

Abstract

The thesis aims to compare the development of the brewing industry in three regions of Bohemia between 1869 and 1914. These regions are Plzeň (Pilsen), Budějovice (Budweis) and Prague and its suburbs. The thesis shows new marketing tools and asks how the consumers were receiving these new temptations. The first part is dedicated to the description of the changes of the industry and of the market. The next chapters analyze the changes of the product, the advertising symbolism, the celebrations linked with the breweries, the participation of the companies in exhibitions and the topic of representative restaurants.