

Name \_\_\_\_\_

## The World of the Alcohol Industry: How They Make Money

### Short Answer

1. Explain one of the key components of the alcohol industry and its role in bringing alcoholic beverages to consumers.
2. What are some strategies that the alcohol industry uses to generate revenue apart from sales?
3. How does the concept of branding contribute to the profitability of some alcohol brands?
4. Why is responsible drinking and health concern important in the context of the alcohol industry?
5. Name one type of alcoholic beverage produced through fermentation.

