



**A STUDY OF  
THE U.S. BEER  
INDUSTRY'S  
ECONOMIC  
CONTRIBUTION  
IN 2016**



**Analysis, Methodology  
and Documentation**

Prepared for

The Beer Institute  
440 First Street NW, Suite 350  
Washington, DC 20001

&

National Beer Wholesalers Association  
1101 King St, Suite 600  
Alexandria, Virginia 22314

By

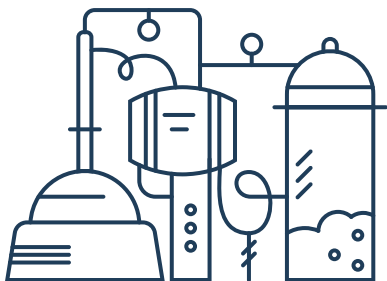
John Dunham & Associates  
32 Court St.  
Suite 207  
Brooklyn, New York 11201

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# THE BEER INDUSTRY ECONOMIC CONTRIBUTION STUDY

## Executive Summary of Findings:

- Brewers and beer importers directly employ **64,745** Americans. About 58 percent of brewing jobs are linked to large and mid-sized brewers and beer importers.
- The number of distributor jobs has increased by nearly 24 percent in the last decade, to more than **134,240**.
- Overall, the beer industry contributes more than **\$350 billion** in economic output which is equal to nearly 1.9 percent of the U.S. Gross Domestic Product.
- Suppliers to the brewing industry – enterprises that manufacture bottles and cans, cardboard case boxes, brewing equipment or marketing displays – generate nearly \$115.3 billion in economic activity and are responsible for **491,800** jobs alone.



## SUMMARY OF ANALYSIS AND METHODOLOGY

Beer Serves America, the Study of the U.S. Beer Industry's Economic Contribution, has been commissioned on a regular basis by the Beer Institute and the National Beer Wholesalers Association (NBWA). This study estimates the economic contributions made by the malt beverage industry to the U.S. economy in 2016. John Dunham & Associates (JDA) conducted the research in concert with the Beer Institute and NBWA. This work used standard econometric models first developed by the U.S. Forest Service, and now maintained by IMPLAN. Data came from industry sources, government publications and Infogroup.

Table 1

## Total Economic Impact of the Beer Industry

	Industry	Supplier	Induced	Total
Jobs	1,114,712	491,864	621,337	2,227,913
Wages	\$39,243.19	\$31,912.59	\$32,148.88	\$103,304.66
Economic Output	\$132,163.82	\$115,268.52	\$103,388.04	\$350,820.38

\$ Millions

Based on data from 2016, the beer industry in the United States generated nearly **2.23 million** American jobs and an economic impact of more than **\$350 billion**. Table 1 summarizes the total contribution of the beer industry to the U.S. economy.

Table 2

## Taxes Generated by the Beer Industry

Tax Type	Federal	State & Local	Total
Business and Personal	\$25,868.89	\$23,173.92	\$49,042.80
Excise	\$3,659.20	\$1,766.89	\$5,426.08
State Sales Tax	-	\$8,745.36	\$8,745.36
Other Sales Based Taxes	-	\$327.09	\$327.09
<b>Total</b>	<b>\$29,528.09</b>	<b>\$34,013.26</b>	<b>\$63,541.33</b>

\$ Millions

In addition to examining economic activity, the study also estimates taxes paid by the industry and its employees and consumer taxes generated by the sale of malt beverage products. All told, more than **\$63 billion** in tax revenues are generated by the production and sale of beer and other malt beverages. This is equal to more than 41 percent of the retail price paid for these products by consumers.

Beyond the numerical indicators of brewers' economic activity there is another powerful story. The brewing industry has a presence in every congressional district in the U.S., and family names appear on most beer packages sold in the United States. Brewers, beer importers and beer distributors are responsible corporate citizens who care deeply about the responsible use of their products. Members of the brewing industry have worked individually and collectively on dozens of successful education and awareness programs to reduce drunk driving, underage drinking, and all other forms of alcohol abuse.

