

## To Study Homemade Liqueurs Served in Bars in Nagpur City

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### Abstract:

In the research Paper, the researcher has made study on the homemade liqueurs which is the popular trends in the bars of Nagpur City. The researcher made the survey to the different bars in the Nagpur city and come with the reviews of the respondent on the Nagpur City. The researcher has prepared basically three types of Homemade Liqueurs such as Bailey's Irish Cream, Coffee Liqueurs, Chocolate Liqueurs. The researcher came to know about the views of the respondent in the Nagpur city which is very positive and popular among the Nagpur City.

### Keywords:

Liqueurs, Homemade, taste, colour, Eye Appeal. Texture

### Introduction

When the idea of writing a book about vodkas and other spirits was born, I decided to leave the United States and write it in Poland. Poland has been making beer, honey wine, vodkas and all types of alcoholic infusions for centuries. This art has already been described in two classical nineteenth century books "How to Cook" by Maria Disslowa and "Universal Cookbook" by Maria OchorowiczMonatowa. Well, I have read them both and all I can say is nineteenth century folks knew how to make alcoholic spirits very well.

For almost a year alcoholic beverages were made on a daily basis and then evaluated by our friends who at the average age of 65 years, with a lifelong experience in drinking, have become our expert panel of judges. Vodkas were made and drank even faster than opinions were stated. People there still remember how vodkas were made at the turn of the century, during the communist regime and now. Our judges would simply say: Yeah, this is what we used to drink in the past. Whether it was rowan berries, bison grass, sweet flag or other fruits or berries the judges knew it all. The streets in Poland are lined with sour cherries, walnuts, hawthorn, blackthorn, dogwood, rowan, plums, linden flowers and they are all used for making alcoholic beverages. Every time a new fruit appeared on the market we would make an infusion from it. Dry fruits like raisins, prunes or apricots were tinkered with as well.

The advantage of making spirits at home lies in the fact that a hobbyist can experiment with new fruits, herbs and spices on a whim, a luxury that commercial producers cannot afford The factory must walk a thin line and drank even rater than opinions were stated. People there still remember how vodkas were made at the turn of the century, during the communist regime and now. Our judges would simply say: Yeah, this is what we used to drink in the past. Whether it was rowan

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The advantage of making spirits at home lies in the fact that a hobbyist can experiment with new fruits, herbs and spices on a whim, a luxury that commercial producers cannot afford. The factory must walk a thin line between profits and quality, for it must make money to satisfy shareholders expectations, whereas hobbyists strive to produce the best beverage possible. In time, a hobbyist becomes an artist, a professional maker of alcoholic spirits. Think of a monk who patiently grew, harvested, distilled and mixed different combinations of fruits, berries, teas, herbs and spices with alcohol. This is the art of spirit creation. A good barman can mix cocktails using ready to drink components, our vodka making artist is creating those new components. A barman might say: "what would you like to have?" and our spirit making artist could ask: "what kind of vodka would you like me to make for you today?"

During the course of writing the book we threw many drink-mixing parties which became an instant hit. We would go to a place with a bunch of bottled infusions, spice and orange skins extracts, aromatic extracts, sugar syrup and pure alcohol. We would ask: "Well, Mary what would you like to drink? Let's make a drink that you will design." As she said what she liked, we started mixing those components together and everybody would glorify the

the start, we decided not to write another recipe book. A collection of recipes does not make a person proficient in a new skill. You have to know the How and Why of making spirits; you have to know the rules that govern the process. And first of all you have to realize that alcohol is just a tool, albeit a very important one. Once you understand how to manipulate the properties of alcohol, the rest will fall into place.

In most books the infusion is treated as the final proud, a drink that has been made with spices and sugar. In this book making an infusion plays two roles; it can be made as a ready to serve drink or it can be made as a raw material that will be later used for making vodkas or liqueurs. This gives complete new meaning to the word infusion; it becomes the building block for the future. And this book provides all the rules that govern the building process; selecting alcohols of different strength, preparing common extracts such as vanilla, cinnamon or orange skins, procedures for using dry and fresh fruit, preparing sugar syrups, proper macerating times, filtering methods and much more

By the time the book is read, the reader should be able to create his own recipe and this is exactly what we had in mind. We strive to prove that making alcoholic spirits is a form of cooking and not just mixing a few ingredients to make a cocktail. The fruit, herbs and spices are just the materials and alcohol becomes the tool. With skillful manipulation of alcohol's properties, a wide variety of wonderful spirits can be created. To get the reader started, a collection of 103 detailed recipes are included, which can be studied and

### **Purpose of Study:**

- To explore the types and varieties of homemade liqueurs served in bars in Nagpur city
- To examine the factors influencing the popularity of homemade liqueurs in Nagpur's bars
- To explore the potential for innovation and differentiation in homemade liqueurs in Nagpur's bars
- To investigate the role of homemade liqueurs in enhancing the customer experience in Nagpur's bars

**Objectives:**

- To identify the types and varieties of homemade liqueurs served in bars in Nagpur city
- To examine the factors that influence customer preference for homemade liqueurs in bars in Nagpur city
- To explore the potential for innovation and differentiation in homemade liqueurs in bars in Nagpur city:

**Research and methodology:**

Research methodology is the systematic, theoretical analysis of the methods applied to a field of study or research work. It acts as the nerve center because the entire research work is bounded by it.

In other word it is the way of searching or solving the research problem. The section represents an overview of the methods used in study. Areas covered here include Research Design, Sample & Sampling Techniques, Population, Data Collection & Analysis.

**Research Design**

The study was “To Study the homemade liqueurs Served in bars in Nagpur City”. Consequently; the research was designed to achieve the objectives set out by the researcher.

**3.1 Selection of Area**

For the present research study Nagpur (Maharashtra, India) was selected. Nagpur is also popularly known for its Oranges; it is the second capital city in Maharashtra. It is also the green and clean city in Maharashtra India and is located as a center city of India, almost equidistant fro all side of India.

Nagpur is a sprawling, seemingly infinite metropolis and is India's primary transport hub with all the nation's main highways intersecting there. And at the very centre of this national centre is Zero Mile; marked by the stone obelisk that the British placed there, on whose surface is an engraved list of cities (spelt the old-fashioned way) with distances to each of them. This city of wide, lush gardens and religious sites is culturally alive, and regularly hosts handicrafts exhibitions, tribal dances, and folk-art programmers.



