

## **CRAFT BREWING CASE STUDY – RURAL JOBS**

**THE LOST COAST BREWERY**, located in Eureka, California within the North Coast region was founded in 1990 by Barbara Groom, a pharmacist, and Wendy Pound, a family counselor. Beginning as many craft breweries do as a true craft and local business, the Lost Coast was started when its founders began to wonder what it would require to start their own brewpub following years of home brewing. Since opening its doors, the Lost Coast – as a women owned-and-operated small business – has emerged as one of the nation’s leading craft breweries standing virtually alone in an industry traditionally dominated by men producing more than 55,000 BBL per year and growing.

In addition to producing award winning craft beers, the Lost Coast is a significant economic contributor to the North Coast and Humboldt County economies – a rural area hard hit by the recession with an unemployment rate of 11.8%. In an area once known for its timber and fishing industries, the Lost Coast and other local craft breweries stand nearly alone as local manufacturers and as one of few areas of economic growth. With an annual growth rate of 20% in the past decade, the Lost Coast is undergoing a \$15 million expansion of brewing and retail facilities.

Today, the Lost Coast directly employs more than 80 full and full-time equivalent employees providing steady and viable income for community members. The employees of the Lost Coast are local and from many backgrounds working in positions ranging from warehouse workers to skilled tradesmen to business operators. With the planned expansion, the Lost Coast will bring on additional fulltime employees. In addition to competitive wages, the Lost Coast provides a 50% match to all employees for health benefits and covers the full cost of any continuing education or training programs for employee advancement.

*“As more and more folks are leaving rural regions looking for employment, the Lost Coast is providing true American manufacturing jobs that are local and cannot be outsourced.”*

*-Barbara Groom*