

10 SUMMER BEER FACTS



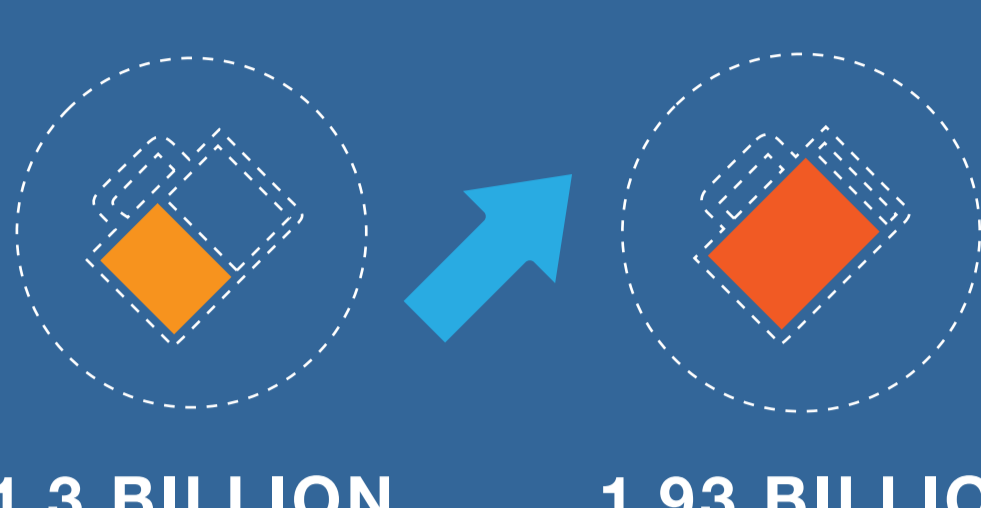
WITH THE SUMMER HEAT BEING IN FULL EFFECT HERE IN NORTH AMERICA, WE DECIDED TO SHARE SOME FACTS ABOUT ONE OF THE WORLD'S OLDEST, AND MOST POPULAR BEVERAGES--**BEER!**

BEER, IN PARTICULAR, REQUIRES GREATER ATTENTION TO REVERSE LOGISTICS PROCESSES WHEN IT PASSES SELL-BY DATES AND KEGS HAVE TO BE TRANSPORTED FROM THE RESELLER BACK TO THE BOTTLER.

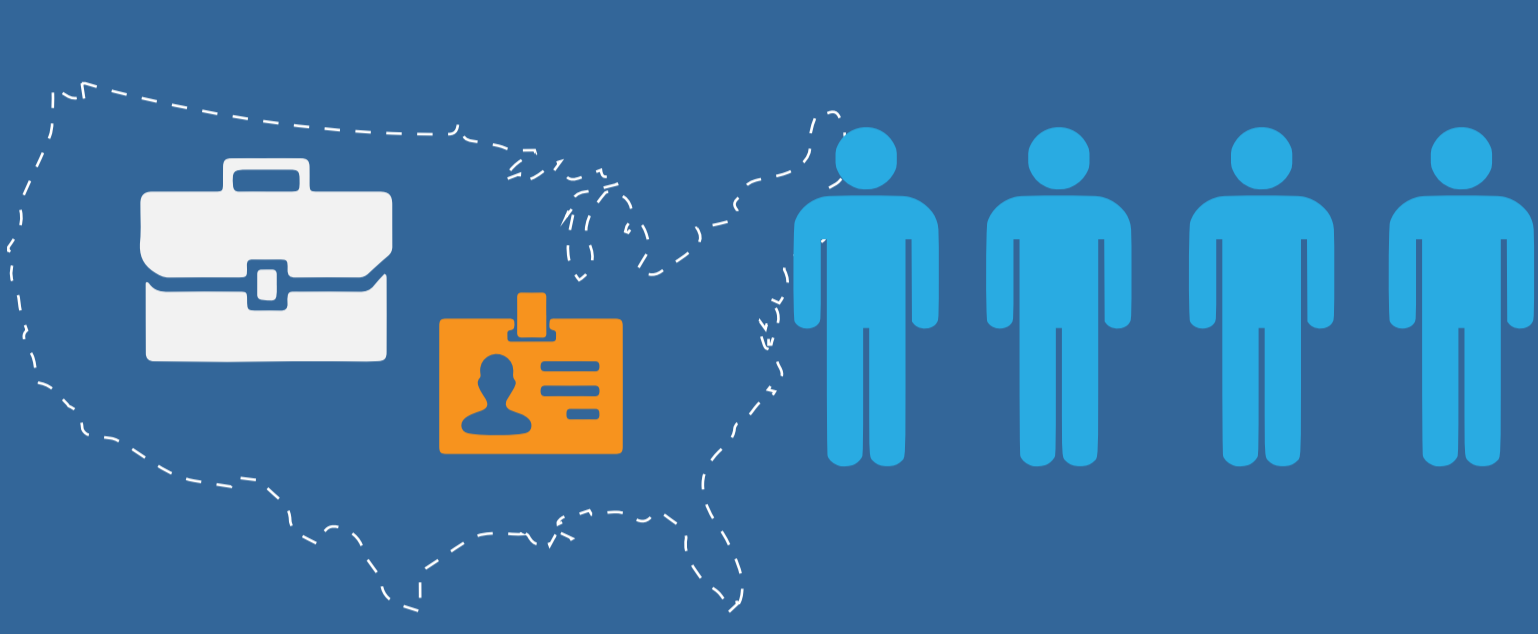
1 THE GLOBAL LEADING COUNTRIES IN BEER PRODUCTION ARE **CHINA, THE UNITED STATES AND BRAZIL**