Fig 1.19: Map of Nagpur city (Maharashtra, India)

### 3.2 Selection of Samples

The study is based on Demonstrations. The Demonstrations was carried out from January 2025 to March 2025. Accordingly, the researcher adopted the Experimental type of research in which Demonstrations take place on the basis of availability of ingredients for homemade liqueurs and review taken form the individual scorecard or a feedback forms and bars reviews on Experiment done by the researcher.

Famous Bars in Nagpur City where liqueurs and rest beverage being served:

- 1 Hitchhike
- 2. House of Beer
- 3. The martini Lounge
- 4. The local bar and cafe
- 5. Good luck wines
- 6. Light House
- 7. Barrel
- 8. Rhythm and Blues

The above bars were selected.

Size of Sample:

1. 50 Responses

Population

“Population is any group of individuals that have one or more characteristics in common that are interest of research.”

The targeted Population for study included the following:

1. Corporate Sectors
2. High class society
3. High class society
4. Guest in the Bars.

### 3.4 Method of Data Collection

The data collection is important stage in conducting research, the objectives of study was conveyed to each and every respondent before data collection in order to get proper response. The data was collected by researcher himself and it was collected under the following heads.

#### 1. Primary Data:

The Researcher collected Primary data by administering an observation by Corporate Sectors, High class society, High class society, Guest in the Bars.

#### 2. Secondary Data:

The secondary data consisted of information gathered by referring Journals, Articles, Magazines, Newspapers, and Web-sites on Aqua Tourism & Brochures of Respective Aqua Parks.

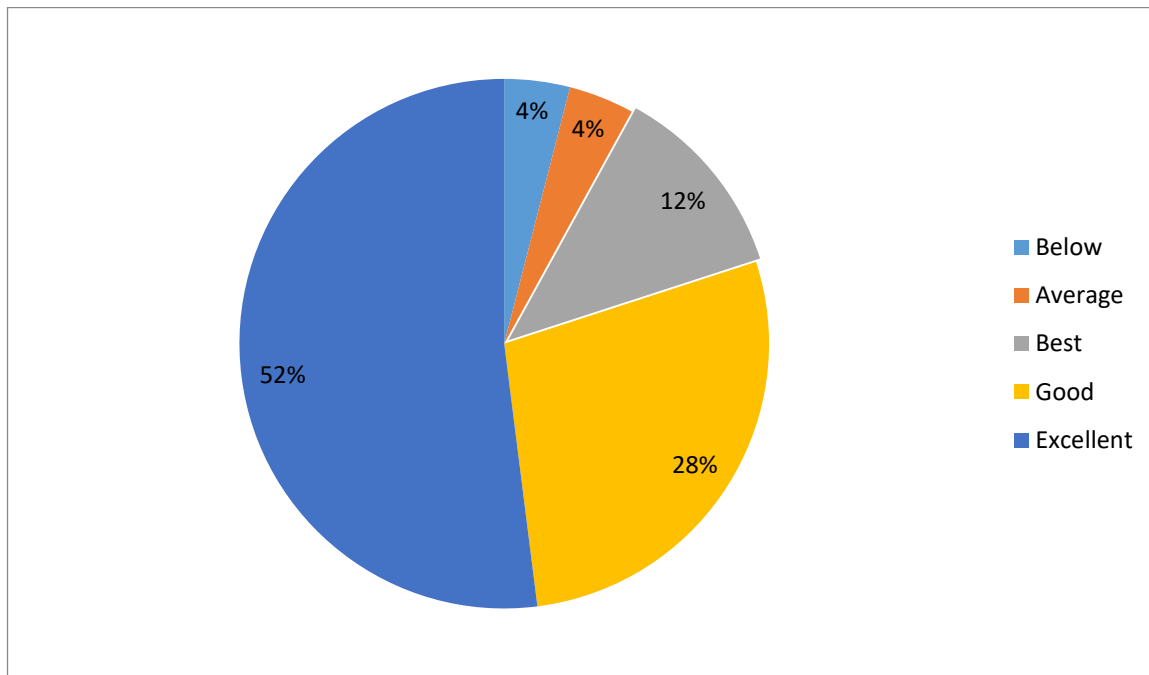
#### 1.5 Data Analysis

Experimental research design had been used for the study. The data was collected through demonstration and through scorecard analysis by the individual people and survey done by the researcher in different types of bars where homemade liqueurs are being served. and the collection of data is done on the basis of scorecard Analysis a feedback given by the individual.

## **Result and discussion:**

### 1.1 The taste of Bailey’s Irish Cream Liqueur

Sr .no	Particular	response	percentage
1	Excellent	26	52%
2	Best	14	28%
3	Good	6	12%
4	Average	2	4%
5	Below	2	4%
	Total	50	100%

