



DOING BUSINESS WITH BEER SECTOR IN EUROPE

LEVERAGE ON SKYMINDER SOLUTIONS

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Beer Sector Overview



A beer is produced by the fermentation of starchy material derived from grains or other plant sources. The production of beer and some other alcoholic beverages is often called brewing.

Beer is one of the oldest and most widely consumed alcoholic beverages in the world, with origins dating back more than 10,000 years. Brewed through the fermentation of grains, primarily malted barley, combined with water, hops, and yeast, beer has been part of human history since the earliest civilizations and has played an important role in social, cultural, and religious traditions.

Over the centuries, brewing techniques have continuously evolved, transforming beer from a local craft into a global industry. Today, consumers can choose from a broad range of styles, including lagers, ales, stouts, wheat beers, and specialty brews, each offering unique flavors, aromas, and characteristics.

Beer remains a symbol of conviviality and shared experiences, deeply connected to gastronomy, entertainment, and local traditions around the world. At the same time, the industry continues to innovate through new brewing technologies, craft beer creations, and the growing popularity of low- and no-alcohol alternatives, responding to changing consumer preferences and lifestyles.

Because the ingredients used to make beer differ from place to place, beer characteristics (type, taste, and color) vary widely.

Typically, beers are made from water, malted barley, and hops, fermented by yeast. The addition of other flavorings or sources of sugar is not uncommon.

Because beer is composed mainly of water, the source of the water and its characteristics have an important effect on the character of the beer. Many beer styles were influenced or even determined by the characteristics of the water in the region.

Among malts, barley malt is the most often and widely used owing to its high enzyme content but other malted and unmalted grains are widely used, including wheat, rice, maize, oats, and rye.

Hops are a relatively recent addition to beer, having been introduced only a few hundred years ago. They contribute a bitterness that balances the sweetness of the malt and have a mild antibiotic effect that favors the activity of brewer's yeast over less desirable organisms.

Yeast, in a process called fermentation, metabolize the sugars extracted from the grains, producing many compounds including alcohol and carbon dioxide. Dozens of strains of natural or cultured yeasts are used by brewers, roughly sorted into three kinds: ale or top-fermenting, lager or bottom fermenting, and wild yeasts. The scientific name for brewer's yeast is *Saccharomyces cerevisiae*, an important model organism in molecular and cell biology.

One pint (568 ml) of beer typically contains about two units of alcohol, although alcohol content can vary significantly with style and brewer.

Source: en.wikipedia.org, learnbeerbasics.com, The Brewers of Europe

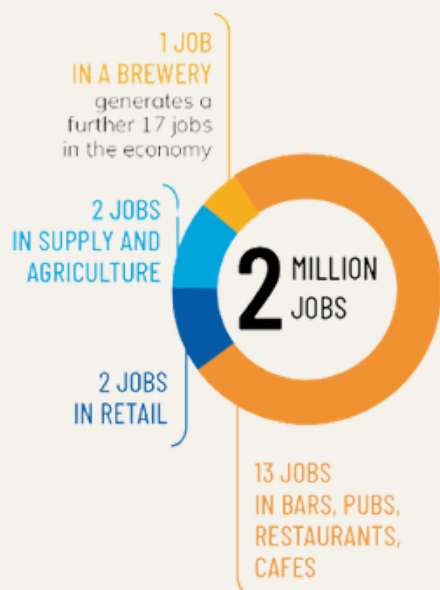
Facts and Figures: Europe

Europe's beer sector, vital to economy and culture, faces challenges from COVID-19 and conflict but shows resilience through innovation. It creates 2 million jobs, significant tax revenue, and supports communities. Policy support for fair taxation, sustainability, and responsible consumption is essential for growth, competitiveness, and maintaining Europe's brewing heritage.