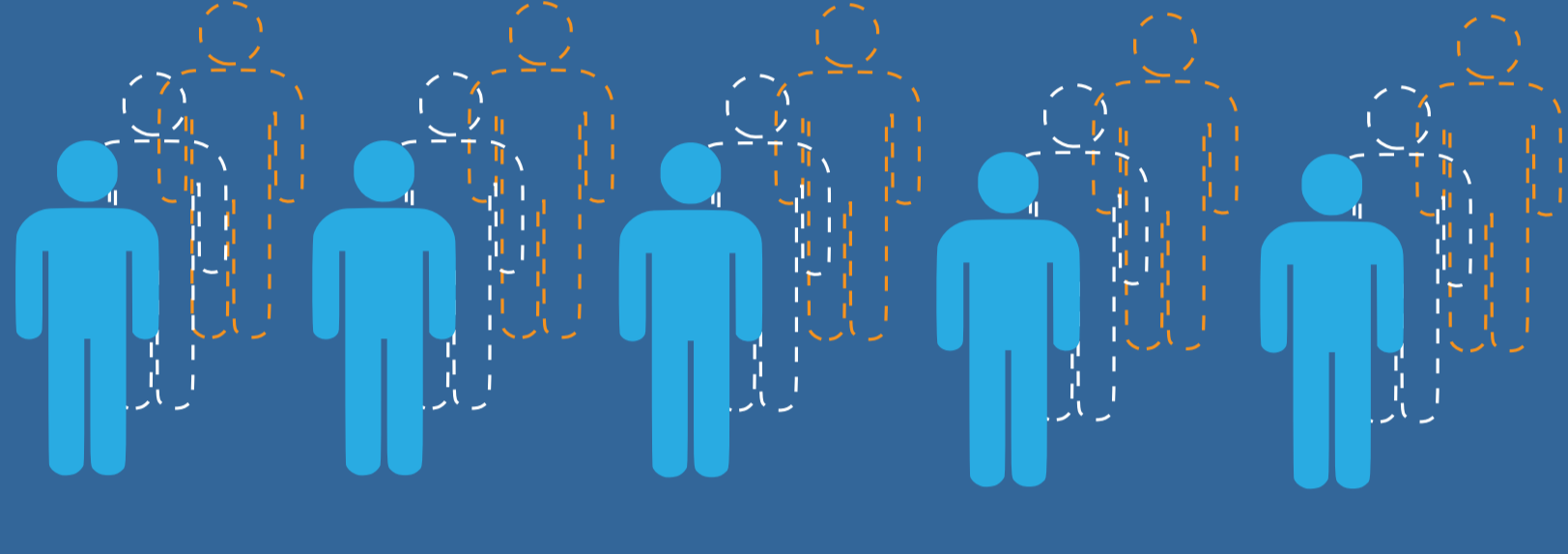
2 **GLOBAL BEER PRODUCTION** AMOUNTED TO ABOUT 1.93 BILLION HECTOLITERS, UP FROM 1.3 BILLION HECTOLITERS IN 1998



