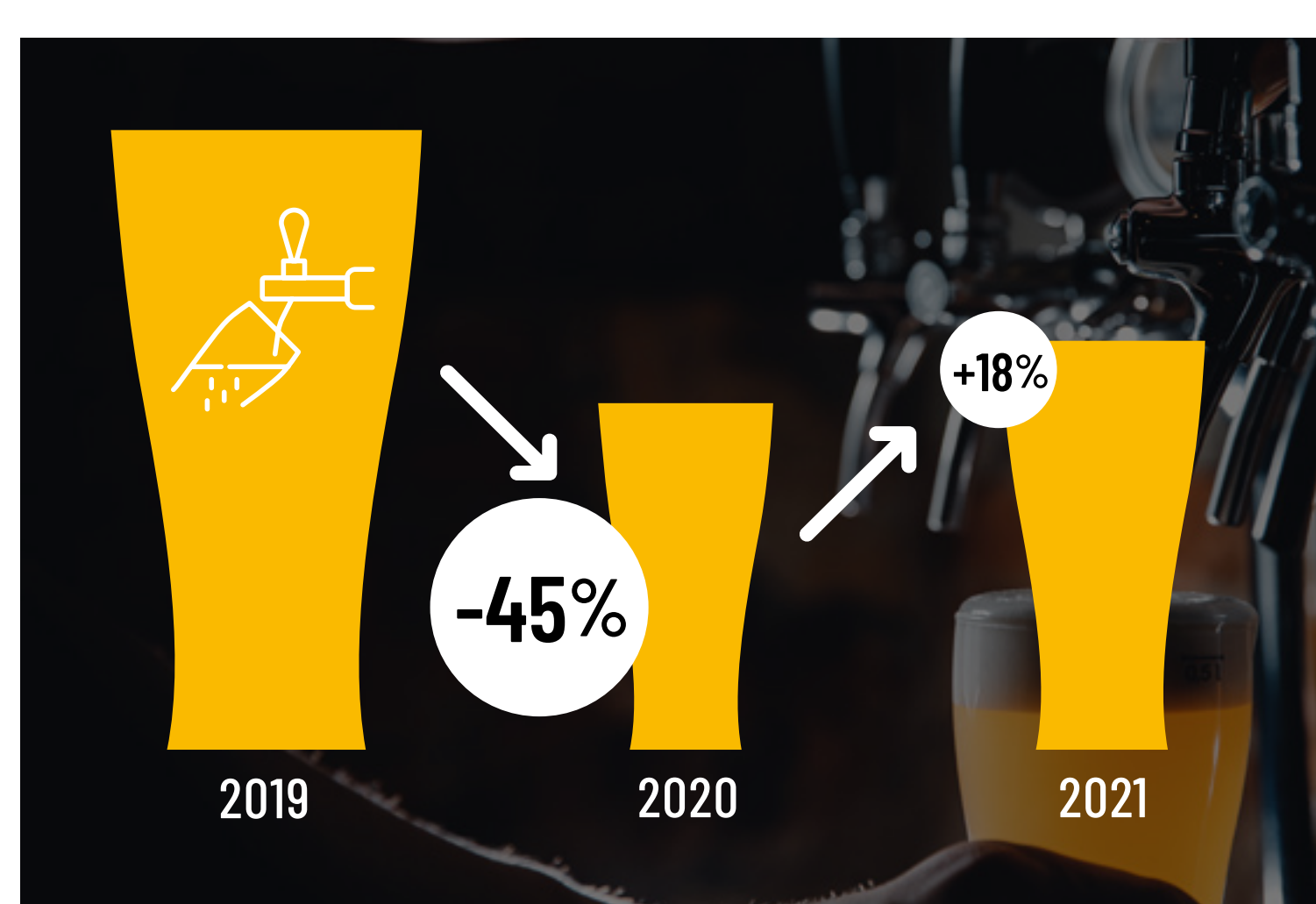
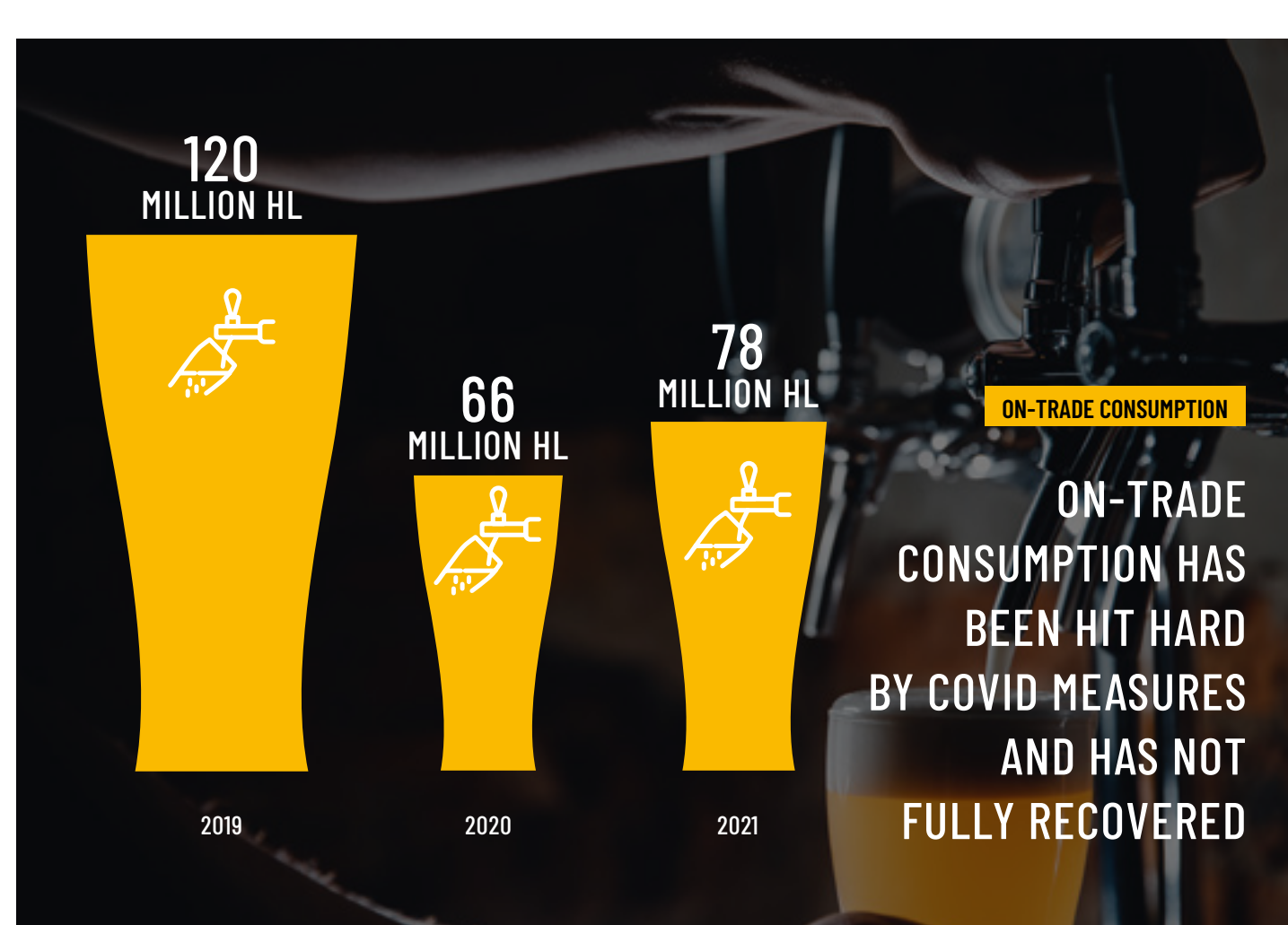




