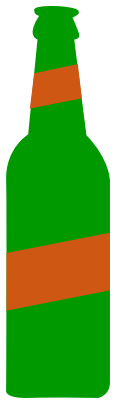


A Different  
Kind of  
Green for the  
Logistics and  
Supply Chain

# SAINT

## Patrick's Day



13 million  
pints of  
Guinness  
consumed on  
St Patrick's  
Day.

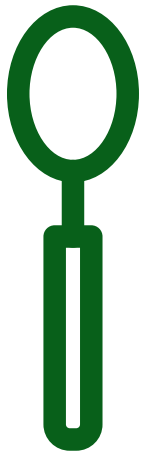


Americans  
exchange about  
7 million St.  
Patrick's Day  
cards each year.

Between 1820 & 1930, nearly 4.5  
million Irish immigrants arrived  
in the U.S.



Cabbage demand is highest in the month of March, fueled by the holiday's traditional corned beef and cabbage meal.



40% of Lucky Charms brand breakfast cereal is eaten by adults.



The first Saint Patrick's Day parade was held in 1737 in Boston, MA. The annual parade now draws close to 1 million spectators.



There are over 450 churches in the U.S. named for Saint Patrick.

Saint Patrick's Breastplate is the holiday's most popular hymn.



Saint Patrick's Day spending reaches \$4.14 billion.

Nearly 122 million Americans say they celebrate Saint Patrick's Day.



**Sources**