



For Immediate Release:
October 1st, 2012

Contact: [Tom McCormick](#)
Phone: (530) 265-0422

**CCBA Announces Economic Impact of the
California Craft Brewing Industry**
\$3 Billion into the Economy and 22,000 Jobs for Californians

SACRAMENTO – California Craft Brewing Association (CCBA) President Steve Wagner of the Stone Brewing Company today announced the state’s craft brewing industry generated approximately \$3 billion in total impact to the California economy in 2011. California’s craft brewers also created more than 22,000 jobs in a state still facing double-digit unemployment. Citing a [2012 study](#) sponsored by the CCBA in conjunction with UC Berkeley, Wagner issued the following statement:

“The craft brewing industry is thriving in California, generating approximately \$3 billion in total economic impact and creating 22,000 jobs in 2011 despite being on the heels of the most significant recession since the Great Depression,” said CCBA President Steve Wagner. “The California craft brewing industry is an integral part of the state’s economy.

“California’s craft brewers have prospered through difficult economic times, but the industry remains dependent on the support of the state’s leadership to ensure these small and independently owned businesses have the freedom necessary to expand while adding jobs and supporting their communities.”

CCBA Executive Director Tom McCormick added the following statement:

“As the craft brewing industry continues to grow – adding more jobs and generating more tax revenue – so will its positive impact to California and the local communities that are home to our craft brewers,” said CCBA Executive Director Tom McCormick. “California’s craft brewers generated approximately \$400 million in local, state and federal tax revenue in 2011 while the industry grew by 13% in production and 15% in dollars compared to 2010.”

The 2012 [California Craft Brewing Industry: An Economic Impact Study](#), sponsored by the CCBA in conjunction with the UC Berkeley Goldman School of Public Policy, quantified the total economic impact by dollar value of the California Craft Brewing industry for 2011. The study also estimated the number of jobs created, community contributions and the taxes paid locally, statewide and federally by the California craft brewing industry. California leads the nation’s craft brewing industry producing more craft beer per year than any other state.

The California Craft Brewers Association is a 501(c)6 non-profit trade association representing the craft and specialty brewing industry in California. The primary function of the CCBA is to

monitor legislative activity at the state Capitol and to provide a single and coherent political voice that represents the interests of all of California's craft breweries. For more information, please visit www.californiacraftbeer.com/beer-stats/.

###