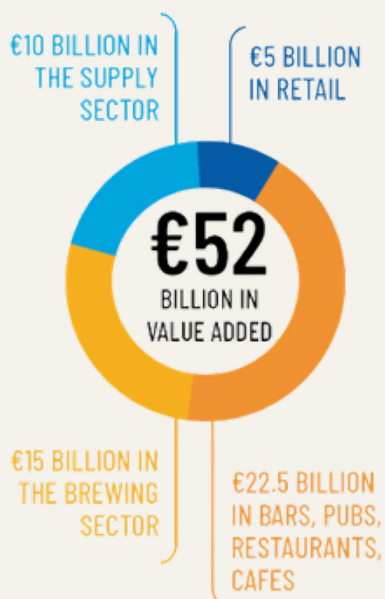
- Key Points

- Beer production, consumption and exports continue to fall, confirming a prolonged downturn since 2019.
- Hospitality remains severely weakened, with on-trade beer consumption dropping from one-third to around one-quarter of the market.
- Brewery numbers in the EU plateau at 9,700, signaling lost momentum in Europe's once-fast-growing brewing landscape.
- Low consumer confidence, reduced spending, rising costs, inflation and climate pressures are hitting the sector hard.
- Non-alcohol beer is the only growth category, up 25% in five years.
- Brewers urge policymakers for stable, balanced regulation to enable investment, innovation and cultural contribution.