# INDUSTRY COMPONENTS

The Beer Industry Economic Contribution Study measures the impact of the malt beverage industry, as defined by its traditional three tiers of brewing, wholesaling and retailing, on the entire economy of the United States. Overall, the industry contributes more than **\$350 billion** in economic output which is equal to nearly 1.9 percent of GDP and, through its production and distribution linkages, impacts firms in 514 of the 536 sectors of the U.S. economy.<sup>ii</sup>

The Total Number Of Brewing  
Facilities Has Grown By

# 1,375

In Two Years - Most Being Very Small  
Brewers Or Brewpubs.

At The Same Time, Large And  
Regional Brewers Account For

# ABOUT 58%

Of Total Employment.

The three tiers are described in more detail below.

## BREWING

The brewing process (as defined in this study) begins in one of two ways. First, agricultural products – such as barley, corn, rice and hops – are purchased from farmers and agricultural supply companies throughout the country. Alternatively, beer can enter the country as an imported finished product. The **6,525 firms** that use agricultural products to produce malt beverages or directly import the product into the United States are denoted as brewers. There

are basically four types of brewing firms in the country. First, the large brewers – those that produce over 2 million barrels of malt beverages per year. These include the traditional names such as Anheuser-Busch, MillerCoors and Pabst Brewing Company, as well as a number of newer firms that began production after federal brewing laws were changed in the late 1970s (The Boston Beer Company, for example). In addition, many major international brewing companies like HEINEKEN USA, Diageo and Constellation Brands Beer Division also have substantial domestic sales and service operations, in addition to their investments in U.S. based breweries, that are included in the brewing figures.

There are also several dozen regional brewers in the country which are sizable and have national distribution. They generally produce less than 2 million barrels of malt beverages per year. These include a number of well-known companies like Sierra Nevada Brewing Company, Craft Brew Alliance, Mike’s Hard Lemonade and Bell’s Brewery.

Finally, the last type of brewing firms, brew-pubs and small micro-brewers, number in the thousands and are located throughout America. These firms produce beer for a limited market – sometimes only for their own restaurant or retail establishment. All told, these firms employ 64,745 Americans in brewing or importing operations, sales, packaging and direct distribution. Employment among brewers is growing at nine times the rate of total U.S. employment.

Table 3

## DIRECT BREWING EMPLOYMENT BY FIRM TYPE

Type	FTE Jobs	Percent
Major	29,383	45.4%
Importer	1,559	2.4%
Regional	6,421	9.9%
Micro	17,553	27.1%
Brewpub	9,829	15.2%
<b>Total</b>	<b>64,745</b>	<b>100.0%</b>

## WHOLESALING

Once malt beverages have been produced or imported, they enter the second tier of the brewing industry – the wholesale tier. We estimate that there are 4,760 firms involved in the wholesale supply of beverage alcohol products throughout the country

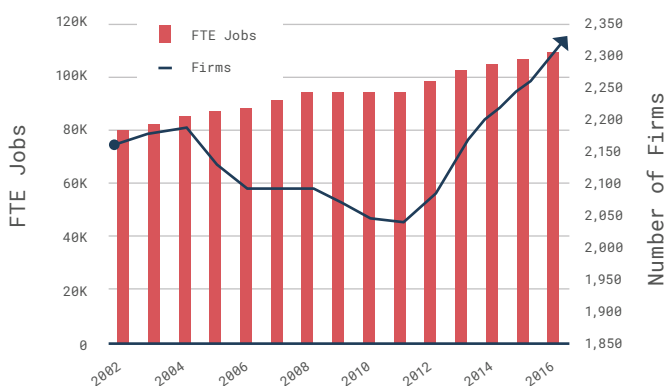
(not including wholesale operations directly owned and operated by the large breweries). Wholesalers, also called distributors, are involved in the transportation of malt beverages from the brewers or a bonded warehouse operated by importers. They also sell products to retailers and provide storage for products for a limited period of time.

