NATIONAL ECONOMIC IMPACT

The beer industry in the United States, comprised of brewers, importers, distributors, and retailers, is a dynamic and vital component of the economy, contributing billions of dollars in wages and taxes every year. An indication of beer’s importance is its inclusion in the basket of goods the government uses to calculate the Consumer Price Index.

In 2008, beer’s total impact on the U.S. economy stood at more than $198 billion. $41 billion was paid in business, personal, and consumption taxes. Consumption taxes include $3.8 billion in federal excise taxes, $1.7 billion in state excise taxes, and $5.7 billion in state and local sales and meals taxes.

The industry’s economic ripple effect extends far and wide benefiting packaging, freight transportation, agriculture, and other businesses whose livelihood is tied to the beer industry. In addition, brewers are leading contributors of manufacturing jobs in the U.S. The majority of the 138,000 hard working men and women directly employed by brewers, importers, and beer distributors receive solid wages and company-provided benefits including healthcare. Beer sales also contribute to the profitability of more than 521,000 licensed retail outlets across the nation. These effects make the beer industry an economic force in every state and local community across the nation.

Today, the beer industry as a whole directly and indirectly employs nearly 1.9 million Americans, paying them $62 billion in wages and benefits. In fact, the U.S. Department of Labor found the wages of beer industry employees to be among the highest of 350 industries surveyed. Of the nearly 1.9 million American employees, 1 million are directly employed by brewers, importers, distributors, and retailers.

TAXES PAID
Federal Excise – $87,719,943
State Excise – $10,085,650
Other State/Local – $143,952,926
Total – $241,758,519

TAXES GENERATED
Federal – $535,266,602
State/Local – $465,043,925
Total – $1,000,310,527

ESTABLISHMENTS
Brewing – 87
Distributing – 85
Retail – 15,545

Beer Industry Direct and Total Economic Contribution in Wisconsin

DIRECT ECONOMIC IMPACT

<table>
<thead>
<tr>
<th>JOBS</th>
<th>WAGES</th>
<th>ECONOMIC CONTRIBUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brewing</td>
<td>3,137</td>
<td>$222,455,365</td>
</tr>
<tr>
<td>Distributing</td>
<td>2,700</td>
<td>$150,554,281</td>
</tr>
<tr>
<td>Retail</td>
<td>26,326</td>
<td>$388,355,321</td>
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<tr>
<td>TOTAL</td>
<td>32,163</td>
<td>761,364,967</td>
</tr>
</tbody>
</table>

INDUSTRY-RELATED JOBS (by thousands)

- Agriculture: 2,819
- Business and Personal Services: 9,552
- Construction: 245
- Finance Insurance and Real Estate: 2,776
- Manufacturing General: 5,042
- Retail: 3,610
- Transportation and Communication: 2,958
- Travel and Entertainment: 4,003
- Wholesale: 2,448
- Other: 697

TOTAL: 34,151

TOTAL ECONOMIC IMPACT

Jobs – 66,314
Wages – $1,986,921,983
Contribution – $7,748,001,996

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Beer Serves America

When most people think about the attributes of beer, words like crisp and refreshing come to mind - but our products mean a lot more than that. Brewers, importers, beer distributors, and retailers are truly proud to serve America through economic contributions, responsibility initiatives, and community involvement.

RESPONSIBILITY
The beer industry in America has spent more than three-quarters of a billion dollars on a variety of alcohol awareness and education programs and initiatives designed to help prevent all forms of alcohol abuse, including illegal underage drinking and drunk driving. For decades, the beer industry has played an active role in responsibility by teaming with parents, educators, state and federal regulators, law enforcement officials, and many others to implement effective programs.

While there is more work to be done, the good news is that these efforts are working. According to government statistics, drunk driving and underage drinking have declined over the past two decades; and some of these indicators are at their lowest levels since record-keeping began. For example, the 2008 Monitoring the Future study shows that teen drinking in all grade levels surveyed remains at record-low levels since the survey began in 1975.

COMMUNITY INVOLVEMENT
U.S. brewers, importers, and beer distributors are quality employers and community members who are good citizens dedicated to improving the quality of life in the communities where they live and conduct business.

As a result, the beer industry has initiated or supported numerous alcohol awareness and education efforts, recycling programs, and philanthropy programs. Beer industry employees also sponsor local charities and are involved in civic development.

The beer industry is committed to preserving and protecting the environment. America's beer distributors have started utilizing alternative fuels in their fleets of trucks and use renewable energy where available to power warehouses. Brewers and suppliers took the lead in adopting aluminum beverage cans and initiating aluminum and glass recycling programs. Today, brewers are the largest recyclers of aluminum in the country. These are just some of the many beer industry initiatives to enhance sustainability in communities across the nation.