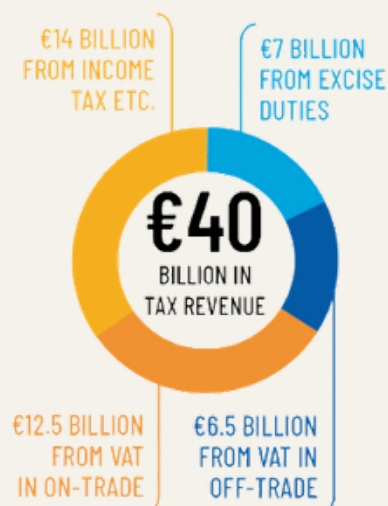
BREWING IS JOBS



BREWING VALUE ADDED

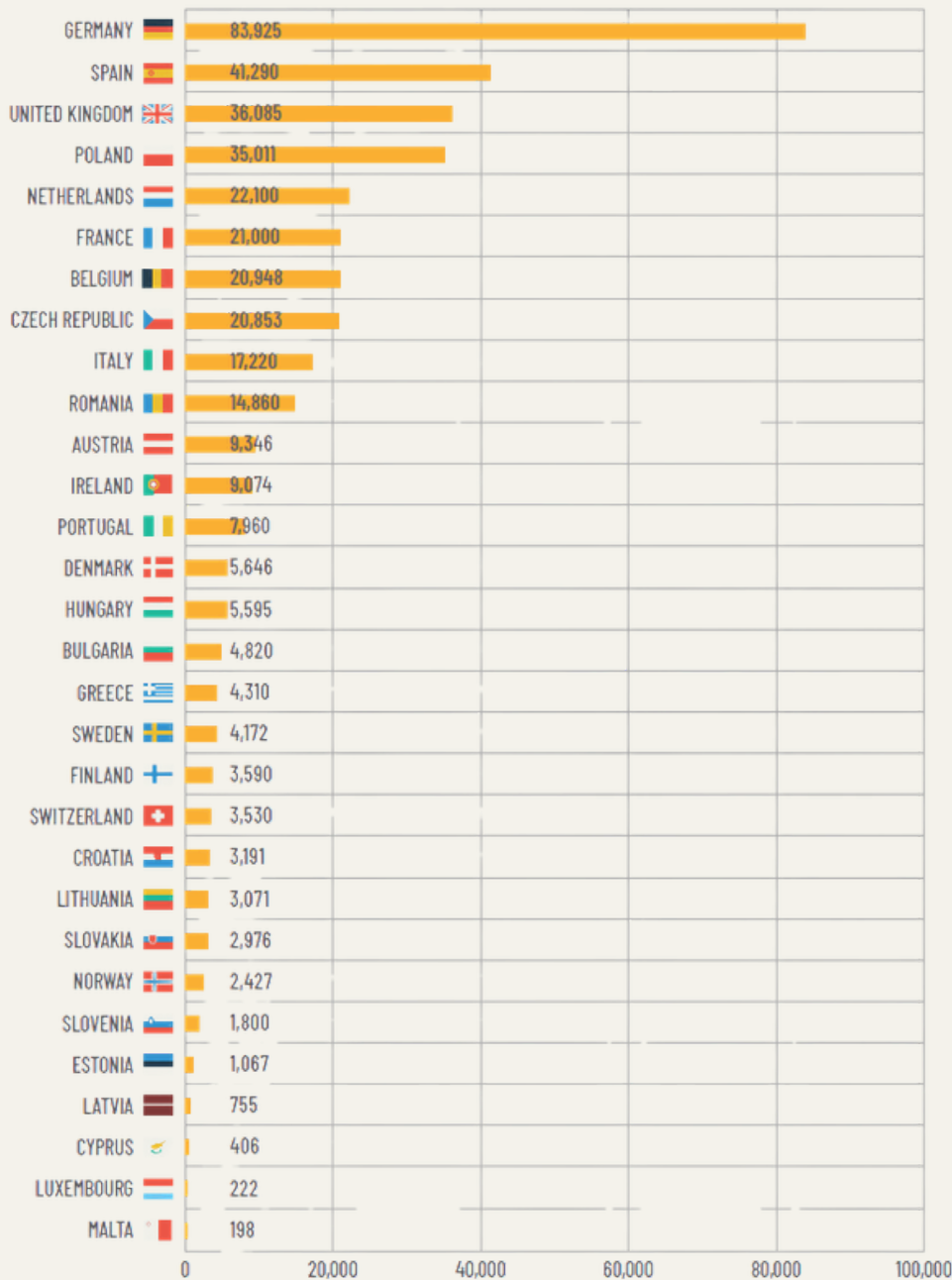


BREWING IS TAX REVENUE