BEER HOSPITALITY CONTINUED TO SUFFER IN 2021



Beer sales in pubs, bars and restaurants in 2021 were still 35% down on 2019.



Beer sales in hospitality reached 78 million hl in 2021 but were still 42 million hl below 2019 levels.

ON-TRADE / OFF-TRADE

MINIMAL OFF-TRADE INCREASES

FAILED TO OFFSET ON-TRADE LOSSES



BOUNCING BACK

AFTER THE RECOVERY OF €5.1 BILLION IN 2021

A FURTHER €6.2 BILLION IN VALUE ADDED

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



PURSUING THE JOBS RECOVERY

284,000 JOBS RECOVERED IN 2021

254,000 MORE JOBS

ARE READY TO BE RECOVERED IF THE SECTOR CAN RETURN TO PRE-COVID LEVELS WHEN 2.6 MILLION JOBS WERE GENERATED BY BEER IN EUROPE



Beer hospitality is a major job creator in Europe, generating pre-Covid nearly 1.8 million of the 2.6 million jobs created by beer. With hundreds of thousands of bars and restaurants investing to create Covid-safe environments in 2021, half the jobs lost from beer hospitality in 2020 returned. Supporting it to bounce back fully to pre-Covid levels can create a further quarter of a million jobs.

TAX REVENUE BOOST

TAX REVENUE BOOST

A FURTHER €6 BILLION IN TAXES
CAN BE GATHERED IF WE GET THE BEER SECTOR BACK TO PRE-COVID LEVELS

