

Name _____

The World of the Alcohol Industry: How They Make Money

Open-Ended Response Answer Key

1. (Response may vary depending on the chosen beverage, e.g., for beer: "Beer production involves the brewing process, which includes mashing, boiling, fermenting, and conditioning. Malted barley and hops are key ingredients.")
2. (Response may include discussing the health and social consequences of excessive drinking and strategies for making informed choices, e.g., "Consumers can read labels, understand alcohol content, and set personal limits.")
3. (Response may include discussing the influence of branding, advertising, and perception on consumer choices, e.g., "Branding can create emotional connections, and marketing influences consumers' preferences.")
4. (Response may vary depending on personal opinions and perspectives, e.g., discussing the balance between promoting products and addressing potential harm.)

