

Beer and brewing by numbers



Global consumption of beer and wine (2013) in value



Beer Drinking Nations

by litres by country

per capita (2010)

China 25.8%

USA 14.5%

Brazil 7.3%

Russia 5.6%

Germany 4.6%

Germany 95 litres

USA 80 litres

Brazil 65 litres

Russia 62 litres

China 36 litres

Belgian consumption vs exports

1980 > 2010

Exports: 200 million litres > 1100 million litres

Consumption: 1300 million litres > 900 million litres



The best beer in the world for five out of the last 10 years



Westvleteren Abt 12

World heritage

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

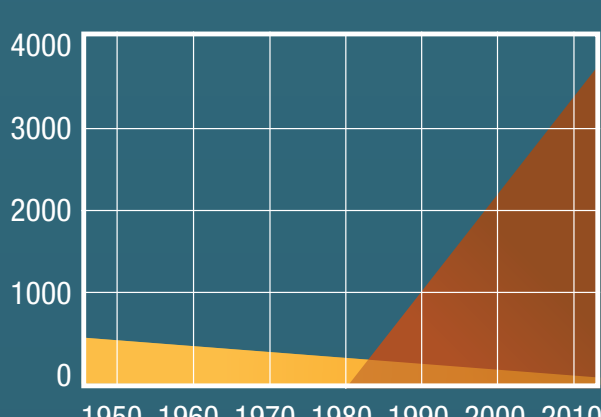


The world's oldest brewery



Weihenstephan brewery, originally a Benedictine monastery founded in 740 AD, started brewing in 1040. In that time it has survived four fires, three plagues and a major earthquake

A CRAFT REVOLUTION



Mass producing breweries in USA (1950-2000):

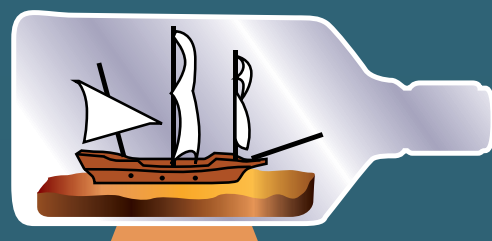
350 > 24

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



STRONGEST 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?

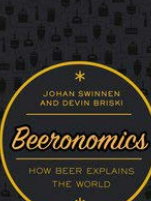
Beer was not considered an alcoholic beverage under Russian law until 2011

99 bottles standing on a wall



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

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



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