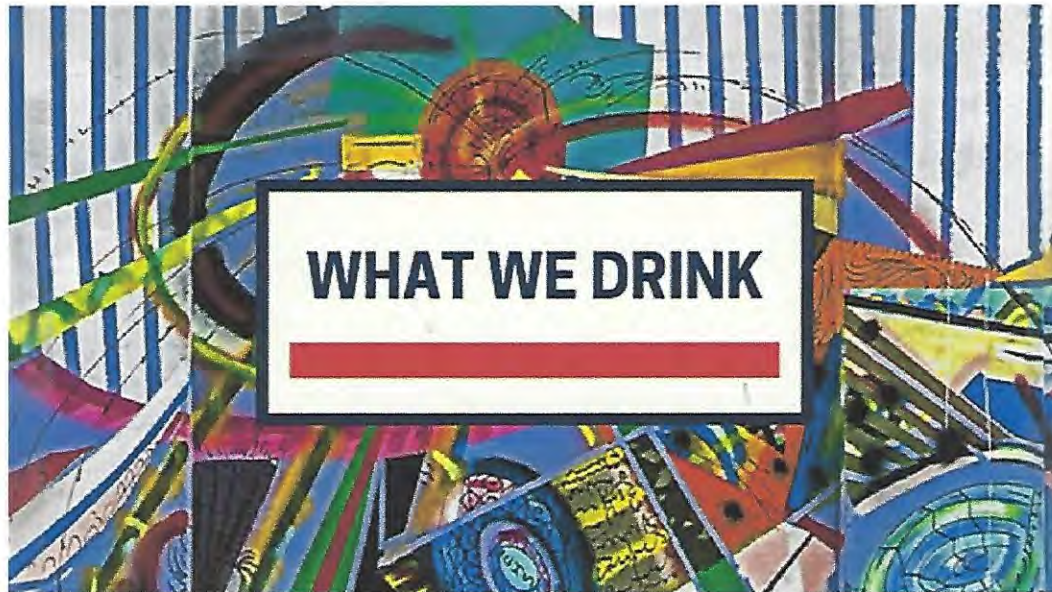


## DRINKING CUSTOMS

### THE WHERE / WHAT / WHEN OF DRINKING IN GERMANY



There is a common misconception out there that Germans love beer so much it's practically coming out of the water fountains. Don't get us wrong, Germans DO love beer. In fact, according to Kirin Holdings Company, Germany is the 4th largest consumer of beer in the world—right next to its German-speaking brothers of Austria and Namibia. They drink 104.7 litres of beer per capita compared to 75.8 in the states

([http://www.kirinholdings.co.jp/english/news/2015/1224\\_01.html#table3](http://www.kirinholdings.co.jp/english/news/2015/1224_01.html#table3)).

Germans not only consume a lot of beer, they also produce it. Germany is the fourth largest beer producer in the world which supplies 10% of all the world's beer. Currently, there are more than 1300 breweries in Germany. Together, they make more than 5,000 brands of beer. So, we acknowledge our beer-loving stereotype is founded in some straight-up truth.

Wino's need not fear though! A lesser-known fact is that Germany also is home to some of the world's most beautiful vineyards which produce over 1 billion bottles of wine per year. Most of the wine produced is white, with the most recognized grape being that of Riesling.

Liquor options run the gamut. Lots of liquor is imported from other European countries such as ouzo from Greece or vodka from Russia. If you're looking to "support local" with your pre-game, liquors like Feigling, Kirschwasser, Baerenjaeger, or Aasbach might fit your German fancy.