

News Release

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Independent Distributors Delivering Choice & Value One Beer at a Time

Oklahoma Beer Distributors Generate Jobs, Economic Benefits

OKLAHOMA CITY, OK, August 18, 2015 - A new economic study, *Beer Serves America*, released recently by the Beer Institute and the National Beer Wholesalers Association highlights how the U.S. beer industry – from brewers and beer importers to beer distributors to retailers – generates nearly \$253 billion in economic activity, produces \$48.5 billion in tax revenue and supports 1.75 million jobs.

In Oklahoma, the annual economic impact is over \$2.8 billion, including over \$412 million in annual tax collections, over \$726 million in wages and over 17,000 jobs.

“As one of Oklahoma’s many family-owned, independent beer distributorships, I know the tremendous economic impact that the beer industry has on communities across the state, and the members of the Beer Distributors of Oklahoma are a key component of that impact,” said Mitch Zaloudek, BDO board chairman and chairman of Enid-based Pope Distributing Company.

The study, based on government and industry data, examines direct, indirect and induced spending, labor and tax collection:

- Overall, the beer industry contributes about \$252.6 billion in economic output which is equal to about 1.5 percent of the U.S. Gross Domestic Product.
- Brewers and beer importers directly employ 49,576 Americans. More than 70 percent of brewing jobs are linked to large and mid-sized brewers and beer importers.
- The number of distributor jobs has increased by more than 20 percent in the last decade, to more than 131,307.
- Suppliers to the brewing industry – enterprises that manufacture bottles and cans, cardboard case boxes, brewing equipment or marketing displays, for example – generate more than \$83 billion in economic activity and are responsible for more than 383,190 jobs alone.

- More than \$48.5 billion in tax revenue is generated by the production and sale of beer and other malt beverages. This is equal to nearly 40 percent of the retail price paid for beer by consumers.

“It can be said that beer truly serves America. Beer is more than our nation’s favorite adult drink – it is a powerhouse in job creation, commercial activity and tax revenue,” said Jim McGreevy, president and CEO of the Beer Institute.

NBWA President & CEO Craig Purser, an OU graduate and Tulsa native, said, “As independent businesses, America’s licensed beer distributors are proud to provide more than 130,000 direct jobs with solid wages and great benefits to employees at more than 3,300 facilities, located in every state and congressional district across the country. These independent beer distributors provide significant economic benefits in their communities through local business-to-business commerce, investments in local infrastructure and capital assets and tax revenue. They provide services that improve efficiency for trading partners, especially small brewers and retailers, and they ensure fair prices and a broad selection of products for consumers to enjoy.”

The Beer Serves America study was compiled by an independent economics firm, John Dunham & Associates. It is the most comprehensive analysis of the industry available, using data collected directly from private companies, Dun & Bradstreet, the U.S. Bureau of Labor Statistics, the Alcohol Tobacco Tax and Trade Bureau, and the U.S. Bureau of Economic Analysis.

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The Beer Institute is a national trade association for the American brewing industry, representing both large and small brewers, as well as importers and industry suppliers. First founded in 1862 as the U.S. Brewers Association, the Beer Institute is committed today to the development of sound public policy and to the values of civic duty and personal responsibility: www.BeerInstitute.org. Connect with us @BeerInstitute and on Facebook.

The National Beer Wholesalers Association (NBWA) represents the interests of America’s 3,300 licensed, independent beer distributor operations in every state, congressional district and media market across the country. Beer distributors are committed to ensuring alcohol is provided safely and responsibly to consumers of legal drinking age through the three-tier, state-based system of alcohol regulation and distribution. To learn more about America’s beer distributors, visit www.AmericasBeerDistributors.com. For additional updates from NBWA, follow @NBWABeer on Twitter, watch NBWA videos on www.youtube.com/NBWABeer and visit www.facebook

Formed in 1938, the Beer Distributors of Oklahoma is the state organization for licensed independent beer distributors in Oklahoma, the majority of which are family-owned and operated small businesses. To learn more about Oklahoma’s beer distributors, visit www.oklahomabeer.org.