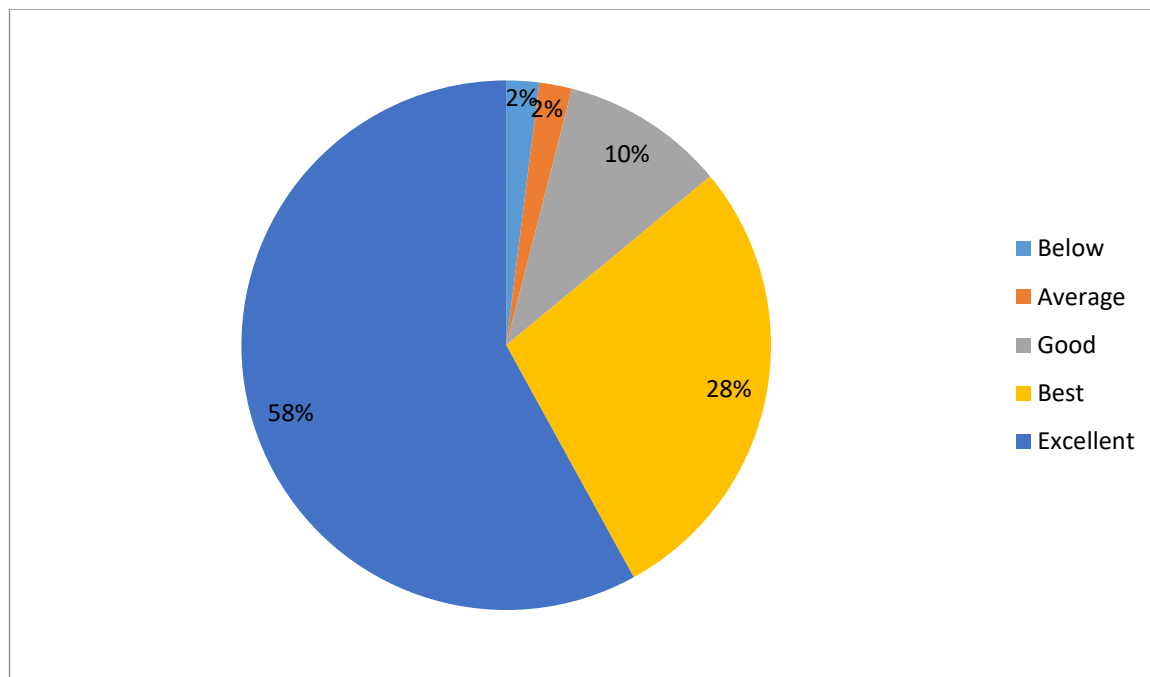


### 1.1 The test of Bailey's Irish Cream Liqueur

From the above Chart the taste of Bailey's Irish cream liqueur table Excellent is 52% Good is 12%, Best is 28%, Average is 4%, Below is 4%,

### 1.2 The texture of Bailey's Irish Cream Liqueur

Sr .no	Particular	Response	percentage
1	Excellent	29	58%
2	Best	14	28%
3	Good	5	10%
4	Average	1	2%
5	Below	1	2%
	Total	50	100%

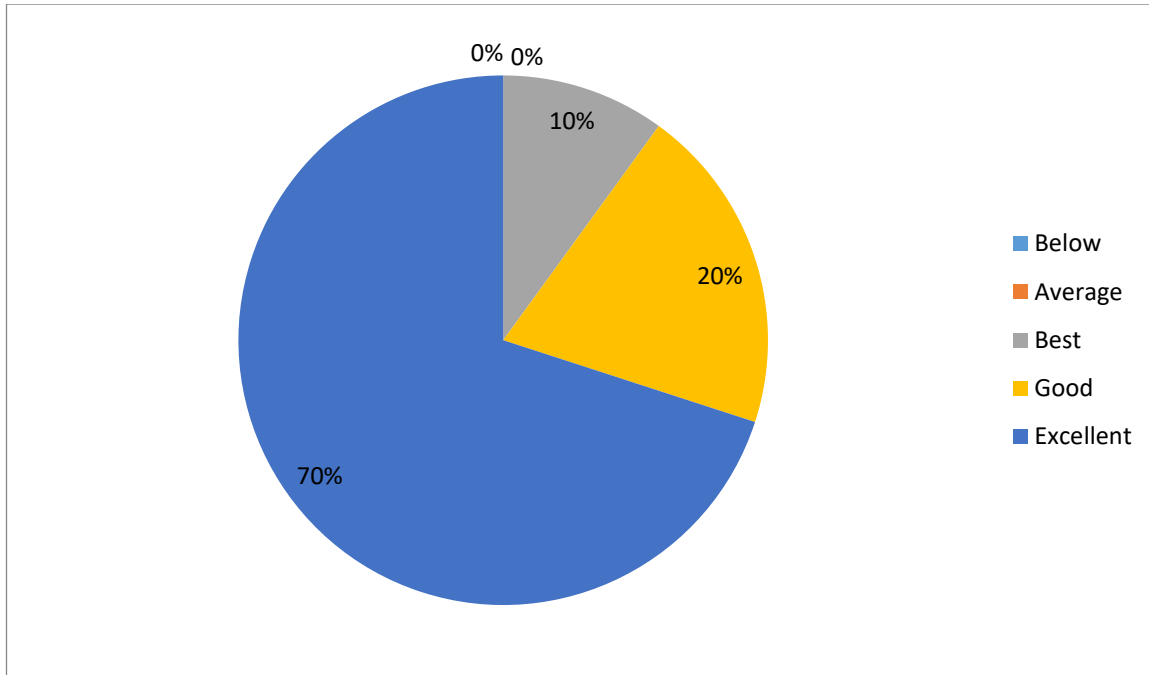


### 1.2. The texture of Bailey's Irish Cream Liqueur

From the above Chart the texture of Bailey's Irish Cream Liqueur the Excellent is 58% Best is 28%, Good is 10%, Average is 2%, Below is 2%.

### 1.3 The colour of Bailey's Irish Cream Liqueur

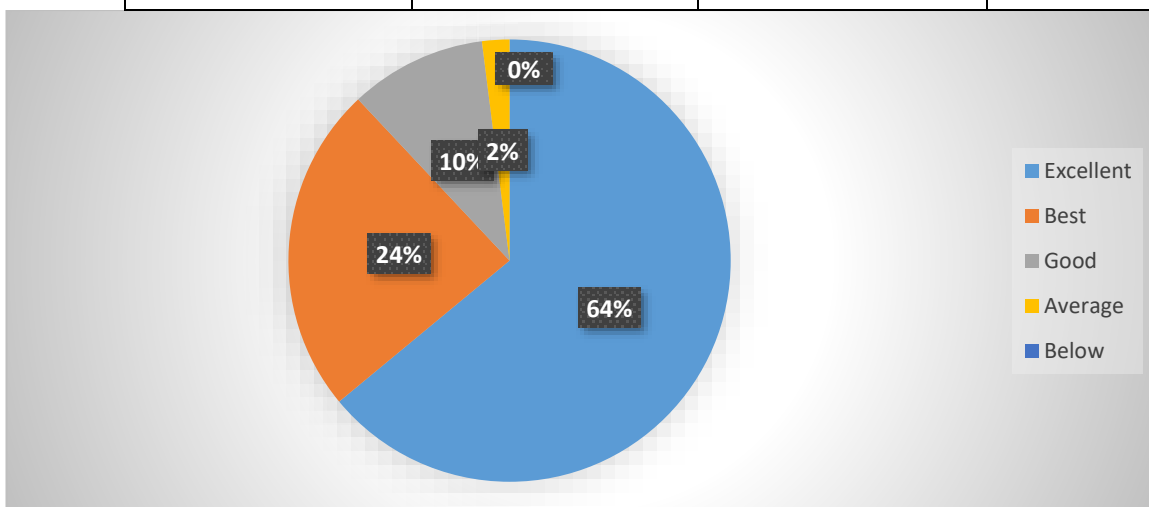
Sr .no	Particular	response	percentage
1	Excellent	35	70%
2	Best	10	20%
3	Good	5	10%
4	Average	0	0%
5	Below	0	0%
	Total	50	100%



