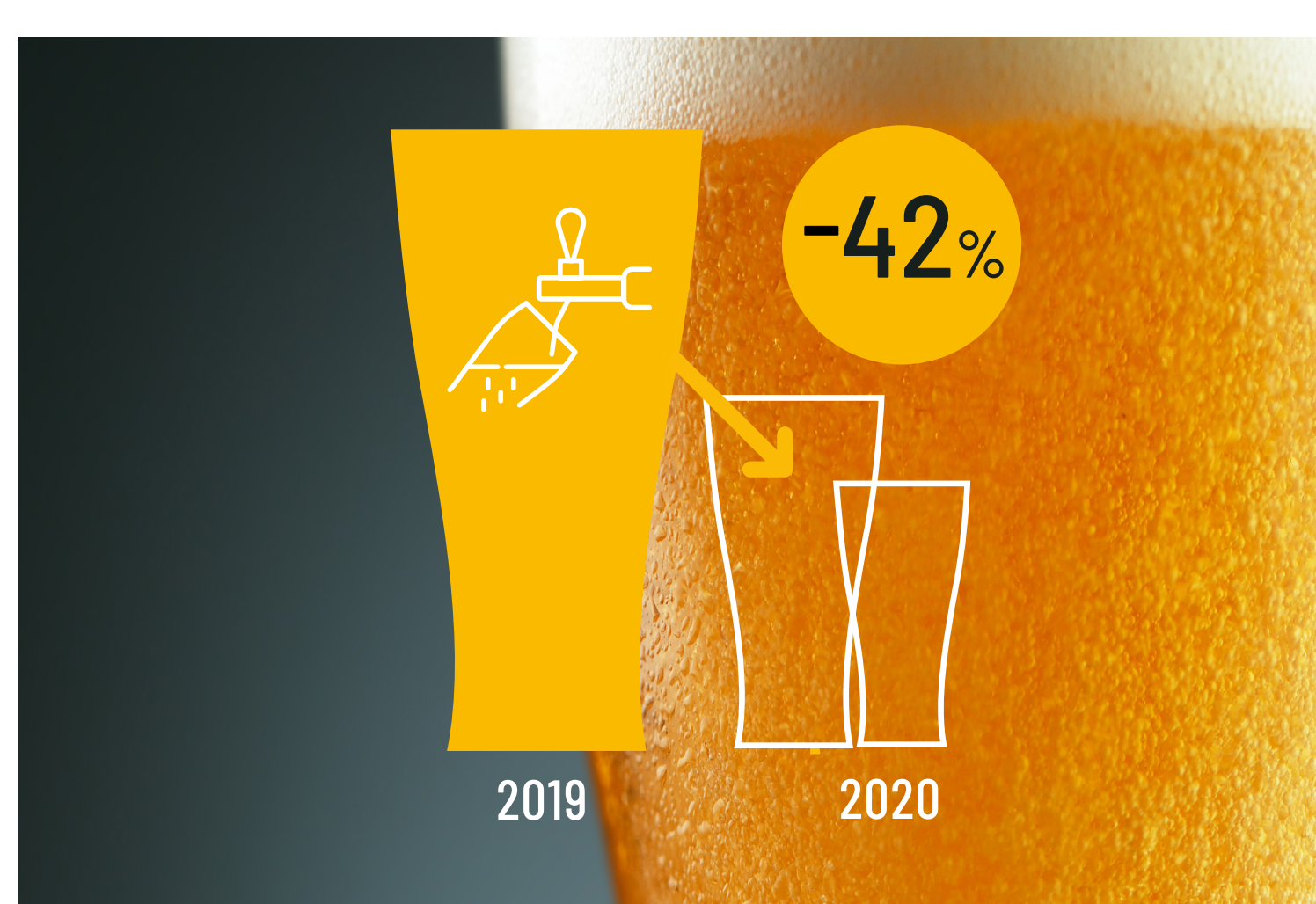


# — BEER — HOSPITALITY CAN KICKSTART THE EUROPEAN RECOVERY



## BEER HOSPITALITY SUFFERED THE MOST IN 2020



42% of beer sales were wiped out from pubs, bars and restaurants in 2020.



Due to Covid-19 restrictions, beer sales in hospitality dropped from 126 million hl in 2019 to 75 million hl in 2020.

## BEER FUTURE

### READY TO BOUNCE BACK

## €13 BILLION — IN VALUE ADDED

CAN BE RETURNED TO THE ECONOMY  
IF THE BEER SECTOR GETS BACK  
TO PRE-COVID LEVELS

## €13 BILLION

## JOBS FOR THE RECOVERY



## +860,000 JOBS — AFTER THE PANDEMIC

Beer hospitality is a major job creator in Europe. 860,000 jobs currently lost or propped up by government temporary unemployment schemes will return to the beer value chain if the hospitality sector is supported to bounce back post-Covid. Hundreds of thousands of bars and restaurants have invested to ensure they can welcome back their customers in safe, secure environments.

## TAX REVENUE BOOST

## €11 BILLION

TAX REVENUES BOOST AFTER THE PANDEMIC



€11 billion in extra government tax revenues can be collected to help kick-start the economy if beer hospitality can get back to pre-Covid levels



## SOURCES

Europe Economics Covid Impact Report 2021  
The Brewers of Europe European Beer Trends 2020 Edition