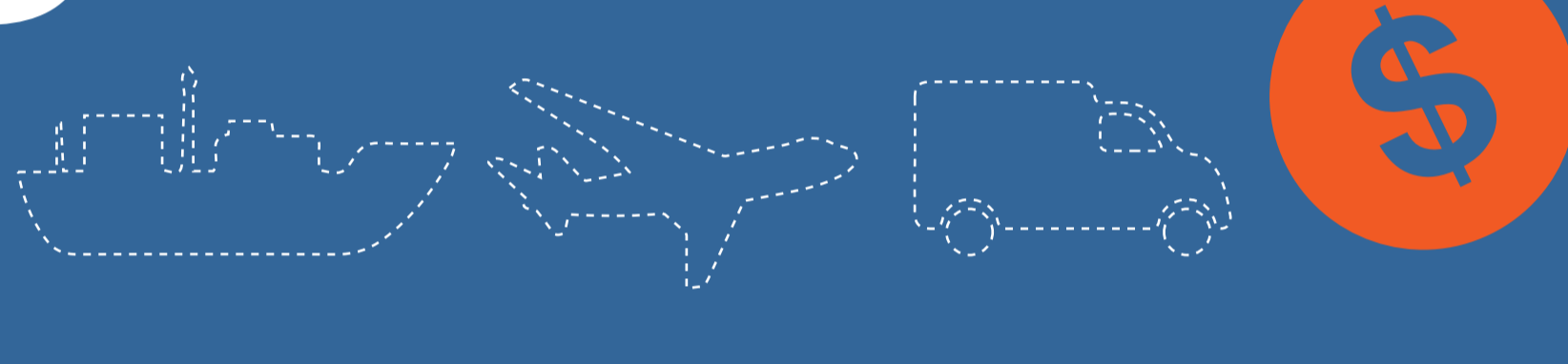
3 THE BEER DISTRIBUTION INDUSTRY DIRECTLY **EMPLOYS MORE THAN 130,000 PEOPLE** IN THE UNITED STATES.



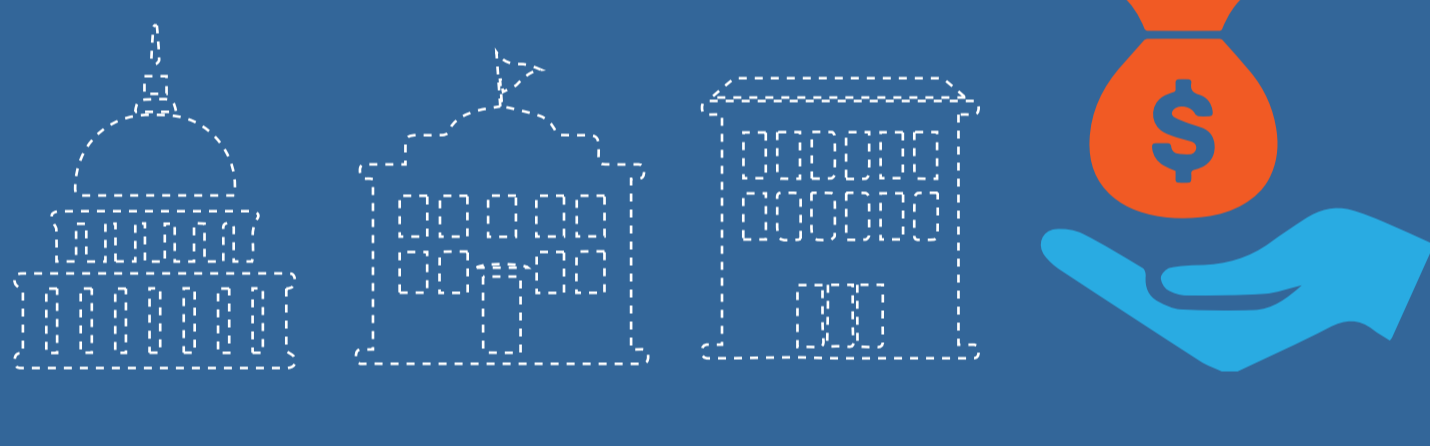
4 WHEN THE IMPACTS OF DISTRIBUTOR OPERATIONS, CAPITAL INVESTMENT AND COMMUNITY INVOLVEMENT ARE CONSIDERED, **THE TOTAL NUMBER OF IMPACT JOBS EXCEEDS 345,000.**



5 THE BEER DISTRIBUTION INDUSTRY CONTRIBUTES MORE THAN **\$22 BILLION IN TRANSPORTATION EFFICIENCIES** FOR THE BEER INDUSTRY EACH YEAR.



6 BEER DISTRIBUTOR ACTIVITIES CONTRIBUTE NEARLY **\$10.3 BILLION** TO THE FEDERAL, STATE AND LOCAL TAX BASES.



7 THE **TOP THREE BEER BRANDS** IN WORLDWIDE VALUE MEASURED IN U.S. DOLLARS ARE BUDWEISER (\$13.752 BILLION), BUD LIGHT (\$12.9 BILLION), AND HEINEKEN (\$9.67 BILLION)