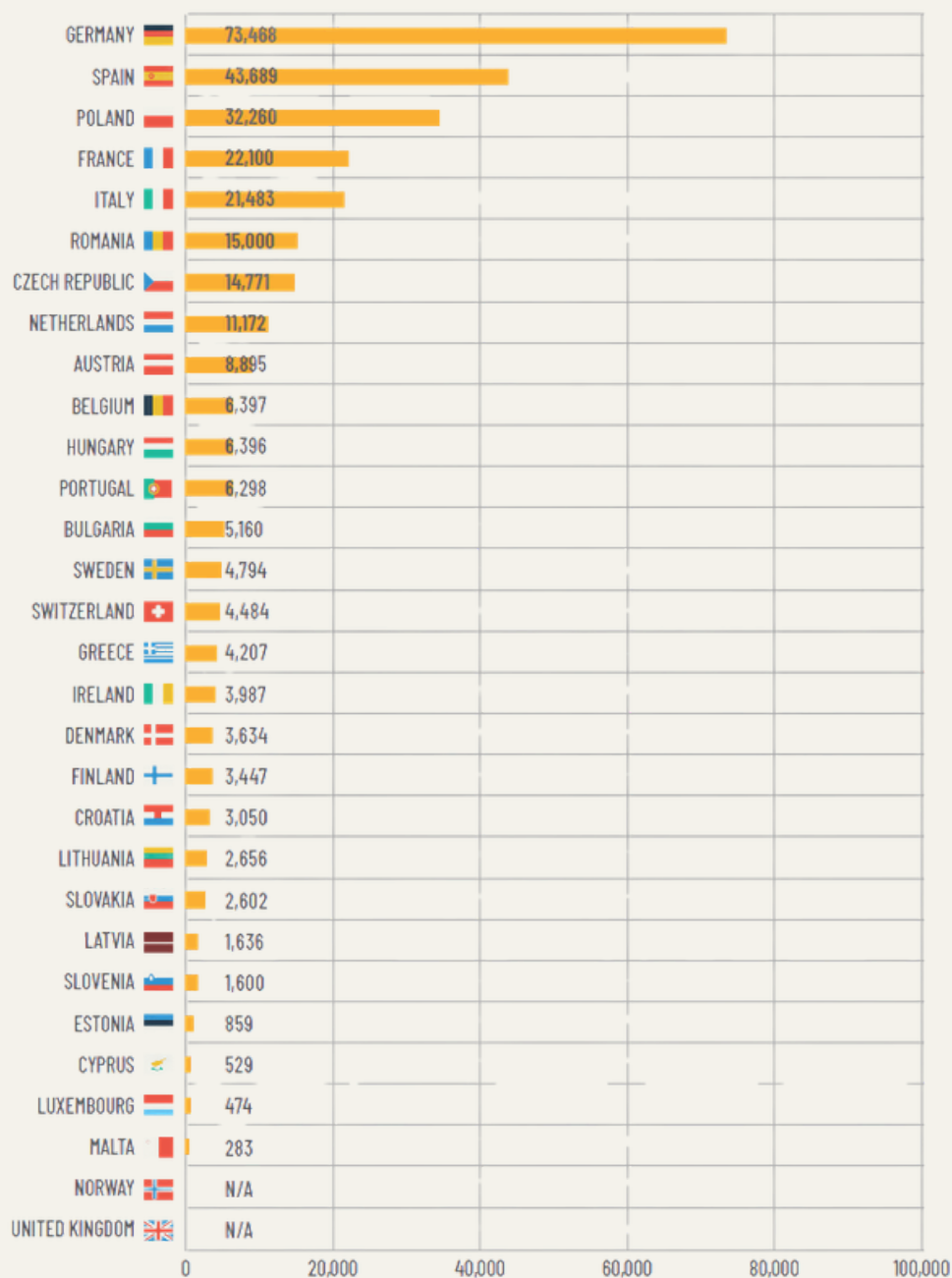
BEER PRODUCTION 2024

(in 1,000 HL)



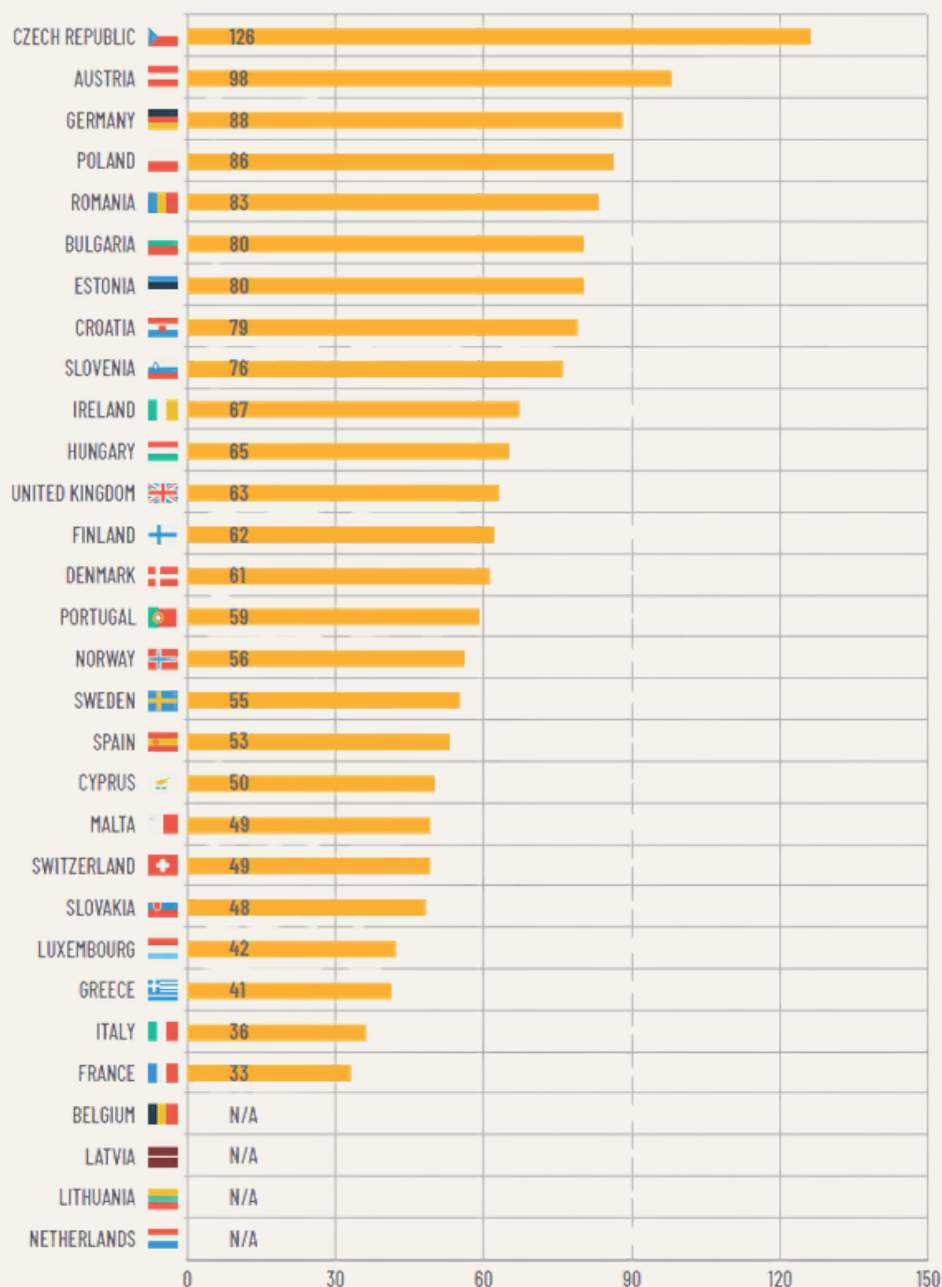
BEER CONSUMPTION 2024

(In 1,000 HL)

