

Mount Everest Breweries expands into Goa as 13th market

Mount Everest Breweries Ltd. (MEBL) has announced its entry into Goa, marking the state as its 13th operational market. The expansion aligns with the company's broader strategy to scale its footprint to 20 states by the end of FY26, alongside its long-term ambition of capturing a 10 percent share of the national market by 2029.

Introducing a Diverse Beverage Portfolio

As part of its Goa foray, MEBL will roll out a curated portfolio of its key brands, including STOK beer in both mild and strong variants, Hilfort whisky, Nicobar gin, and Lemount brandy. The portfolio is designed to cater to evolving consumer preferences, offering quality-driven options across both retail and hospitality segments.

Leadership Perspective

Vedant Kedia, Whole Time Director, Mount Everest Breweries Ltd., said: "Goa has always been a market where consumers are open to exploring new brands and experiences. This expansion gives us an opportunity to introduce our portfolio to a diverse audience, including travellers and younger consumers who increasingly influence drinking trends across the country."

Positioning STOK for a New-Gen Audience

The company's flagship beer brand, STOK, is anchored in the lifestyle philosophy of #LiveTheChill—reflecting a relaxed, experiential approach to social drinking. Goa's vibrant yet laid-back culture provides a natural backdrop for the brand to engage with Gen Z and millennial consumers, who prioritise authenticity, quality ingredients, and experience-led consumption.

Strengthening Distribution Across Goa

To support its market entry, MEBL has established a robust distribution network in the state, partnering with two distributors and over 700 retailers. Its portfolio will be available across both retail outlets and the HoReCa segment, ensuring strong visibility and accessibility within Goa's dynamic hospitality and tourism ecosystem.