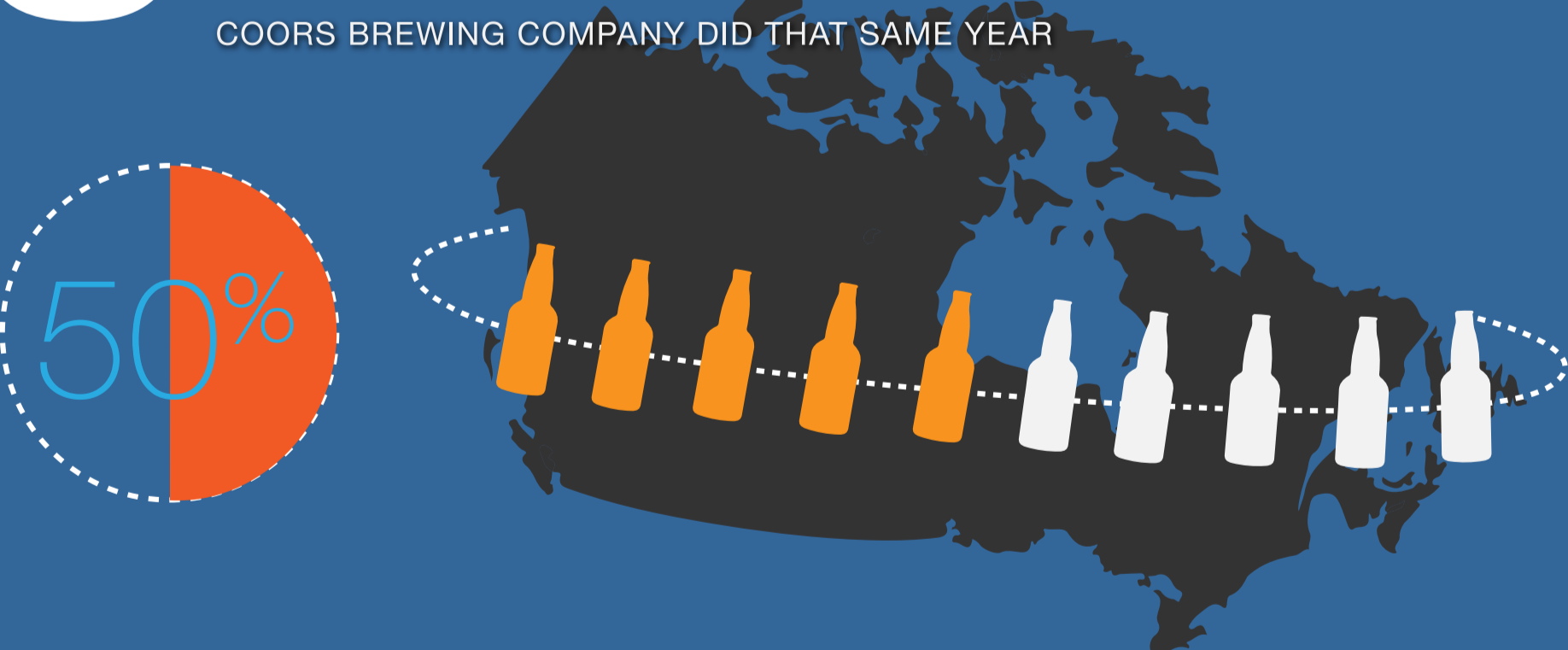


8 IN 2013, IMPORTED BEER SALES IN CANADA ROSE TO **3.44 MILLION HECTOLITERS**



9 ANHEUSER-BUSCH INBEV IS THE LARGEST BEER MANUFACTURER IN CANADA, **CONTROLLING OVER 50 PERCENT OF THE MARKET.**

IN 2014, THE COMPANY GENERATED CLOSE TO 2.5 BILLION U.S. DOLLARS IN REVENUE; ROUGHLY 500 MILLION U.S. DOLLARS MORE THAN THE MOLSON COORS BREWING COMPANY DID THAT SAME YEAR



10 A BEER BOTTLE CAN BE **REUSED 15 TO 20 TIMES, PREVENTING ENORMOUS WASTAGE.**

ONCE A BOTTLE IS SPENT, IT IS CRUSHED AND SENT TO GLASS-MAKERS FOR THE MANUFACTURE OF NEW BOTTLES. ALUMINUM BEER CANS ARE ALSO CRUSHED AND RECYCLED, AS ARE THE BEER CARTONS.



DRAUGHT BEER IS SOLD IN REUSABLE KEGS THAT CAN LAST 15 TO 20 YEARS BEFORE THEY TOO ARE ALSO CRUSHED AND RECYCLED.

EVEN THE HUSKS OF THE SPENT GRAIN USED IN THE BREWING PROCESS, THEY ARE COLLECTED AND SOLD AS ANIMAL FEED



INFOGRAPHIC CREATED BY **MORAI** LOGISTICS INC.

We love to put order in your chaos. Morai Logistics Inc. is a 3rd party logistics provider with an operating agency agreement representing Mode Transportation. We are a powerhouse logistics team based in the Greater Toronto Area and do business throughout North America, including Mexico. Our team is dedicated to our terrific clients and we strive to take the chaos out of your supply chain. We are always on the lookout to do exceptional work with remarkable people and companies!