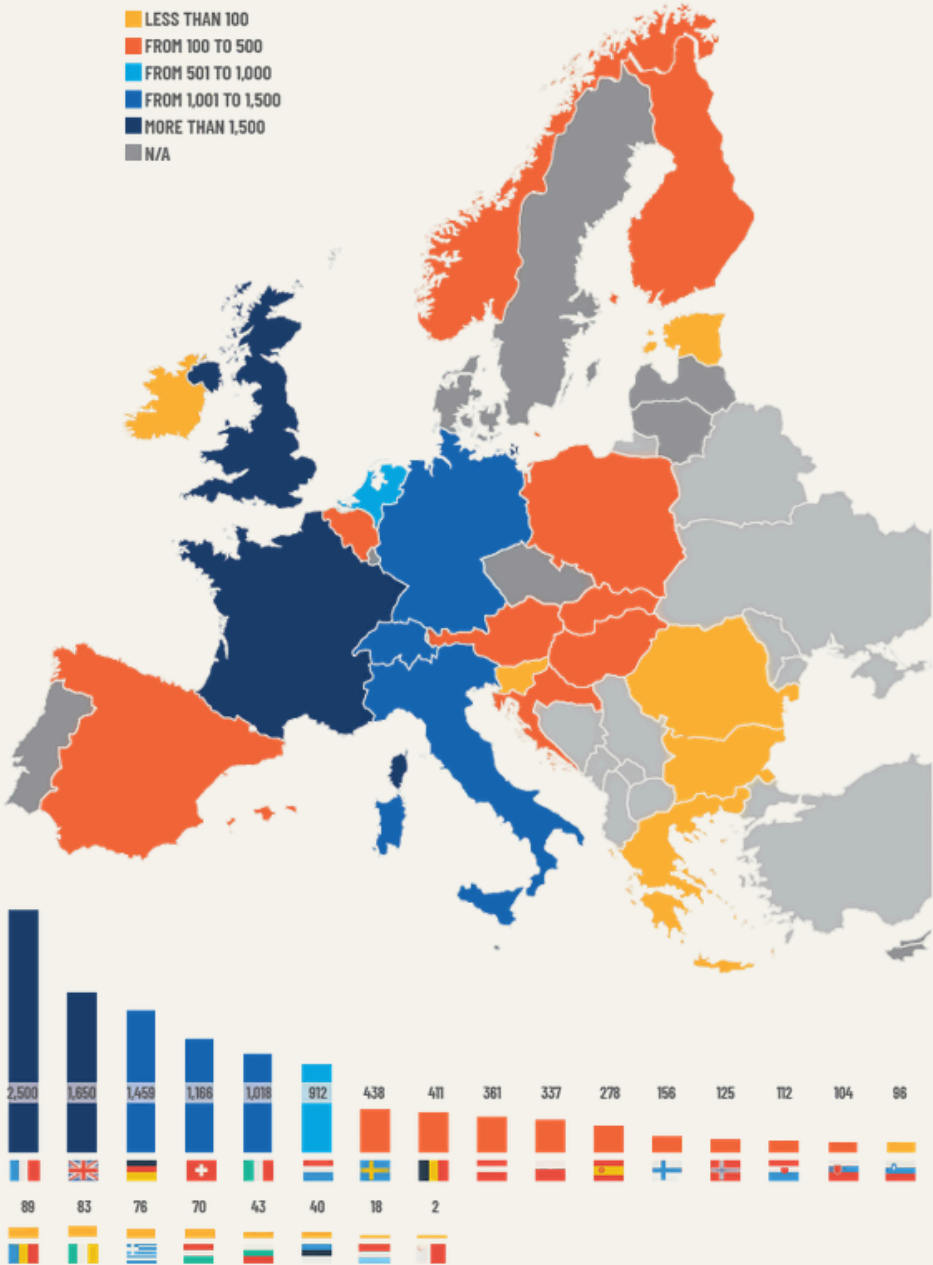


BEER CONSUMPTION PER CAPITA 2024

(Litres)



