

Name _____

The World of the Alcohol Industry: How They Make Money

Open-Ended Response Questions

1. Describe the production process of one type of alcoholic beverage, such as beer, wine, or spirits.
2. Discuss the importance of responsible drinking and how consumers can make informed choices about alcohol consumption.
3. Explain how branding and marketing play a role in consumers' choices when it comes to purchasing alcoholic beverages.
4. Share your thoughts on the ethical considerations of alcohol advertising and sponsorship, especially concerning events and sports teams.

