The services sector is a paramount in all economies because it generates a large quantity of labour. It would be necessary to distinguish between highly skilled and unskilled labour force, the last one subject to a great flexibility. To measure the characteristics of that low-skilled labour is proposed the calculation of the price differential in common product, for example beer, whose price varies according to the place where it is consumed.

Beer is consumed by two main ways: at home, which could it be called "Beer Consumption OFF Trade”; and outside home, that beer that is served by somebody in the HORECA (Hotel, Restaurant and Catering) sector, which could be called "Beer Consumption ON Trade ". In the last one, the Compound items of the final price of beer is explained by being as a service than by being a product, unlike domestic consumption, in which the main component of the price of beer is the product itself.

To be able to effectively study this price differential between ON and OFF Trade Beer consumption, two points of view are initially distinguished: from the point of view of demand, in which econometric estimation models for beer demand and decision making are made between the consumption of this product in the ON Trade or in the OFF Trade.

The second point of view of the study of this differential would be from the demand side, with the analysis of the distribution sector and the elaboration of a theoretical model of competencies with all distributors. From those two models we could reach a third one: the estimation of a general equilibrium model by channels and demand, which would be called "BEER INDEX".

The "Beer Index" indicator could be used as an index of outsourcing of the economy from the point of view of the labour force and as comparison tool between zones or countries. The index obtained would allow estimating the labour cost of unskilled labour in an area taking into account the difference in price between consuming beer at home or outside home.

A lot of emphasis will be placed on the empirical study to obtain the “Beer Index”, with a large amount of consumption and price data of the two consumption channels, with a series beginning in 2004 and in different areas of Spanish geography based. Our model and our conclusions should be valid for other countries and areas.

Keywords: Beer, labour, outsourcing, low-skilled, HORECA, Beer consumption, econometric, estimation