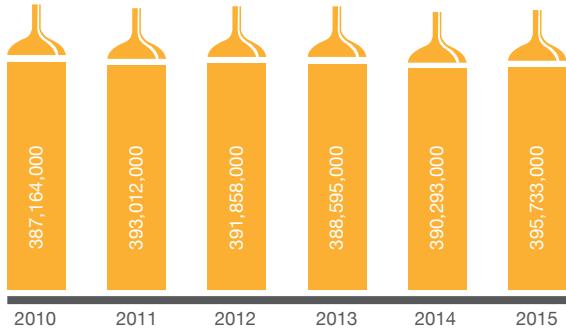




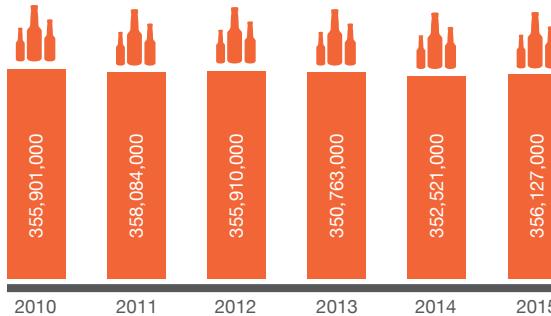
KEY FIGURES 2015

EUROPEAN UNION

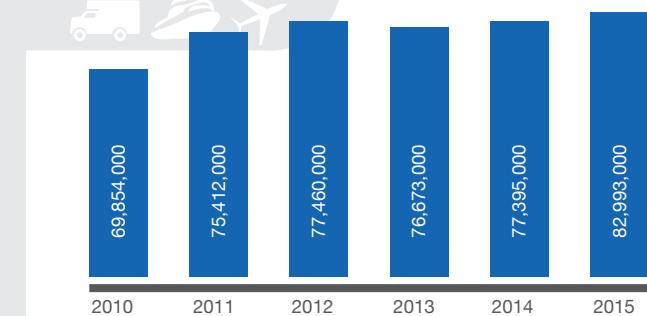
PRODUCTION (HECTOLITRES)



CONSUMPTION (HECTOLITRES)



EXPORTS (HECTOLITRES)



CONSUMPTION ON-TRADE VS OFF-TRADE

35% | 65%

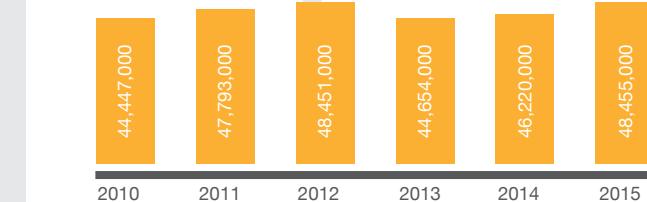


CONSUMPTION
PER CAPITA

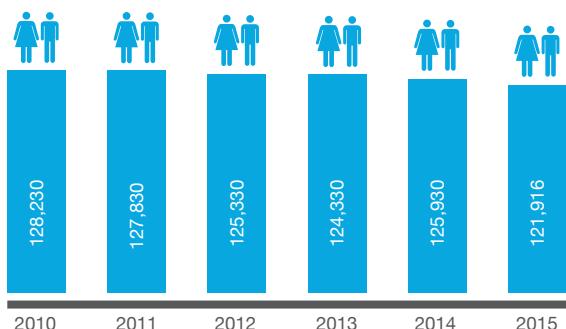
70 LITRES / YEAR



IMPORTS (HECTOLITRES)

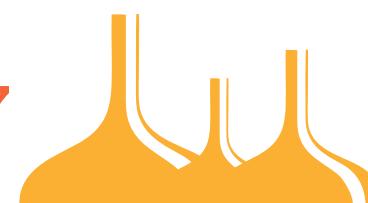


DIRECT EMPLOYMENT



NUMBER OF ACTIVE BREWERIES (2014)

7,367



The Brewers of Europe