Beer and brewing by numbers

**Global consumption of beer and wine (2013) in value**

- **$250 billion**: USA
- **$100 billion**: China

**Beer Drinking Nations**

<table>
<thead>
<tr>
<th>Country</th>
<th>by litres by country</th>
<th>per capita (2010)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazil</td>
<td>51.5%</td>
<td>Brazil</td>
</tr>
<tr>
<td>USA</td>
<td>25.5%</td>
<td>USA</td>
</tr>
<tr>
<td>Russia</td>
<td>7.2%</td>
<td>Russia</td>
</tr>
<tr>
<td>Japan</td>
<td>6.4%</td>
<td>Japan</td>
</tr>
<tr>
<td>Germany</td>
<td>5.4%</td>
<td>Germany</td>
</tr>
</tbody>
</table>

**Belgian consumption vs exports 1980 – 2010**

- **Exports**: 200 million litres > 1100 million litres
- **Consumption**: 1300 million litres > 900 million litres

- **+400 million litres**
- **−400 million litres**

**A CRAFT REVOLUTION**

- Craft breweries USA (1980-2010): 0 > 3500

**Rule Britannia**

- Tax revenue, largely from beer, quadrupled between 1750-1800 and helped support the power of the British Royal Navy

**STONGEST BEER IN THE WORLD**

- Brewmeister’s Snake Venom at a whopping 67.5% ABV

**SPECIAL RELATIONSHIP**

- Carlsberg Special Brew was created in honour of Winston Churchill. Churchill was a fan of cognac, and the brew aimed to imitate some of its qualities

**ALL ALCOHOL IS EQUAL?**

- Beer was not considered an alcoholic beverage under Russian law until 2011

**World’s oldest brewery**

- Weihenstephan brewery, originally a Benedictine monastery founded in 740 AD, started brewing in 1045.
  - It has survived four fires, three plagues and a major earthquake

**Belgium’s beer culture was added to UNESCO’s world heritage list in 2016**

**99 bottles standing on a wall**

- One million beer bottles were used to construct the Wat Pa Maha Chedi Kaew temple in Thailand

**Beer and brewing by numbers**

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Most of these facts and figures and much more can be found in *Beeronomics: How Beer Explains the World*.