



BEER INDUSTRY ECONOMIC IMPACT IN United States

NATIONAL ECONOMIC IMPACT

In 2012, the U.S. beer industry's total economic impact stood at more than \$246.5 billion. It directly and indirectly employs more than 2 million Americans, paying \$78.9 billion in wages and benefits. Of the 2 million American employees, more than 1 million are directly employed by brewers, importers, distributors and retailers.

The majority of hard-working men and women directly employed by the brewers, importers and beer distributors receive good wages and company-provided benefits, including healthcare. Beer sales also contribute to the profitability of more than 576,000 licensed retail outlets in the U.S.

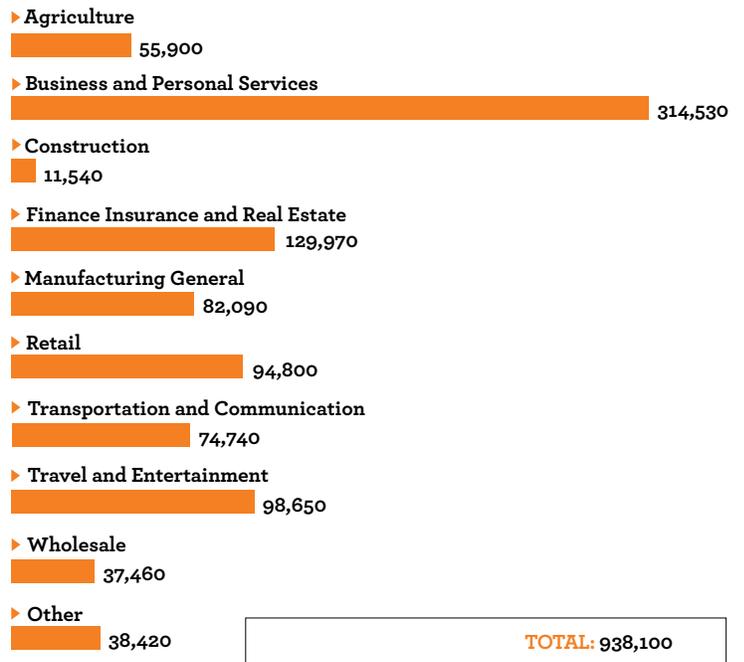
The industry contributed \$49 billion in business, personal and consumption taxes, including excise taxes and sales, gross receipts and other taxes.

BEER INDUSTRY DIRECT AND TOTAL ECONOMIC CONTRIBUTION IN UNITED STATES

Direct Economic Impact

	JOBS	WAGES	ECONOMIC CONTRIBUTION
Brewing	43,970	\$3,605,096,800	\$35,544,824,400
Distributing	129,510	\$7,923,793,700	\$16,850,190,500
Retail	903,540	\$20,263,050,100	\$40,912,310,700
TOTAL	1,077,020	\$31,791,940,600	\$93,307,325,600

Industry-Related Jobs (by thousands)



TAXES PAID

Federal Excise - \$3,653,251,400
 State Excise - \$1,658,371,100
 Other State/Local - \$4,854,557,000
TOTAL - \$10,166,179,500

TAXES GENERATED

Federal - \$19,105,226,000
 State/Local - \$19,852,402,500
TOTAL - \$38,957,628,500

ESTABLISHMENTS

Brewing - 2,851
 Distributing - 3,728
 Retail - 576,353

TOTAL ECONOMIC IMPACT

JOBS - 2,015,120
 WAGES - \$78,996,830,700
 CONTRIBUTION - \$246,566,242,500



Beer Serves America

Brewers, importers, beer distributors, and retailers are proud to serve America through economic contributions, responsibility initiatives, and community involvement.

RESPONSIBILITY

Brewers, beer importers and distributors share a longstanding commitment to help ensure that their products are enjoyed responsibly. The American beer industry has more than 130 different alcohol awareness and education programs designed to help prevent alcohol abuse, including underage drinking and drunk driving.

Government statistics show drunk driving and underage drinking have declined over the past three decades. For example, the 2012 Monitoring the Future study reports declining drinking rates among 8th, 10th and 12th graders. And 2011 drunk-driving declined to a record-low level, down 53 percent since first measured in 1982. The number of fatalities from drunk driving also continues to decline.

COMMUNITY INVOLVEMENT

The beer industry initiates and supports numerous alcohol awareness and education efforts, recycling programs and philanthropy programs.

The industry is also committed to preserving and protecting the environment. America's beer distributors have begun to use alternative fuels in their delivery trucks and renewable energy in their warehouses. Brewers and suppliers use aluminum beverage cans and promote aluminum and glass recycling programs. Today, they are implementing innovations to significantly reduce the amount of water and energy needed to produce and package beer.

These are just some of the many beer industry initiatives to enhance sustainability in communities across the nation.



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