

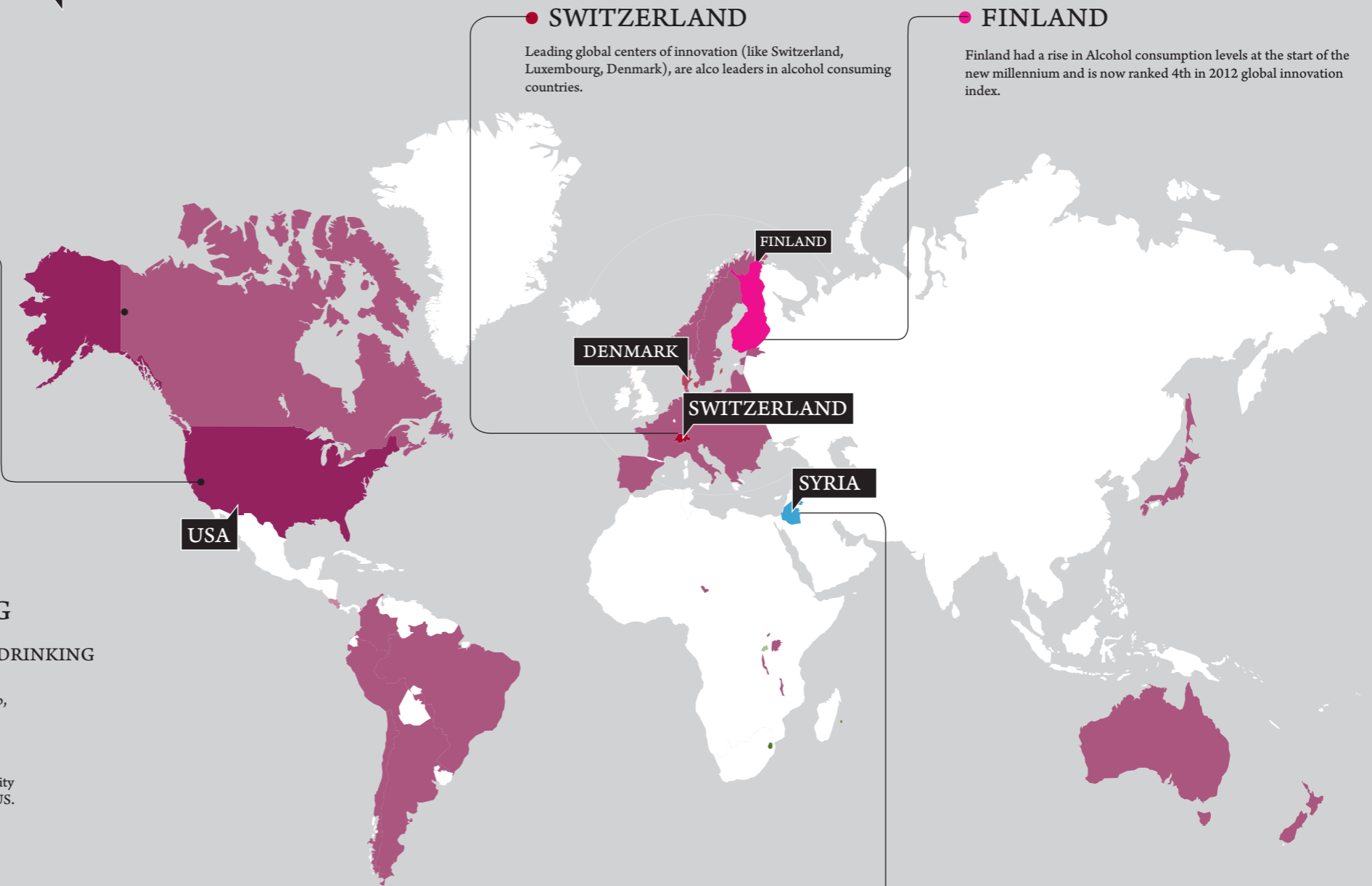


DESIGN DRINKING FACTS AND FIGURES

Undoubtedly “Design Drinking” methodologies can lead to Innovation ecosystems and viable competitive advantage for economies; as illustrated in this Information visualization.

● SAN FRANCISCO

San Francisco, is ranked second both in terms of top US alcohol drinking cities (Forbes 2008), and global Innovativeness (Innovation Cities Top 100 Index 2011).



● SWITZERLAND

Leading global centers of innovation (like Switzerland, Luxembourg, Denmark), are also leaders in alcohol consuming countries.

● FINLAND

Finland had a rise in Alcohol consumption levels at the start of the new millennium and is now ranked 4th in 2012 global innovation index.

AMERICAN DESIGN DRINKING

● U.S. ECONOMIC RECOVERY VIA DESIGN DRINKING

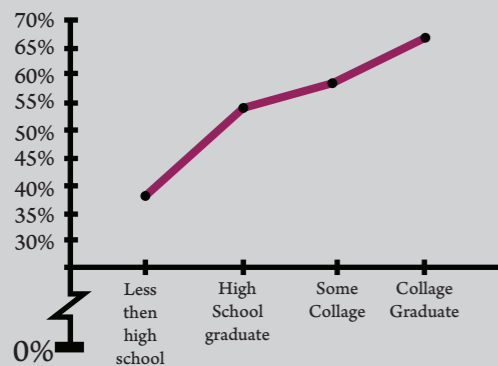
Increasing wine consumption in US is related to recovering economy (the US Industry research Beverage Information Group, a leading us beverage alcohol data and analysis., 2011).

● DRINKING TO HIGHER GROUND

According the studies published through the Cambridge University Press, the more you drink the higher your social standing in the US.

● DRINKING TO HIGHER EDUCATION

More Alcohol consumption is related to higher education in the US, according to the U. S. Department of Health and Human Services.



Proportion of U.S. population by education who used alcohol in previous month.



LESS ABSTENTION = MORE INNOVATION

There is a direct correlation between countries with least abstention from alcohol consumption and those leading in global innovation rankings.



THE REALITIES OF DECLINING CONSUMPTION

The positive economic returns from the rise in alcohol consumption in U.S. during the early part of the new millennium can be onstrasted to countries that had declining rates (like syria, now in Civil war).