From the above Chart the colour of Bailey’s Irish Cream Liqueur the Excellent is 70% Best 20%, Good is 10%, Average is 0%, Below is 0%,

#### 1.4 The Eye Appeal of Bailey’s Irish Cream Liqueur

Sr .no	Particular	Response	Percentage
1	Excellent	32	64%
2	Best	12	24%
3	Good	5	10%
4	Average	1	2%
5	Below	0	0%
	Total	50	100%

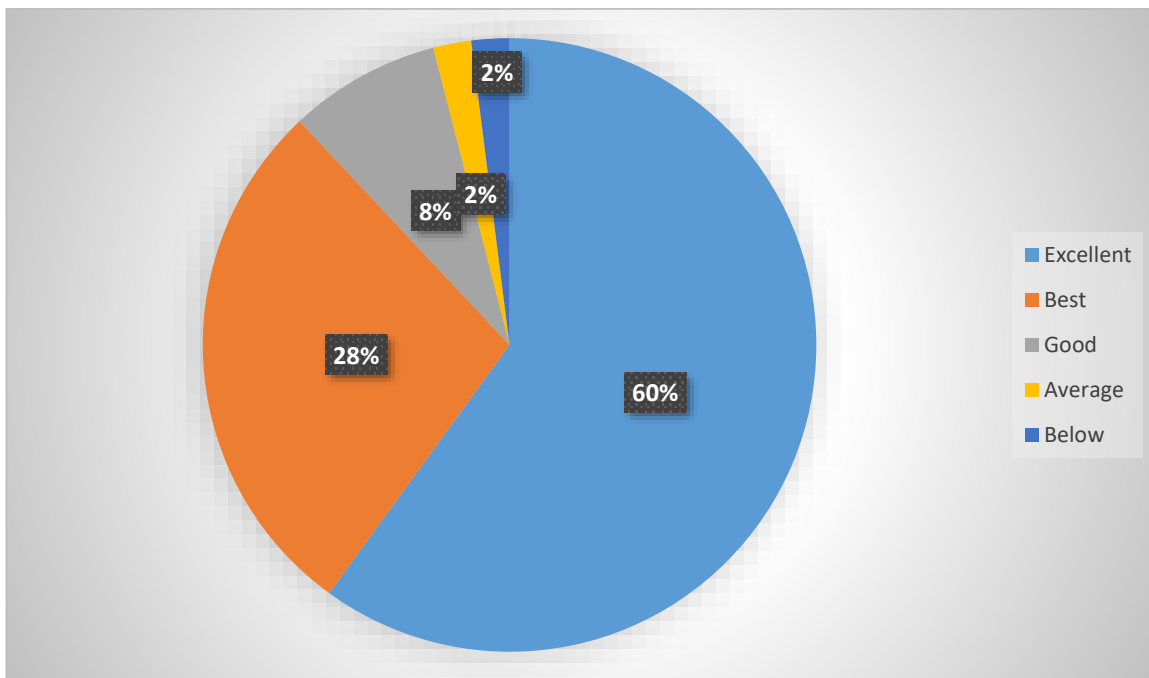


1.4 The Eye appeal of Bailey’s Irish Cream Liqueur

From the above Chart the eye appeal of Irish cream liqueur the Excellent is 64%, Best is 24%, Good is 10%, Average is 2%, Below is 0%,

2.1 The taste of coffee liqueur

Sr .no	Particular	Response	Percentage
1	Excellent	30	60%
2	Best	14	28%
3	Average	4	8%
4	Good	1	2%
5	Below	1	2%
	Total	50	100%



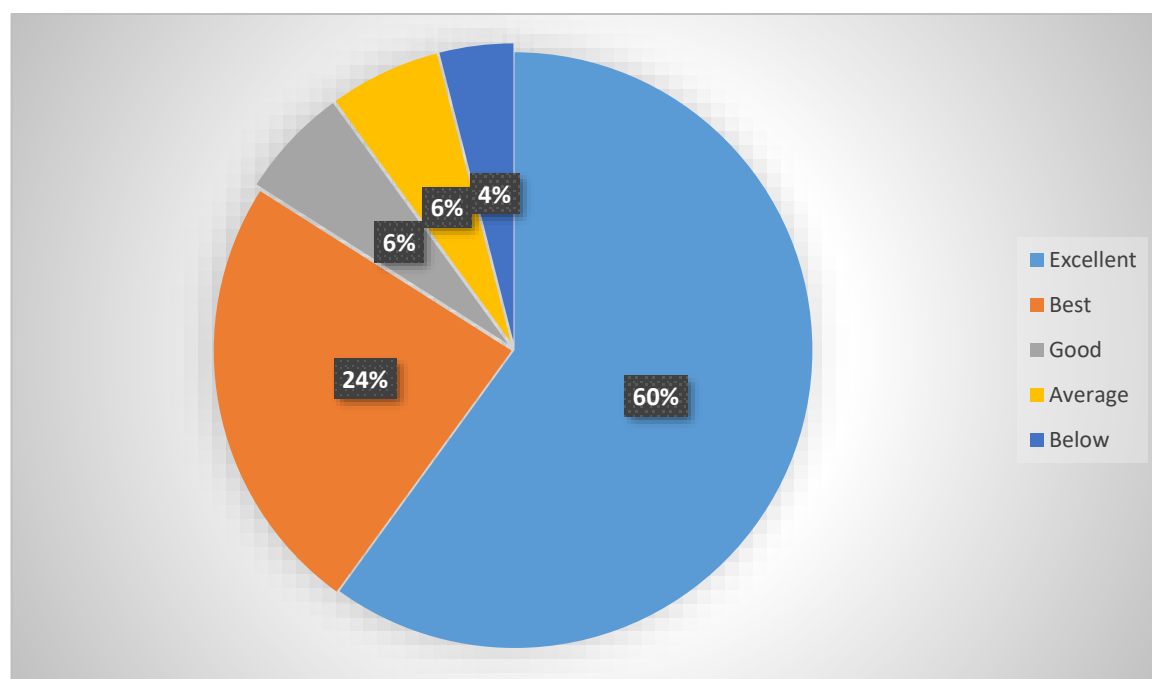
2.1 The taste of coffee liqueur

From the above Chart the taste of Coffee Liqueur the excellent is 60%, Best is 28%, Average is 8% Good is 2%, Below is 2%.