The wholesale tier of the industry directly employs more than **134,240** individuals throughout the country. This is up by nearly **24 percent** over the past decade according to the U.S. Department of Labor.<sup>v</sup>

The growth in wholesale jobs can be attributed to the development of new malt beverage products, substantial growth in imports and more regional and even national distribution by smaller producers.

Figure 1

## GROWTH IN BEER WHOLESALE JOBS



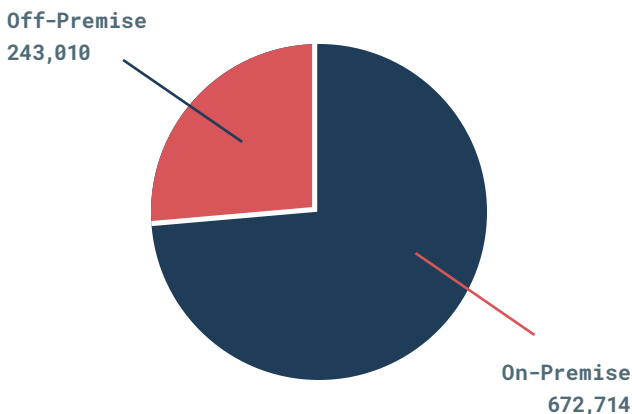
(US Department of Labor Data)

### RETAIL

Finally, the third tier of the industry directly sells products to the consumer. This can either be through on-premise sales (as in the case of a restaurant or tavern), or for off-premise consumption (grocery stores, package stores, etc.). The nature of malt beverage retailing varies by state. In some states, liquor stores sell malt beverages, in some states grocery stores sell malt beverages, and in others, bars sell products for off-premise consumption.

Figure 2

## RETAILING JOBS BY SEGMENT



For this analysis, the retail tier is assumed to consist of firms in the following industries:

- **Restaurants + Taverns**
- **Retail Stores**
- **Hotels**
- **Airlines**
- **Amusement Locales**

Although there are obviously other venues that may sell beer to the public – street vendors, cruise lines, non-profit groups, etc. – they are not included in the analysis due to limited data availability and the small amount of product that they handle. It is estimated that outlets selling malt beverages in the United States employ more than 915,700 people. Beer retailing jobs are up by a sizable amount from the 805,350 employees estimated in 2014, which reflects a number of factors occurring in the U.S. economy as it recovers from the recession in 2007, and in the market for beverage alcohol products.

Employment among beer retailers is weighted strongly towards on-premise retailers such as restaurants and taverns. This is due to the fact that such businesses require each individual serving of beer to be served by an employee (whereas beer purchased for off-premise consumption is typically sold in groups of servings). Employees who serve beer on-premise are typically required either by state law or by their employers, to undergo training in responsible service of alcohol.

Jobs among the direct and supplier components of the malt beverage industry have grown by **more than 17 percent since 2014**

**About 15,160 more people** work in breweries than did in 2014

Nearly **2,950** additional beer wholesaling jobs were created between 2014 and 2016

## SUPPLIERS

Other firms are related to the three tiers of the malt beverage industry as suppliers. These firms produce and sell a broad range of items including ingredients for the production process, fuel, packaging materials, sales displays or machinery. In addition, supplier firms provide a broad range of services, including personnel services, financial services, advertising services, consulting services or even transportation services. Finally, a number of people are employed in government enterprises responsible for the regulation of the malt beverage industry. All told, we estimate that suppliers to the malt beverage industry are directly responsible for 491,864 jobs with supplier firms generating almost \$115.27 billion in economic activity.

## INDUCED ACTIVITY

An economic analysis of the malt beverage industry will also take additional linkages into account. While it is inappropriate to claim that suppliers to the supplier firms are part of the industry being analyzed<sup>vi</sup>, the spending

Each job in the brewing industry generates  
33 additional full-time equivalent jobs

**15.6**

retailing

**1.8**

travel & entertainment

**2.9**

wholesaling

**1.4**

manufacturing

**6.3**

business & personal services

**2.1**

finance, insurance, & real estate

**1.5**

transportation & communication

**1.8**

farming & other sectors



by employees of the industry, and those of supplier firms whose jobs are directly dependent on malt beverage sales and production, should surely be included. This spending on everything from housing, to food, to educational services makes up what is traditionally called the “induced impact” or multiplier effect of the malt beverage industry. In other words, this spending, and the jobs it creates, is induced by the production, distribution and sale of malt beverages. We estimate that the induced impact of the industry is nearly **\$103.4 billion** and generates **621,340** jobs.

