

Name _____

The World of the Alcohol Industry: How They Make Money

Short Answer Key

1. One key component is "Production," where alcoholic beverages like beer, wine, and spirits are made. Its role is to create and manufacture these beverages.
2. Some strategies include exports, branding and premium products, licensing and merchandising, tourism and tastings, and special events and sponsorships.
3. Branding contributes to profitability by creating strong brand loyalty, allowing brands to command higher prices, and attracting consumers who value quality and exclusivity.
4. Responsible drinking and health concern are important to address the potential negative consequences of alcohol consumption, such as health issues and social problems. They also help ensure consumers make informed choices about their alcohol consumption.
5. Wine is one type of alcoholic beverage produced through fermentation.