### 2.2 The texture of coffee liqueur

Sr .no	Particular	Response	Percentage
1	Excellent	30	60%
2	Best	3	24%
3	Good	3	6%
4	Average	3	6%
5	Below	2	4%
	Total	50	100%



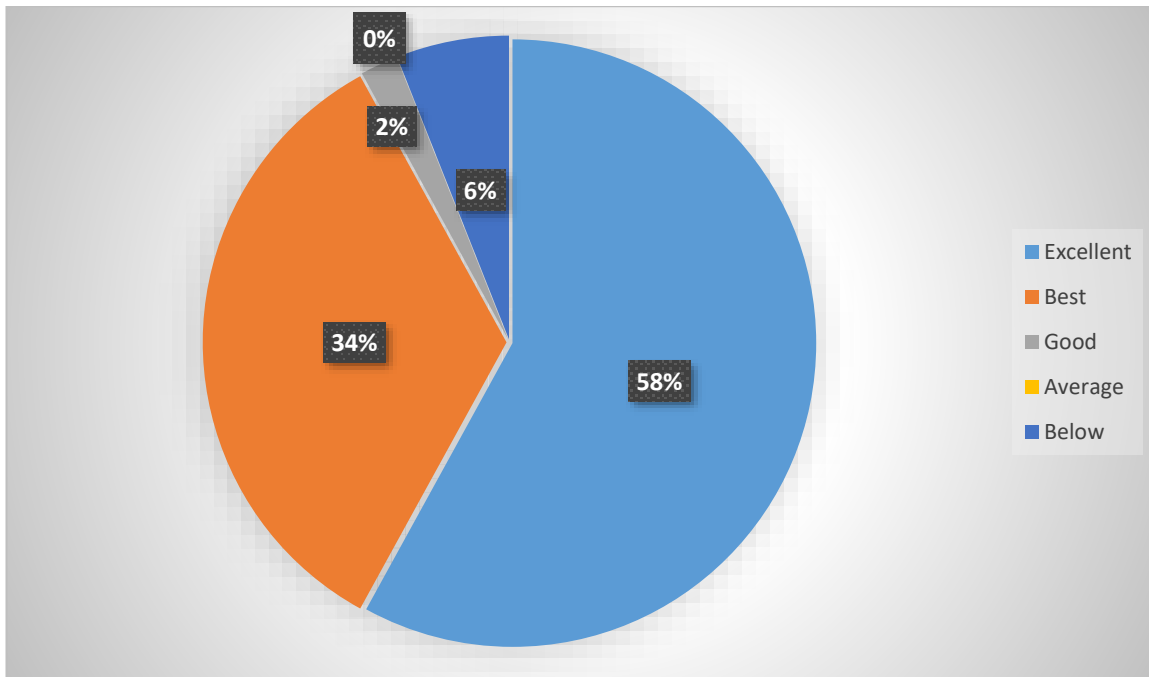
### 2.2 The texture of Coffee Liqueur

From the above Chart the texture of Coffee Liqueur the Excellent is 60%, Best is 24%,

Good is 6%, Average is 6%, Below is 4%,

### 2.3 The colour of coffee liqueur

Sr .no	Particular	Response	Percentage
1	Excellent	29	58%
2	Best	1	2%
3	Below	3	6%
4	Good	1	2%
5	Average	0	0%
	Total	50	100%

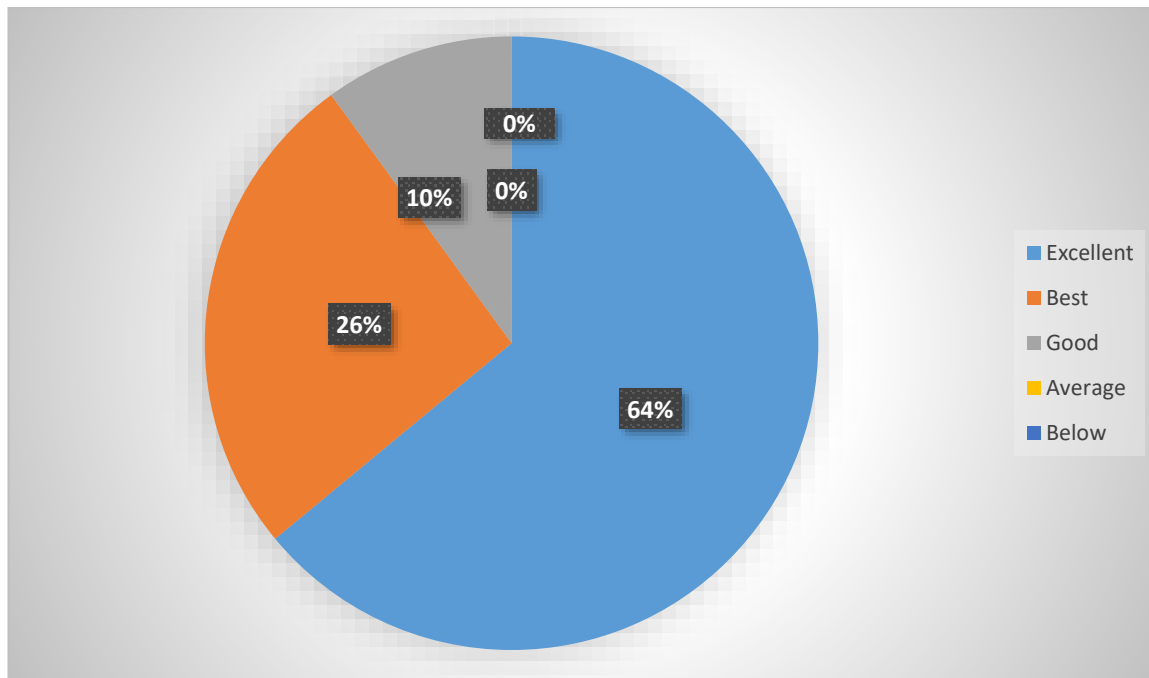


### 2.3 The colour of Coffee :Liqueur

From the above Chart the Colour of the Coffee Liqueur the Excellent is 58%, Best is 34%, Good is 2%, below is 6%, average is 0%.

