BREWERIES: ECONOMIC DEVELOPMENT AND THE MARKETPLACE
The brewing industry is a dynamic part of the U.S. economy with $246.5 billion in economic output or 1.6% of US GDP.
Beer Serves America

[Map showing the distribution of beer production across the United States with icons representing breweries and wholesalers.]

Source: 2012 Beer Serve America Study, commissioned by the Beer Institute and the National Beer Wholesalers Association (NBWA).

Total number of brewers and wholesalers.
Beer and Jobs

- Industry directly or indirectly employs 2 million Americans.
- Beer industry jobs in every state and virtually every community in the country.
- Employees earn $79 billion in wages and benefits.
In 1977 the industry (USBA) works together to bring FET break for small brewers. In 1979 President Carter legalizes home brewing.

Source: Beer Institute and TTB permitted brewery counts, 2013
Beer and Taxes

• Industry companies and their employees pay $39 billion in direct business and personal taxes at federal, state and local levels.

• The consumption of beer generates $10.2 billion in taxes.
  a. $3.7 billion in federal excise taxes,
  b. $1.7 billion in state excise taxes, and
  c. $6.5 billion in sales and other related state taxes.

• $49 billion -- over 40% of the retail value of beer is paid in taxes.
The Most Expensive Ingredient

- **FEDERAL AND STATE EXCISE TAXES.** Five cents of every dollar spent on beer.

- **SALES, WHOLESALE, HOTEL, OVER-THE-BAR AND LOCAL EXCISE TAXES.** Four cents of every dollar spent on beer.

- **FEDERAL AND STATE BUSINESS TAXES.** 36 cents for every dollar spent on beer.

- **STATE BUSINESS TAXES**

  
  **Over 40% of the retail value of beer is paid in taxes.**
Underage Drinking

We I.D.  
Responsibility Matters

We Don't Serve Teens  
WWW.DONTSERVETEENS.GOV

Respect 21  
preventing underage access

GREAT TASTE  
IS ALL ABOUT TIMING.
Drunk Driving is completely preventable
Environmental Responsibility

Over the past several decades, the American beer industry has been recognized for its commitment to protecting and improving our environment.
Three Tier System

- 75+ years.
- Goal is to maintain order over the production, distribution and sale of alcohol.
- Significant differences among the tiers, and each one provides value starting with the brewers and ending with the retailers.
- Strong brewer support for the three-tier system.
Brewers and Distributors

• Brewers create and help grow the brands consumers want to buy.

• Without the growth of brands, there would be no role for distributors.

• Without distributors, brands would not be easily accessible for consumers.
Looking Forward

- Fundamental fairness.
- Balanced system for all.
- Recognition of the substantial contributions of brewers and importers both large and small.
Beer Tasting – Booth #431
Tuesday/Wednesday
2:00 p.m. – 4:00 p.m.