



## PRODUCT.

## ATTRIBUTES.

When most people think about the attributes of beer, words like crisp and refreshing come to mind.

But our products mean a lot more than that. We employ more than 830,000 Americans in virtually every corner of the U.S. These jobs help strengthen many sectors of the economy. Our payroll exceeds \$14 billion, with federal, state and local governments receiving tax revenues in excess of \$13 billion annually.

The nation's malt beverage producers and wholesalers are dedicated to enhancing the quality of life in neighborhoods large and small. Through our charitable contributions, civic and community support, we provide emergency and disaster relief, fund scholarship programs, and sponsor local festivals and entertainment events.

Our longstanding commitment to responsibility is yet another way we make a difference. Through partnerships with law enforcement and other groups, our industry is helping to achieve steady progress in preventing drunk driving and illegal underage drinking. Our responsibility also extends to protecting the environment through recycling, conservation and preservation programs.

We're proud to brew and distribute some of the world's finest, quality beers. And we're proud to represent beer, America's beverage.

**Beer Serves America**

Visit us at [www.beerservesamerica.org](http://www.beerservesamerica.org)



BEER INSTITUTE



National Beer  
Wholesalers Association