### 2.4 The eye appeal of coffee liqueur

Sr .no	Particular	Response	Percentage
1	Excellent	32	64%
2	Best Good	13	26%
3	Good	5	10%
4	Average	0	0%
5	Below	0	0%
	Total	50	100%

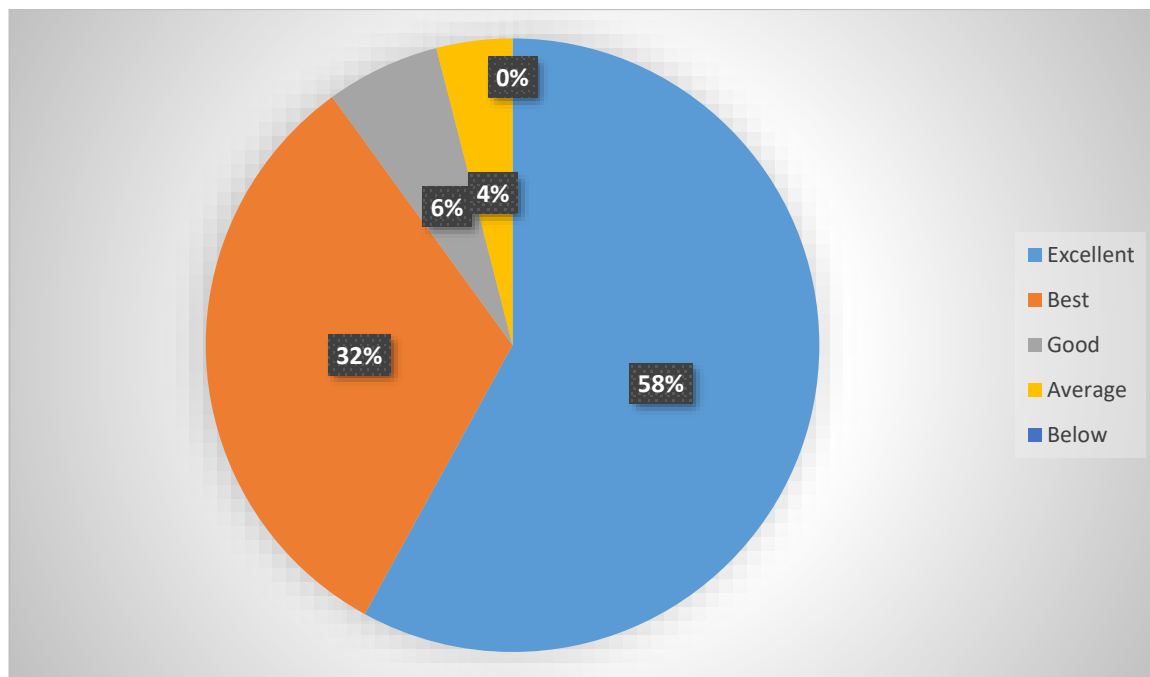


### 2.4 The Eye Appeal of Coffee Liqueur

From the above Chart the Eye- Appeal of the Coffee Liqueur the Excellent is 64%, Best is 26%, Good is 10%, Average is 0%, Below is 0%,

### 3.1 The taste of Chocolate Liqueur

Sr .no	Particular	Response	Percentage
1	Excellent	29	58%
2	Best	16	32 %
3	Average	3	6%
4	Good	2	4%
5	Bad	0	0%
	Total	50	100%

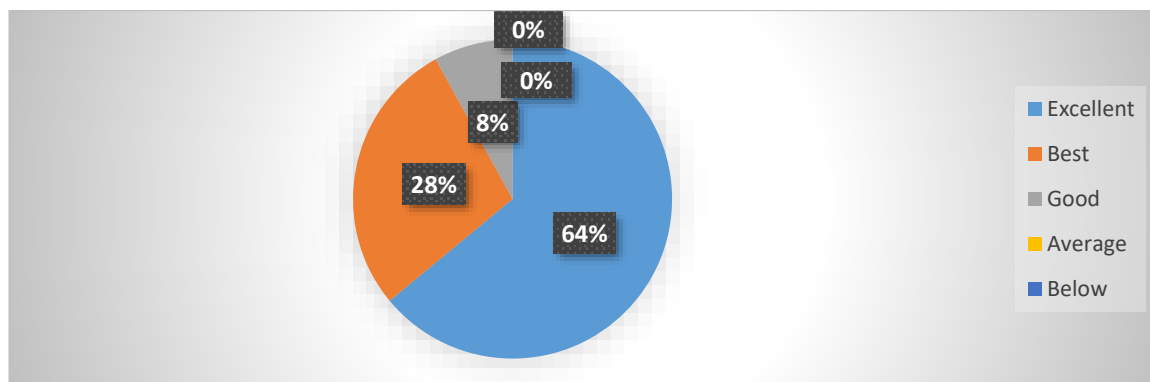


### 3.1 The taste of Chocolate Liqueur

From the above Chart the taste of the Chocolate Liqueur the Excellent is 58%, Best is 32%, Average is 6%, Good is 4%, Below is 0%,

### 3.2 The texture of chocolate liqueur

Sr .no	Particular	Response	Percentage
1	Excellent	32	64%
2	Best	14	28%
3	Good	4	8%
4	Average	0	0%
5	Bad	0	0%
	Total	50	100%

