married under the legal drinking age it is more likely that they are going to have a dry wedding. The location is quite possibly the biggest factor in beverage choice. If the area is a dry location, then there will be a lack of alcohol. as well as certain locations that have national drinking staples. For instance, getting married in England an individual is more likely to have tea at their wedding. So, in conclusion, when deciding on a beverage to serve, an individual should not make their decision solely on religion and needs to take into consideration other factors.

### Adding Atmosphere



#### Drink Presentation

The presentation of the drink allows for the guest to see creativity within the theme, and causes them to want to try more from the establishment.



#### Drink & Food pairing

pairing of the food and drink in a deliberate manner adds to the rich flavors, and puts the guest at ease.



#### Adding to Theme

Having a theme to the establishment that is consistent allows the guest to become comfortable with the establishment.

### Drink and Food pairing Importance

- Pairing is all about balance. The beverages shouldn't cover the foods taste, but enhances the flavor.
- Good pairings improve a customer's experience.
- Can make a restaurant more interesting & drive up sales & profits.

## Results

### Why we love Beverages

#### Taste

- The mouthfeel of the beverage.
- Taste can make someone think precious moments.
- Everyone has different, which is why there's different flavors

#### Presentation

- The way the beverage looks.
- Making the drink match theme of the restaurant or food.
- The presentation lets the presenter become creative.

#### Health Benefits

- Different drinks have different health benefits.
- Tea relaxes an individual.
- Red wine (in moderation) is good for the heart.

### Analysis

interviewees	John	Maryellen	Sue & Eric	M.O	D.V	J.D
What religion do you identify as?	Catholic	Catholic	Catholic	Islamic	Islamic	Islamic
Did you serve any beverages?	Yes	Yes	Yes	Yes	Yes	Yes
If so, what did you serve?	Whiskey, liquor, wine, etc.	Majority alcohol products	Beer, Wine, & Champaign	Fruit Juice	Open choice	Fruit Juice
age of marriage?	30	17	23	30	22	24
Guest?	Friends & Family	Friends & Family	Friends & Family	Friends & Family	friends	Friends & Family
Where did it take place?	Wheaton, Illinois	Philadelphia	Edmond, Oklahoma	Karachi, Pakistan	New Hampshire	Wisconsin
Year of marriage?	2003	1970	1995	1998	2002	1998
Restrictions?	No	No	No	Religious	No	Religious

Beverage	Purpose	Popular example	Age demographic (as of 2023)
Alcohol	effects the mood and mind functions	vodka	21-50 (at least in U.S.)
Mocktail	generally for taste and looks.	Chill-Out Honeydew Cucumber Slushy	18-35
Coffee	"Wakes" a person up,	Pumpkin spice latte	18-24
Tea	Relax	Bubble tea	35-55 (mainly female)
Water	Rehydrate,	Sparkling water	All ages
Juice	t health benefits.	Orange juice, Cranberry juice	Young children-13 And 40-up

## Conclusion

### Similarity

When talking with these individuals most of them said that they were making most decisions based on relatives, and the area in which the event took place

### Difference

- Catholics mainly have alcohol at their wedding, while Muslims prefer to have fruit juice.
- Muslims have to work around their religious restrictions while Catholics don't have restrictions on beverages.

### Islamic

#### Traditions

- Salatut Ishtikara, blessing from Allah
- Sanchaq, groom family gifts the bride a dress
- Mehndi, decorate the couples arms and legs

#### Beverages

- Water
- Tea, more for spring and summer weddings
- Coffee, more for fall and winter weddings.
- Cordial, concentrated squash syrup mixed with water (non alcoholic drink)

### Catholic

#### Traditions

- exchanging of vows.
- The priest opening prayer
- Holy communion

#### Beverages

- Red wine (served with fish)
- White wine (served with chicken)
- Whiskey (served with steak)

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