NUMBER OF ACTIVE BREWERIES 2024



Source: en.wikipedia.org, learnbeerbasics.com, *The Brewers of Europe*

Beer Fun Facts



1. **Beer is the Third Most Popular Beverage in the World.** After water and tea, beer takes the bronze for the most-consumed beverage globally.
2. **The World's Oldest Beer Recipe is 4,000 Years Old.** Beer's origins trace back to ancient Mesopotamia. A 4,000-year-old Sumerian poem contains the oldest recorded beer recipe, calling for barley, water, and emmer (an ancient grain). Beer was already deeply ingrained in human civilization long before modern breweries were even imagined.
3. **Beer Was Once Safer to Drink Than Water.** During medieval times, water was often contaminated, making beer the safer choice for hydration. Since the brewing process involves boiling, it helped eliminate harmful bacteria, making it the go-to drink—even for children!
4. **Ancient Babylonians Took Beer Seriously, So Seriously.** They Drowned People for Brewing Bad Beer. In ancient Babylon, brewing bad beer was a serious crime. In fact, the penalty for serving a bad batch was drowning the brewer in their own product.!
5. **Cenosillicaphobia is the Fear of an Empty Beer Glass.** It might sound like a joke, but cenosillicaphobia is the actual term for the fear of an empty beer glass.
6. **The First Canned Beer Was Sold in 1935.** While beer had been enjoyed for centuries, the first canned beer hit shelves in 1935, thanks to Krueger Brewing Company in the U.S. Cans were more durable and lighter than bottles, making them a revolutionary innovation in beer packaging.
7. **The Ancient Egyptians Loved Their Beer.** The builders of the pyramids were often paid in beer, with workers receiving up to four liters a day. Beer was such an integral part of Egyptian culture that they even had a goddess of beer, Tenenet.
8. **Beer Was Critical in the Discovery of Penicillin.** Scottish scientist Alexander Fleming, who discovered penicillin, reportedly did so after returning from vacation to find mold growing in his petri dishes. The mold was similar to yeast strains used in brewing, highlighting beer's indirect role in the development of modern antibiotics!
9. **There's a Beer Pipeline in Germany.** In the German town of Zwiesel, a beer pipeline was built to transport beer directly from a brewery to nearby bars

10. **Beer Is the Perfect Hair Conditioner.** Beer can actually make your softer and shinier! The proteins in the malt and hops are said to help repair damaged hair and improve volume.
11. **The World's Strongest Beer Has 67.5% ABV.** BrewDog's "Snake Venom" holds the title for the world's strongest beer, with an eye-popping alcohol by volume (ABV) of 67.5%.
12. **Belgium Has the Most Varieties of Beer.** Belgium is renowned for its diverse beer culture, with over 1,600 different varieties. From lambics to Trappist ales, there's something for every type of beer drinker in this small but mighty beer-loving country.
13. **Beer Foam Actually Enhances Flavor.** Foam, or "head," on beer isn't just for looks, it plays a vital role in the tasting experience. The bubbles help release the beer's aroma, which is an essential part of how we perceive its flavor. Plus, the foam helps to keep the beer from going flat too quickly.
14. **The World's Oldest Operating Brewery Was Founded in 1040.** Weihenstephan Brewery in Bavaria, Germany, is officially the world's oldest operating brewery, with a history that dates back to 1040 AD.
15. **Beer Was Once Used as Currency.** In ancient Egypt, workers, including those who built the pyramids, were often paid in beer. It was a staple of their diet, providing hydration, calories, and even a mild buzz to get through those long, hot days of pyramid construction.
16. **Monks Brewed Beer as Part of Their Religious Duty.** During the Middle Ages, European monks brewed beer in monasteries as a way to nourish themselves during long fasting periods. Some of these monasteries, especially those in Belgium, still produce world-class Trappist beers today.
17. **The Czech Republic Drinks the Most Beer Per Capita.** The Czech Republic holds the record for the most beer consumed per person, with the average citizen drinking around 143 liters of beer each year.
18. **The Longest Hangover Lasted 4 Weeks.** A Scottish man reportedly suffered from a hangover that lasted four weeks after drinking an estimated 60 pints of beer in one session.
19. **NASA Has Experimented with Brewing Beer in Space.** NASA has tested brewing beer in microgravity to see how the fermentation process works outside of Earth. If astronauts ever establish a colony on Mars
20. **The Most Expensive Beer Costs \$503,300.** A bottle of "Allsopp's Arctic Ale," brewed in 1875, sold at auction in 2019 for a staggering \$503,300, making it the most expensive beer ever sold.

