



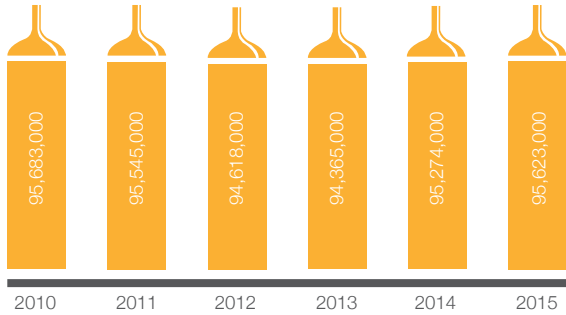
KEY FIGURES 2015

GERMANY

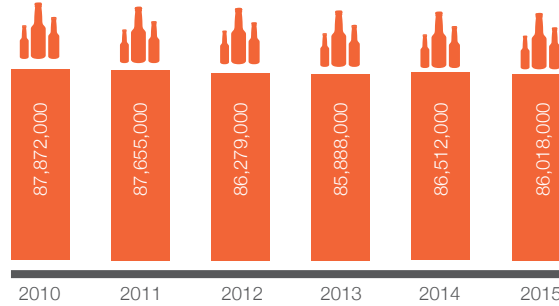


The Brewers of Europe

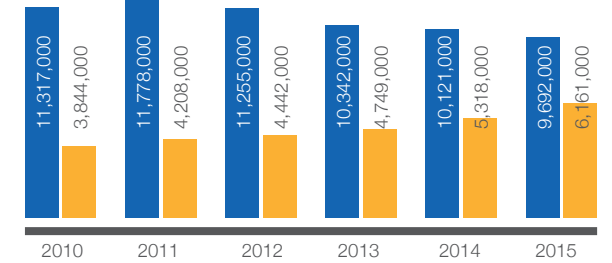
PRODUCTION (HECTOLITRES)



CONSUMPTION (HECTOLITRES)



EXPORTS (HECTOLITRES)



CONSUMPTION ON-TRADE VS OFF-TRADE

19% | 81%

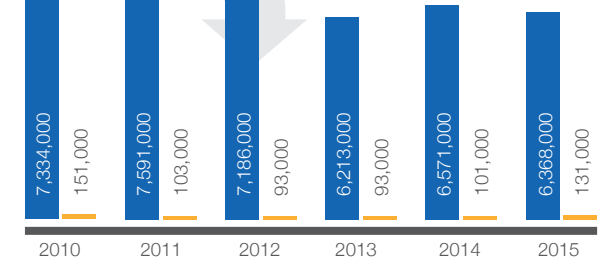


CONSUMPTION PER CAPITA

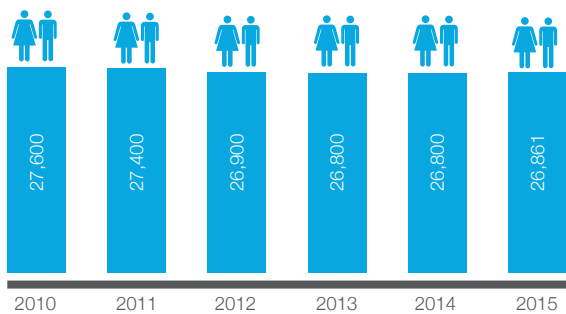
106 LITRES / YEAR



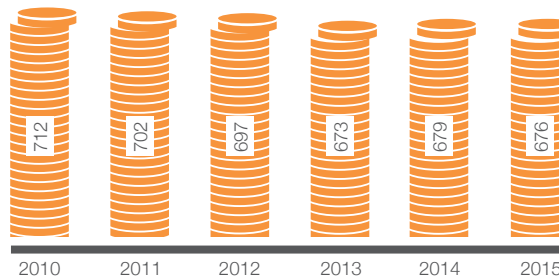
IMPORTS (HECTOLITRES)



DIRECT EMPLOYMENT



EXCISE DUTY REVENUE (MILLION €)



NUMBER OF ACTIVE BREWERIES

1,388

