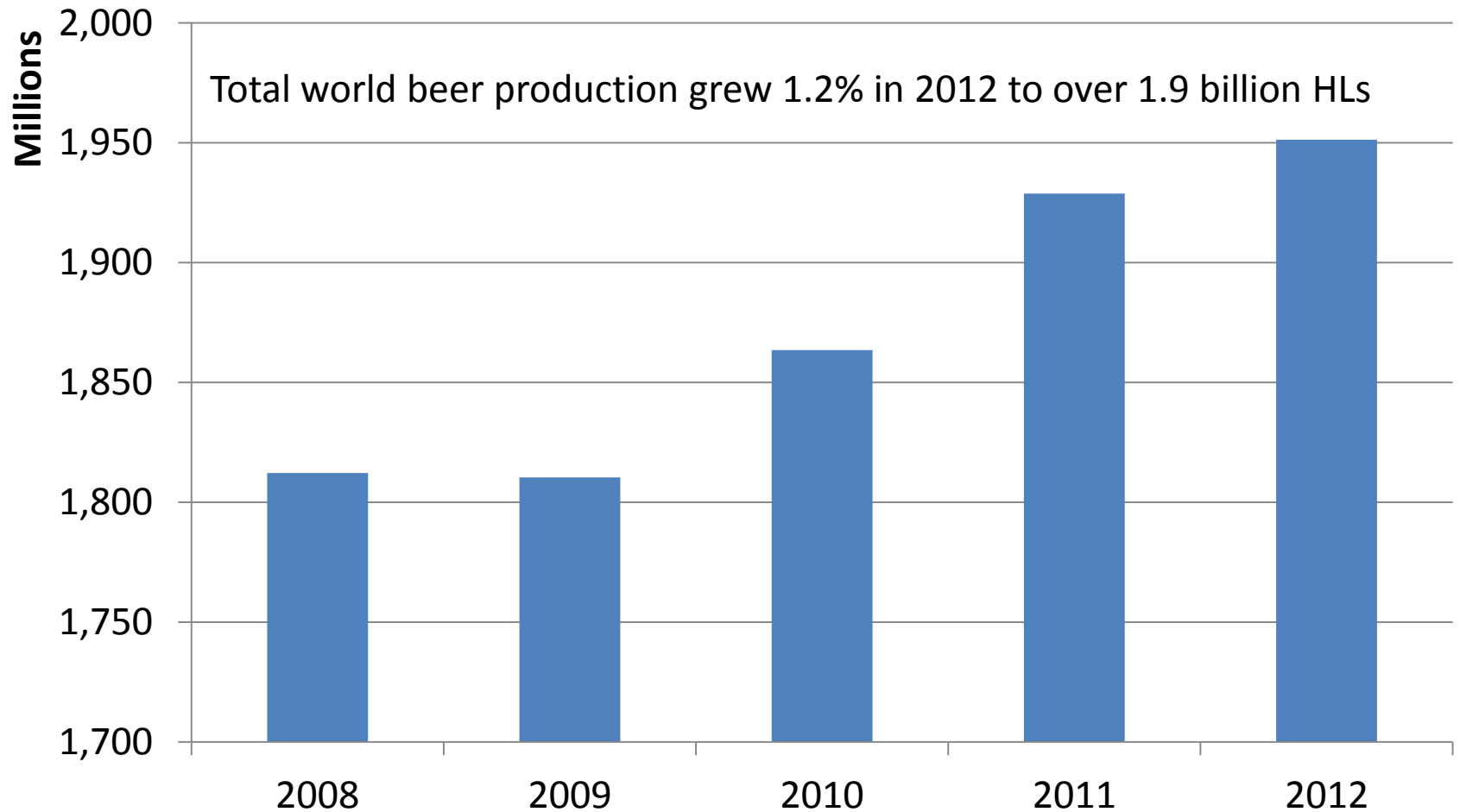


The Brewing Industry's Global Economic Impact

June 2014



World Beer Production (1,000s HLs)



Total World Economic Impact*

	Direct Employment	Total Employment	Output USD	Taxes USD
Reported (80%)	609,302	10,699,247	\$403.8 billion	\$158.7 billion
Estimated (20%)	144,609	2,662,108	\$95.8 billion	\$37.7 billion
Total World (100%)	753,911	13,361,355	\$499,6 billion	\$196.3 billion

Over 13 million people world wide are earning a living from brewing

Summary Points*

- The brewing industry contributes \$500 billion to the world economy and over 13 million people worldwide earn a living from beer.
- Every job in brewing generates a further 17 jobs in the wider economy.
- Each direct job in brewing generates USD 660,000 in output around the world
- Each hectoliter of beer produced generates approximately USD \$100 of tax revenue (or \$1 of tax or every litre).
- With USD \$500 billion in estimated output and USD \$196 billion in tax contributions, the world brewing industry generates taxes at a rate of 39% of output value.

**See also slide 5*

***total output value*

About the Brewing Impact Survey

- In Q4 of 2013, the WBA surveyed national trade associations from around the world asking four basic economic and tax impact estimates:
 1. A count of direct employment by brewers.
 2. Total employment. Representing direct employment plus additional jobs that may include suppliers of ingredients, packaging materials, distribution, and retailing.
 3. Value of the output produced by the industry. This represents the final value of output or sales produced by the industry.
 4. Total taxes generated. This represents the total accounting of taxes paid and generated by brewers, distributors, retailers, and consumers in relation to beer.
- Respondent data was aggregated and converted into USD.
- Responding trade associations represent **over 80%** of world production
- The Impacts from the 20% balance of missing production was estimated using reported data.
- **These are best estimates only from regional reports and analysis where different assumptions, methodologies and data sources will have been used. Therefore please treat with caution. The Worldwide Brewing Alliance cannot be held responsible for the consequences of the use of any incorrect data.**