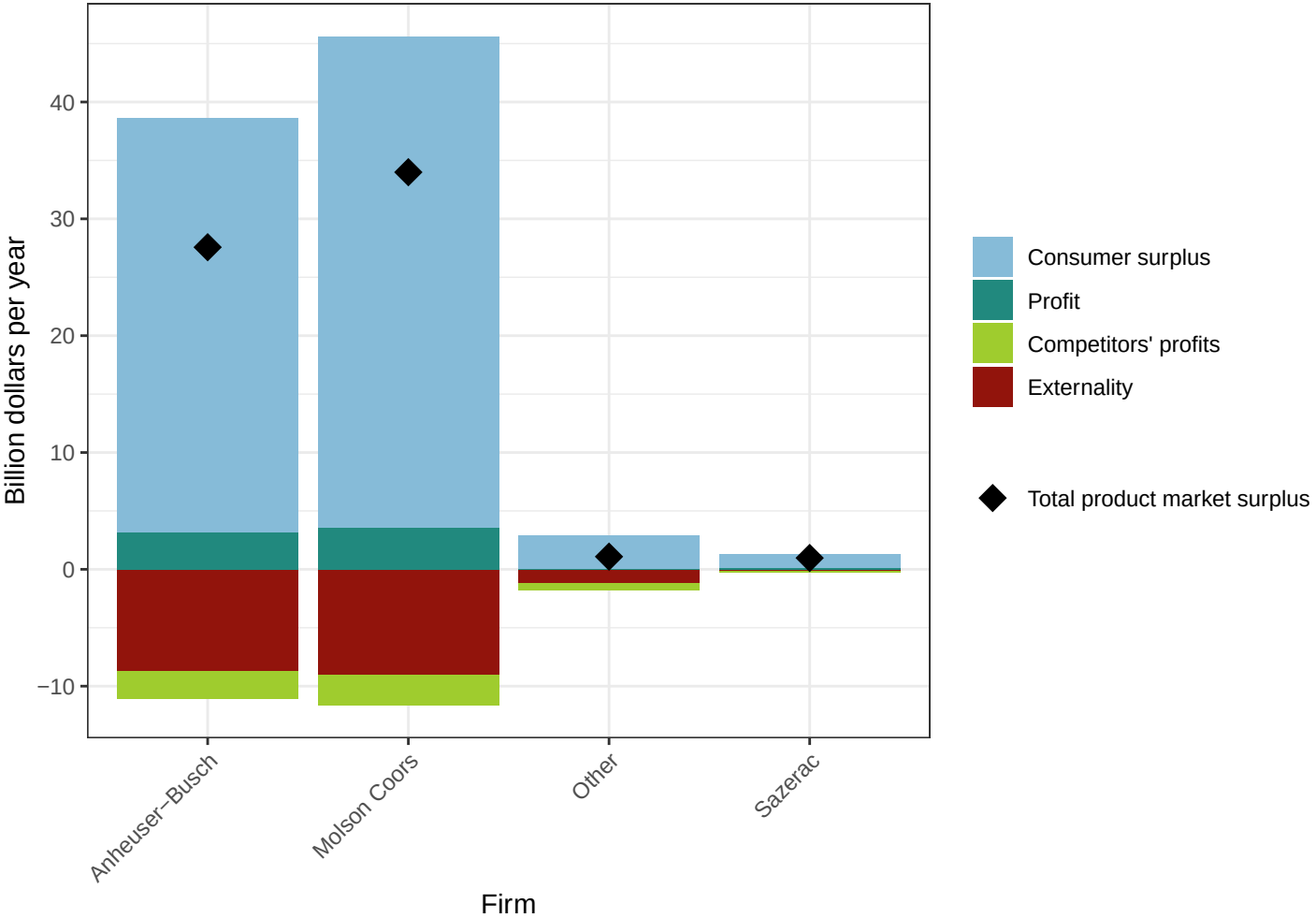
Billion dollars per year
40
30
20
10
0
−10
Anheuser−Busch
Molson Coors
Other
Sazerac
Firm
Consumer surplus
Profit
Competitors' profits
Externality
Total product market surplus