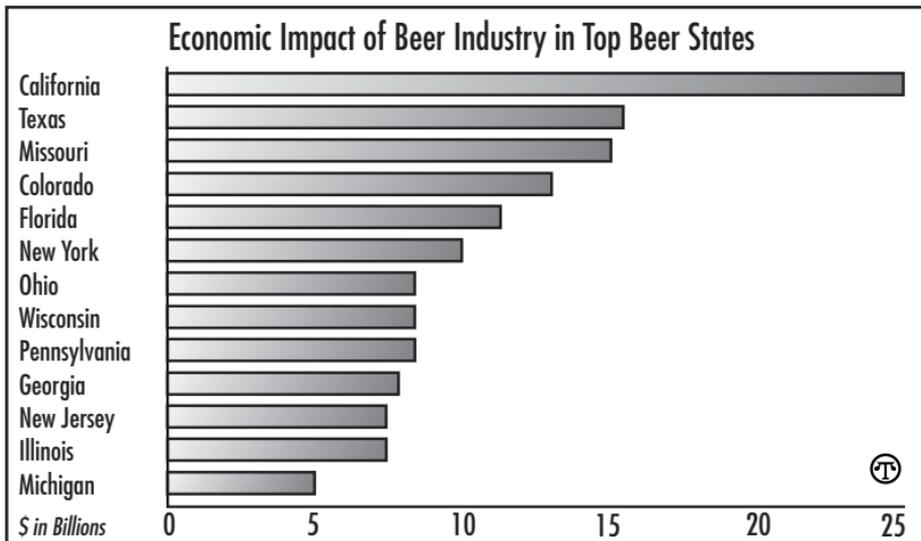


# Understanding Our Economy

## Beer Means Business



**Coming To A Head—Your favorite beer may be helping to drive the economic growth in every state.**

(NAPSA)—From the roaring stands at major league sporting events to the shelves of the mom-and-pop store around the corner, wherever beer is sold, its economic ripple effect is felt from coast to coast, according to brewers and wholesalers.

A new study by the Beer Institute and the National Beer Wholesalers Association reveals how important beer is to the U.S. economy. Behind the bartenders, retailers, and producers lies an extensive network of barley, rice and hops growers, manufacturers, recyclers, truckers, and distributors who each add an economic contribution.

The beer industry provides an estimated total economic impact of nearly \$190 billion on the U.S. economy, equal to more than 1.4 percent of U.S. gross domestic product. The beer industry is responsible for creating and sustaining over 1.7 million direct and indirect jobs across the United States and pays almost \$55 billion in wages.

“As one of the largest purchasers of rice, barley, wheat, and

hops in the U.S., the beer industry has a direct economic impact of over \$4 billion for agricultural suppliers alone,” said BI president Jeff Becker. “The newly released statistics show that beer remains one of the most reliable engines of economic growth in the U.S.”

Beer also contributes significantly to the retail segment of our economy. The brewing industry helps drive profits at more than 531,000 licensed retailers and supports 800,000 jobs in supermarkets, restaurants, bars, stadiums, and other outlets.

The benefits of the beer business help sustain the economies of many local communities, generating much-needed taxes and revenue in addition to serving as a major source of employment.

“Millions of Americans earn their livelihood in brewing or beer distribution. This is an industry that takes great pride in providing its employees with high wages, health insurance, and good benefits,” adds NBWA president Craig Purser.

To learn more, visit [www.beer.servesamerica.org](http://www.beer.servesamerica.org).