

CALIFORNIA CRAFT BREWING INDUSTRY: ECONOMIC IMPACT DATA

Sponsored by the California Craft Brewers Association (CCBA) and using data from the Brewers Association, this summary quantifies the total economic impact by dollar value of the California Craft Brewing industry for 2012. This summary also estimates the number of jobs created, community contributions and the taxes paid locally, statewide and federally by the craft brewers.

The craft brewing industry in California is thriving due to rising consumer demand despite being on the heels of a declining economy. Providing a product as diverse as the state itself, the California craft brewing industry is an integral part of the state's economy. In 2012 California increased craft beer production by over 21%. One out of every five craft beers brewed in the United States comes from California. Craft brewers contribute significantly to the state's economy. "In 2012, the 312 breweries considered in these statistics generated approximately \$4.7 billion in total economic impact in California."

As a labor-intensive industry made of up of small manufactures focused on quality and innovation, California craft brewers are a substantial source of employment in the state. In 2012, California's craft brewers continued to support 45,000 jobs. While the jobs created and supported by the craft brewing industry are located throughout the state, the most significant impact can be seen in more rural communities that suffer from high unemployment - areas which tend to house some of California's top craft breweries. As small businesses, craft brewers face a large tax burden along with the state's stringent business regulations. In 2012, craft breweries in California paid more than \$850 million in total local, state and federal taxes (\$450 million state and \$400 million federal) – estimated at 40% of the cost of a craft beer at point of purchase.

California craft brewers have prospered through difficult economic times, but the future of the industry is dependent on the support of the state's political leadership through positive policy action.

You can see the full Economic Impact Report at:

<http://www.californiacraftbeer.com/files/Economic-Impact-Study-FINAL.pdf>