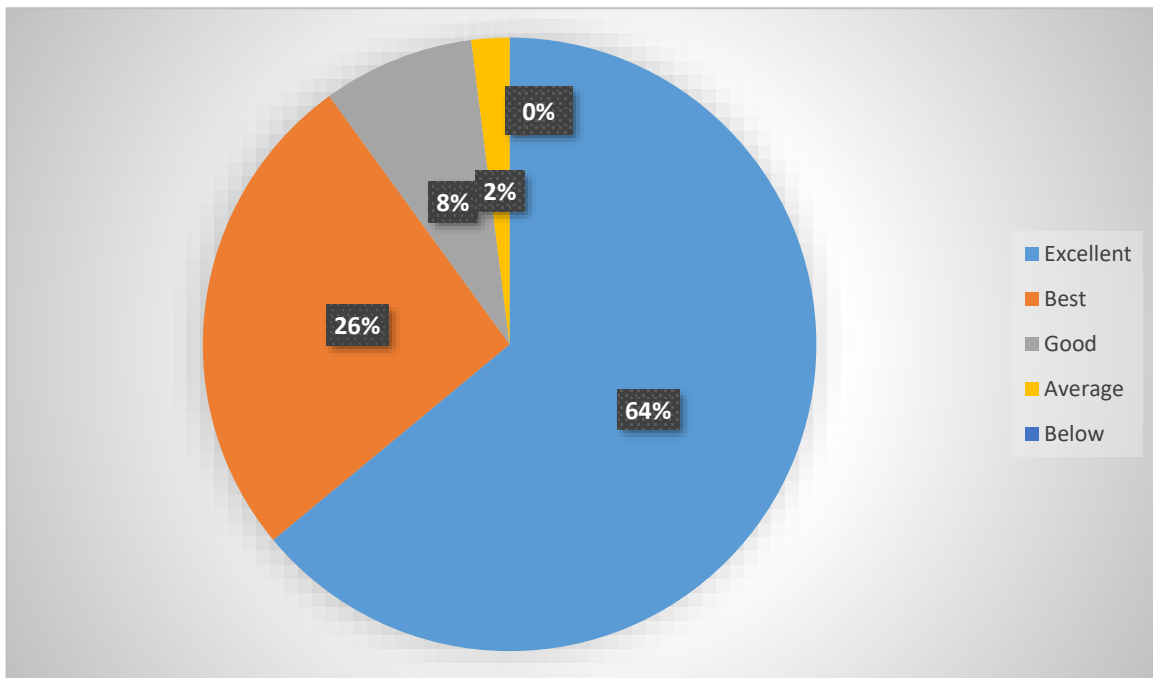


### 3.2 The texture of Chocolate Liqueur

From the above Chart the texture of the Chocolate Liqueur the Excellent is 64%, Best is 28%, Good is 8%, Average is 0%, Below is 0%,

### 3.3 The Colour of Chocolate Liqueur

Sr .no	Particular	Response	Percentage
1	Excellent	32	64%
2	Best	13	26%
3	Good	4	8%
4	Average	1	2%
5	Bad	0	0%
	Total	50	100%

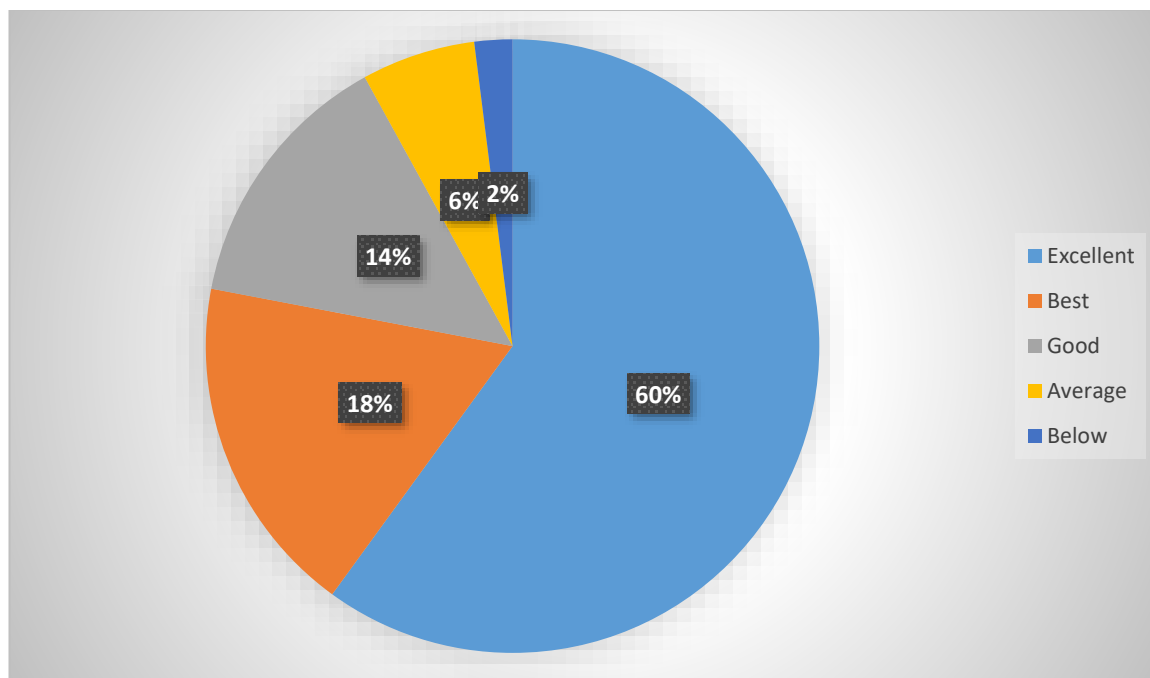


### 3.3 The Colour of Chocolate Liqueur

From the above Chart the Colour of the Chocolate Liqueur the Excellent is 64%, Best is 26%, Good is 8%, Average is 2%, below is 0%.

### 3.4 The Eye-Appeal of Chocolate Liqueur

Sr .no	Particular	Response	Percentage
1	Excellent	30	60%
2	Best Good	9	18%
3	Good	7	14%
4	Average	3	6%
5	Bad	1	2%
	Total	50	100%



### 3.4 The Eye-Appeal of chocolate liqueur

From the above Chart the Eye-Appeal of the Chocolate Liqueur the Excellent is 60%, Best is 18%, Good is 14%, Average is 6%, Below is 2%,

#### **SUMMARY:**

- The researcher has prepared the homemade liqueurs which is an experimental and a unique taste and made the survey among the respondent which is very popular.
- The researcher has prepared mainly a three varieties of liqueurs that is Baileys Irish Cream, Chocolate Liqueurs, Coffee Liqueurs. For which the respondent has given their reviews.
- For Homemade Baileys Irish Cream more than 4 respondents out of 10 respondents has given their feedback on the homemade Bailey’s Irish Cream liqueur.
- For Homemade Coffee Liqueur more than 3 respondents out of 10 respondents has given their feedback on the homemade Coffee Liqueur.

- For Homemade Chocolate Liqueur more than 3 respondents out of 10 respondents has given their feedback on the Chocolate Liqueur.