Source: *Blog About Beer*



Sustainability

Europe's brewers fully recognise our responsibility to show leadership in tackling the climate crisis, supporting the circular economy and other environmental challenges.

In recent years, European brewers have taken significant strides in championing sustainability within the beer industry throughout the entire production and distribution chain.

From sourcing ingredients to packaging and transportation, European brewers are setting standards for sustainability without compromising on quality.

Breweries have made direct improvements in the use of water, energy, transport and packaging, reducing carbon emissions and waste, and providing the reuse of secondary products through innovative processes and solutions in partnership with others.

The Beer Product Environmental Footprint Category Rules (PEFCR) provide a methodology for assessing the environmental footprint of different beers, considering a wide range of criteria and covering the full life cycle of the product, from grain to glass.

PACKAGING

Measures in packaging sustainability. From using reusable kegs and casks that last for 30 years before being crushed and recycled, to pioneering the use of returnable glass bottles where it makes sense, to setting up and supporting the establishment of return systems for recyclable cans and other containers, we are setting the pace on packaging.

ENERGY

The brewing sector is constantly working to reduce energy consumption and move towards using renewable energy to run breweries. Many breweries now obtain 100% of their energy and fuel from renewable sources! The brewing-sector is building more energy-efficient brewing systems to lower greenhouse gas emissions and reduce our impact on our climate.

WATER EFFICIENCY

European brewers are making huge efforts to become more sustainable in water usage. They know the damage that wasteful practises have on resources and climate, and they are working across our operations to see how we can reduce our water consumption.

SECONDARY PRODUCTS

Although beer is the main product of brewing, many other valuable products emerge from the brewing process. The brewing sector has a long tradition of finding valuable applications for these secondary products. These new uses mean less waste and more biodiversity, returning nutrients to nature, and reducing our impact on the planet's resources and climate.

CIRCULARITY

For Europe's brewers, circularity has long been part of the job. But new ideas are taking the concept further than ever, curbing climate change and helping Europe's brewing sector become a model of circularity.

TRANSPORT

There is almost no way to produce and sell beer without using some form of freight and transport. But there are ways to make the shipping more sustainable, as we help decarbonise logistics and curb climate change.

Source: The Brewers of Europe



The Brewers of Europe

The Brewers of Europe brings together national brewers' associations and companies from 28 European countries to represent the united voice of Europe's 10,000+ breweries.

With a vision of teaming up to shape a beer-friendly, smart, prosperous, sustainable and responsible EU business environment, The Brewers of Europe's mission is to equip Europe's brewers with the tools to freely, cost-effectively and responsibly brew and market beer.

Source: The Brewers of Europe



SKYMINDER AT A GLANCE FOR BEER SECTOR

Solutions available for more than **240** countries
and jurisdictions

Best in class information thanks to more than **40**
providers, both local and global

13 available products and solutions

Web and **API** integration



SKYMINDER SOLUTIONS

SkyMinder is the worldwide CRIF platform helping you to take decisions based on high-quality information. If you are required to evaluate a business partner in Beer Sector, a customer or a supplier, in a risk evaluation process or for compliance requirements or a cyber risk assessment, SkyMinder is the right solution.

Requirement	SkyMinder Solution	Description
Know business partners and risk level - have on board new suppliers - understand in depth customers creditworthiness	Executive Report, Full Report, Quick Report, Slim Report	Information, with different level of details, related to all companies in the world, including AI summary, firmographics, credit limit, risk indicator, management, shareholders, negative events etc.
Receive immediate notification with related details if a change affects a company	Full Monitoring	Detailed information about changes affecting a company as soon as happened. Combined possibility to request for free updated report.
Be alerted if there is change in company's information	Alert	Information related to the area involved by a change as soon as an event happened.
Periodically checks if there are changes involving companies	Planned Revision	Scheduled revision with updated report including company's changes if applicable
Obtain documents from Official Registry and LEI repository	Official Registry and LEI	Product range including documents coming from public sources or from LEI Registry
Company ownership overview	Verification Report	List of shareholders to understand company's structure
Compliance requirements and fraud checks	Compliance Report and Extended Check Report	Anti-Bribery and Money Laundering lists checks related to financial crimes.
Risk of Cyber attack	Cyber Risk Report	Assess the level of risk related to a business partner in being involved in a cyber attack