

STATUS OF FERMENTED BEVERAGES IN UKRAINE

Chernova T. O., Zhukova Ya. A., Begunova N. V.
National University of Pharmacy, Kharkiv, Ukraine
denis_beb@mail.ru

Introduction. The global beverages industry at all times occupied a special place in the food industry. Recently, with increasing of production volume there is a significant expansion of their range. There are different classifications of drinks, but overall they can be divided into two main types – fermented and unfermented. The latter include juices and also drinks with the use of substitutes for natural raw materials. The most promising type is fermented beverages. The vast majority of them are drinks obtained by the action of the complex enzymes that are concentrated inside the cell, on its surface and outside membranes of microorganisms. These drinks are produced by fermentation of aqueous solutions of natural raw materials (wort) contains nutrients for the microorganisms of the substances. These include: beer, kvass, cider, kombucha, mead, a drink from the tibetan mushroom, mushroom rice, etc. It is common knowledge that any fermented drink is more useful for the human body due to the enrichment of biologically active substances formed during the fermentation and transition in fermented wort bioactive constituents of microorganisms. They primarily include the essential amino acids and extremely important to the human body B vitamins, which are actively involved in many metabolic processes, have a positive effect on the physical condition of the person providing the blood. Unfermented carbohydrates and pectic substances play an important role in the processes of digestion. Fermented drinks contain essential for human body enzymes, in particular hydrolytic (amylase, protease, lipase, etc.). Today Ukraine has the potential to take a leading position on the global market for the production of such fermented beverages, like beer and bread kvass. To realize this potential the industry already has their production and the soil and climatic conditions, which fully meet the needs in raw materials. But the necessary condition is to conduct complex research, marketing operations and the corresponding reconstructions of the workshops of the manufacture. Recently fermented beverage under the trivial name "kombucha mushroom tea" became very popular. In the market of Ukraine it is represented by a fermented drink called "Vitalon". With regard to the production of honey fermented beverages on an industrial scale in Ukraine, it is virtually absent and preserved only in their cooking at the household level, mainly in beekeepers. It should be noted that, Public Union "Ukrainian industrial Association of the living drinks" was established in Ukraine.

Conclusion. So, responsible consumption is an important component of the culture of consumption of fermented beverages.