

Name _____

The World of the Alcohol Industry: How They Make Money

Multiple Choice Answer Key

1. c) The production, distribution, and sale of alcoholic beverages
2. c) Production
3. d) All of the above (Distribution, Exports, Licensing and Merchandising, and more)
4. c) By focusing on branding, exclusivity, and craftsmanship
5. b) Health concerns related to excessive alcohol consumption

