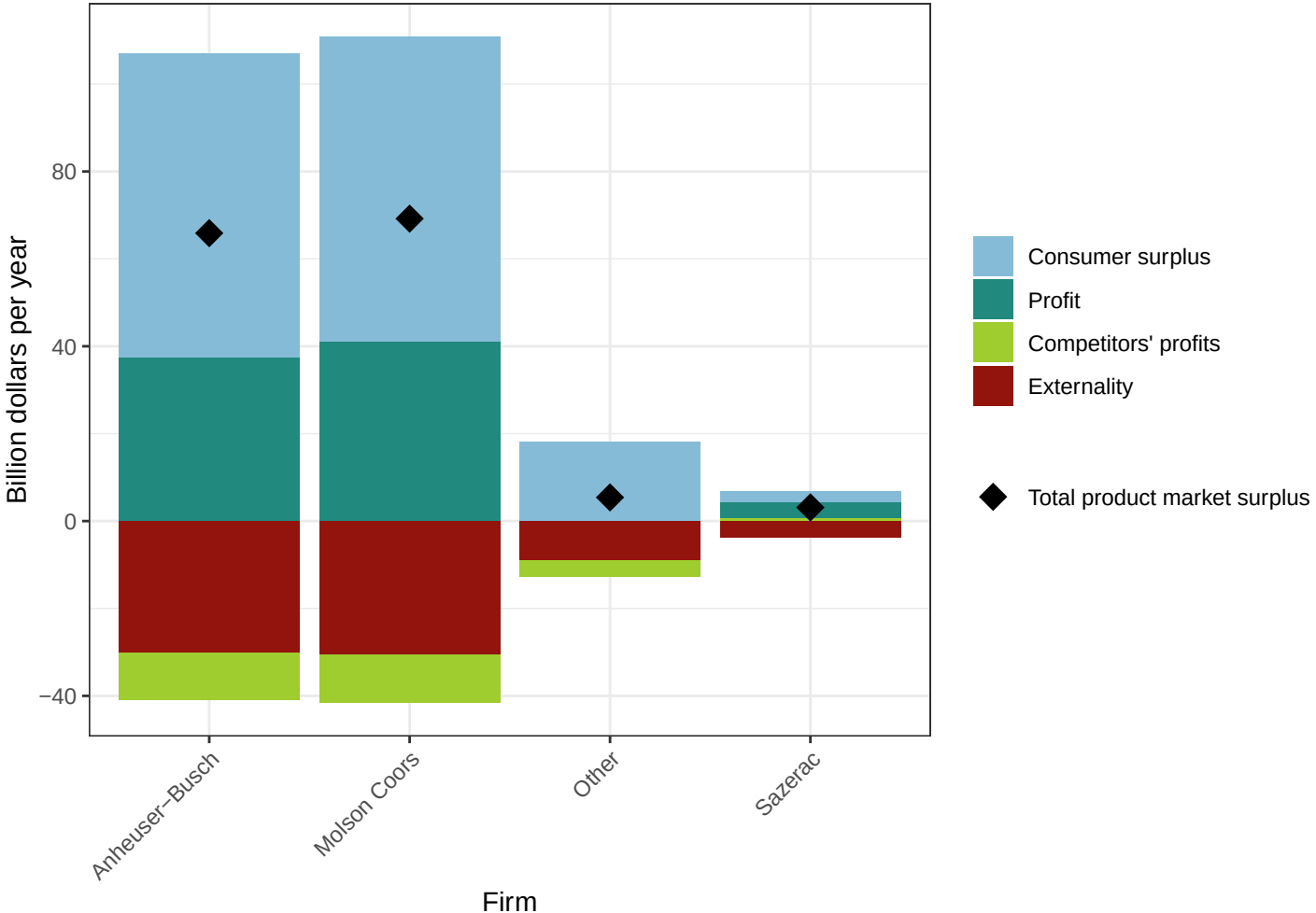
Billion dollars per year
80
40
0
−40
Anheuser−Busch
Molson Coors
Other
Sazerac
Firm
Consumer surplus
Profit
Competitors' profits
Externality
Total product market surplus