### **CONCLUSION:**

The researcher come with the conclusion of his research that the respondent likes the Colour of Bailey's Irish Cream Liqueurs than the taste of the Bailey's Irish Cream Liqueurs. The respondent likes the Eye-Appeal of Coffee Liqueur than the Colour of the Coffee Liqueur. The respondent likes the Colour and Texture of the Chocolate Liqueur than the taste of the taste of the Chocolate Liqueur.

### Recommendation and suggestion

- Served chill not hot with good presentation
  - Seved after the lunch as a dessart
  - Try new lieuers with new spices
  - Try some uniq felours in homemade liqueur
  - If you have a strong social media presence, you can use Instagram or Facebook polls to engage your audience and ask for their input on new liqueur ideas
1. Investigate the impact of homemade liqueurs on customer loyalty and retention in Nagpur city bars.
  2. Examine the role of social media in promoting homemade liqueurs in Nagpur city bars.
  3. Analyze the effects of different packaging designs on customer preferences and satisfaction with homemade liqueurs.

### **Referances**

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### **Some Home- Made Recipes:**

#### **Home-Made Coffee Liqueur: -**

##### Ingredients

- 1 1/2 cups vodka or neutral spirit
- 1/2 cup granulated sugar
- 1/2 cup strong brewed coffee
- 1/4 cup water
- 1 teaspoon vanilla extract (optional)

##### Instructions



Homemade Coffee Liqueur

1. Combine vodka, sugar, and water: In a small saucepan, combine the vodka, sugar, and water. Heat the mixture over medium heat, stirring until the sugar is dissolved.
2. Add brewed coffee: Remove the saucepan from the heat and add the brewed coffee. Stir to combine.
3. Steep and infuse: Let the mixture steep and infuse for at least 2 hours or overnight.
4. Strain and filter: Strain the mixture through a cheesecloth or a fine-mesh sieve into a clean glass bottle. Discard the solids.
5. Add vanilla extract (optional): If desired, add the vanilla extract to the liqueur and stir to combine.
6. Age and mature: Let the liqueur age and mature for at least 2 weeks before serving.

#### Tips and Variations

- Use high-quality coffee: Use freshly brewed, high-quality coffee for the best flavor.
- Adjust the sweetness: Adjust the amount of sugar to your taste.
- Add flavorings: Experiment with adding different flavorings, such as hazelnut or almond extract, to create unique variations.
- Use different spirits: Use different spirits, such as rum or bourbon, to create different flavor profiles.

#### Usage

- Cocktails: Use the coffee liqueur in cocktails, such as an Espresso Martini or a Coffee Old Fashioned.
- Desserts: Drizzle the coffee liqueur over desserts, such as ice cream or cheesecake.
- Coffee drinks: Add the coffee liqueur to coffee drinks, such as lattes or cappuccinos.

### **Home-Made Bailey's Irish Cream Liqueur**

#### Ingredients

- 1 1/2 cups heavy cream
- 1/2 cup granulated sugar
- 1/2 cup Irish whiskey (or other whiskey)
- 1 teaspoon vanilla extract
- 1/2 teaspoon instant coffee powder (optional)



Homemade Bailey's Irish Cream

#### Instructions

1. Combine cream, sugar, and vanilla: In a medium bowl, whisk together the heavy cream, granulated sugar, and vanilla extract until the sugar is dissolved.
2. Add whiskey and coffee powder (if using): Whisk in the Irish whiskey and coffee powder (if using) until well combined.
3. Chill and infuse: Cover the bowl with plastic wrap and refrigerate for at least 2 hours or overnight to allow the flavors to infuse.



4. Strain and bottle: Strain the mixture through a cheesecloth or a fine-mesh sieve into a clean glass bottle. Discard the solids.
5. Store and serve: Store the Irish Cream liqueur in the refrigerator and serve chilled.

#### Tips and Variations

- Use high-quality whiskey: Use a good-quality Irish whiskey for the best flavor.
- Adjust the sweetness: Adjust the amount of sugar to your taste.
- Add flavorings: Experiment with adding different flavorings, such as almond extract or cinnamon, to create unique variations.
- Use different types of cream: Use different types of cream, such as half-and-half or whole milk, to create a lighter or heavier liqueur.

#### Usage

- Cocktails: Use the Irish Cream liqueur in cocktails, such as an Irish Coffee or a Baileys Colada.
- Desserts: Drizzle the Irish Cream liqueur over desserts, such as cheesecake or ice cream.
- Coffee drinks: Add the Irish Cream liqueur to coffee drinks, such as lattes or cappuccinos.

### **Home-Made Chocolate Liqueur**

#### Ingredients

- 1 1/2 cups vodka or neutral spirit
- 1/2 cup granulated sugar
- 1/2 cup unsweetened cocoa powder
- 1/4 cup water
- 1 teaspoon vanilla extract (optional)



Homemade Chocolate Liqueur

#### Instructions

1. Combine vodka, sugar, and water: In a small saucepan, combine the vodka, sugar, and water. Heat the mixture over medium heat, stirring until the sugar is dissolved.
2. Add cocoa powder: Remove the saucepan from the heat and add the cocoa powder. Whisk until the cocoa powder is well combined and the mixture is smooth.
3. Steep and infuse: Let the mixture steep and infuse for at least 2 hours or overnight.
4. Strain and filter: Strain the mixture through a cheesecloth or a fine-mesh sieve into a clean glass bottle. Discard the solids.
5. Add vanilla extract (optional): If desired, add the vanilla extract to the liqueur and stir to combine.
6. Age and mature: Let the liqueur age and mature for at least 2 weeks before serving.

#### Tips and Variations

- Use high-quality cocoa powder: Use a high-quality, Dutch-processed cocoa powder for the best flavor.
- Adjust the sweetness: Adjust the amount of sugar to your taste.
- Add flavorings: Experiment with adding different flavorings, such as mint or orange extract, to create unique variations.
- Use different types of chocolate: Use different types of chocolate, such as dark or milk chocolate, to create a different flavor profile.

#### Usage

- Cocktails: Use the chocolate liqueur in cocktails, such as a Chocolate Martini or a Mocha Manhattan.
- Desserts: Drizzle the chocolate liqueur over desserts, such as ice cream or cheesecake.
- Coffee drinks: Add the chocolate liqueur to coffee drinks, such as lattes or cappuccinos