



Power to the Bottle

We're all constantly thinking of how to best invest our money.

Will it be in the stock market? Or government securities? Take a trip to your local pub and you'll have the answer staring you right in the face.

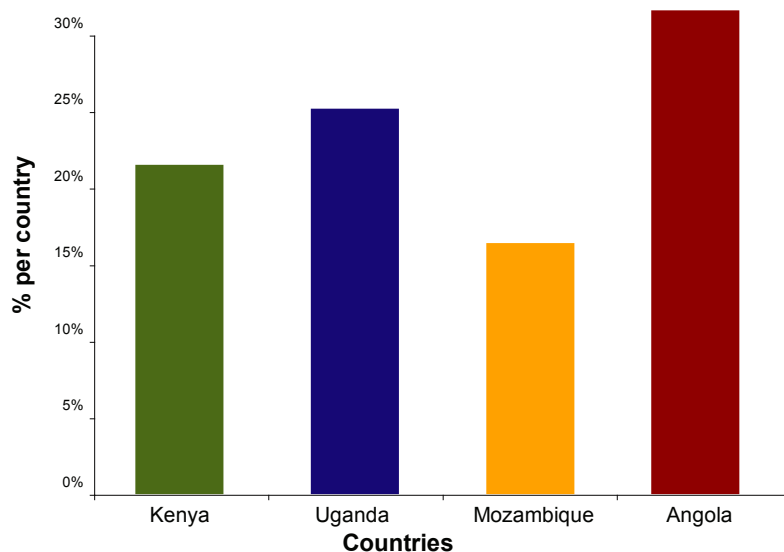
Research proves that across the continent, we love to have a drink during our free time, making bars and pubs one of the sure-return investments you can make.

Having a drink or two or even more during your free time is a trend that is most evident in Angola, where at least 25% of the population prefer to have a drink than spend their free time in any other way.

The figure is lower in Uganda (20%), Kenya (17%) and Mozambique (13%).

And what do we do to celebrate a business deal? Have a drink!

POWER TO THE BOTTLE IN AFRICA



Data is sourced from **Maisha** a Pan-African lifestyle study conducted by Consumer Insight in the commercial capitals of more than 14 African countries.

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