The multiplier effect of the beer industry in 2016 was therefore 1.65, which was up considerably from the multiplier of about 1.326 the last time the study was conducted.<sup>vii</sup>

## **FISCAL**

An important part of an impact analysis is the calculation of the contribution of the industry to the public finances of the community. In the case of the beer industry, this contribution comes in two forms.

On average, more than  
**41 percent** of the price of  
every beer goes toward  
taxes paid to the federal  
government, state  
governments and localities

First, the traditional direct taxes paid by the firms and their employees provided over \$49.0 billion in revenues to federal, state and local governments. In addition, the consumption of beer generated \$5.4 billion in federal and state excise taxes, \$8.7 billion in state sales taxes and more than \$327 million in other beer-specific local taxes. The \$327 million is comprised of local beer-specific taxes, such as city and county excise taxes. This is the minimum practical level for calculating taxes and consumption. As a result, there are likely additional local taxes imposed on malt beverages which are not included in this figure.<sup>viii</sup>

Table 4

# Taxes Generated by the Beer Industry

Tax Type	Federal	State & Local	Total
Business and Personal	\$25,868.89	\$23,173.92	\$49,042.80
Excise	\$3,659.20	\$1,766.89	\$5,426.08
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<b>Total</b>	<b>\$29,528.09</b>	<b>\$34,013.26</b>	<b>\$63,541.33</b>

\$ Millions

The table above presents a summary of the tax revenues generated by the industry and its consumers in the United States. All told, more than **\$63 billion** in taxes at the federal, state and local level are directly attributable to the production, sale and consumption of beer, which represents more than **41 percent** of overall sales.<sup>ix</sup>

## METHODOLOGY

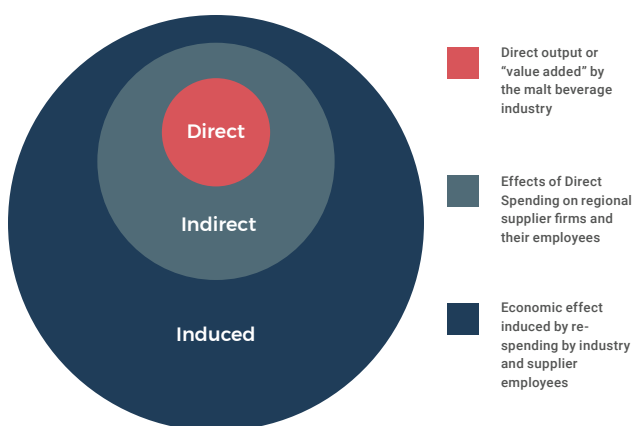
Every economic impact analysis begins with a description of the industry being examined. In the case of the beer industry model, the malt beverage industry is defined as the three tiers of the brewing industry.

The Beer Industry Economic Contribution study begins with an accounting of the direct employment in the various sectors. Brewing encompasses beer production and sales facilities as well as company-owned distribution operations, can production, other supply operations and beer importers. Wholesaling includes the nationwide network of beer distributors and related warehouse and transportation operations. Retailing includes locations where beer is consumed “on-premise,” such as bars, restaurants, sports and entertainment venues and airlines. “Off-premise” retail outlets are supermarkets, convenience stores, warehouse stores and similar locations. The data come from a variety of government and private sources.

It is sometimes mistakenly thought that initial spending accounts for all of the impact of an economic activity or a product. For example, at first glance it may appear that consumer expenditures for a product are the sum total of the impact on the local economy. However, one economic activity always leads to a ripple effect whereby other sectors and industries benefit from this initial spending. This inter-industry effect of an economic activity can be assessed using multipliers from regional input-output modeling.

