

Russians and Alcohol: When Beer Replaced Vodka

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Russians are drinking 43% less alcohol than they were in 2003, according to newly released World Health Organization data. This isn't the only way Russian alcohol culture has changed. These days, vodka is no longer the drink of choice for Russians and craft beer is rising in popularity — especially among young people. Meet Oleg Pivovar, who was seemingly destined to brew craft beer based on his last name ('Pivovar' means 'brewer' in Russian). He started his business four years ago as a hobby and now brews up to eight tons of beer every month.

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