Figure 3

## MODEL OF ECONOMIC IMPACT COMPONENTS



The economic activities of events are linked to other industries in the state and national economies. The activities required to produce a six-pack of beer from malting barley, to packaging, to shipping generate the direct effects on the economy. Regional (or indirect) impacts occur when these activities require purchases of goods and services such as building materials from local or regional suppliers. Additionally, induced impacts occur when workers involved in direct and indirect activities spend their wages in the region. The ratio between total economic and direct impact is termed the multiplier. The framework in Figure 3 illustrates these linkages.

This method of analysis allows the impact of local production activities to be quantified in terms of final demand, earnings and employment in the states and the nation as a whole.

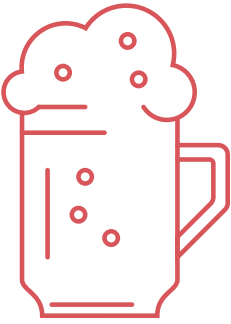
Once the direct impact of the industry has been calculated, the input-output methodology discussed below is used to calculate the contribution of the supplier sector and of the re-spending in the economy by employees in the industry and its suppliers. This induced impact is the most controversial part of economic impact studies and is often quite inflated. In the case of the Beer Industry Economic Contribution study model, only the most conservative estimate of the induced impact has been used.

# MODEL DESCRIPTION AND DATA

This Beer Industry Economic Contribution study model was developed by JDA based on data provided by Infogroup, the Beer Institute, the NBWA, and state and federal governments. The analysis utilizes the IMPLAN model in order to quantify the economic impact of the malt beverage industry on the economy of the United States. The model adopts an accounting framework through which the relationships between different inputs and outputs across industries and sectors are computed. This model can show the impact of a given economic decision – such as a factory opening or operating a sports facility – on a pre-defined, geographic region. It is based on the national income accounts generated by the U.S. Department of Commerce, Bureau of Economic Analysis (BEA).<sup>x</sup>

## **THIS MODEL WILL INCORPORATE FIRMS IN THE FOLLOWING ECONOMIC SECTORS:**

- **Brewing:** This includes firms that brew beer and other malt beverages, and firms that import malt beverages for consumption in the United States. The brewing sector also includes company-owned packaging and wholesaling operations. Brewers include major multi-state, multi-operational brewing companies, regional and craft brewers and brewpubs.
- **Wholesaling:** This includes firms involved in the distribution and storage of malt beverages after they leave control of the manufacturer. Exporters are included in the wholesaling sector; however, the direct effects of company-owned wholesaling operations have been shifted to the brewing sector for this analysis.
- **Retailing:** This includes firms involved in both the on-premises and off-premises sale of malt beverages. This sector includes restaurants, bars, hotels, retail establishments (e.g. grocery stores, package shops, convenience stores, liquor stores), amusement places (e.g. amusement parks, beer gardens, bowling alleys) and airlines. Model limitations preclude the inclusion of ABC stores, military stores, colleges or other government-owned outlets as part of the retailing sector.



The IMPLAN model is designed to run based on the input of specific direct economic factors. It uses a detailed methodology (see Methodology section) to generate estimates of the other direct impacts, tax impacts and supplier and induced impacts based on these entries.

In the case of the Beer Industry Economic Contribution model, direct employment in the malt beverage industry (as described above) is a base starting point for the analysis. Direct employment in each of the three components of the industry is – due to data limitations – estimated in two distinct ways. In the case of the brewing sector, establishment employment is based directly on data provided to JDA by Infogroup as of August 2016. Infogroup is the leading provider of business and consumer data for the top search engines and leading in-car navigation systems in North America. Infogroup gathers data from a variety of sources, by sourcing, refining, matching, appending, filtering, and delivering the best quality data. The company verifies its data at the rate of almost 100,000 phone calls per day to ensure absolute accuracy

These data are gathered at the facility level; therefore, a company with a brewery, warehouse and sales office would have three facilities, each with separate employment counts. Since the Infogroup data is adjusted on a continual basis, JDA staff scanned the brewery data for discrepancies. The data from Infogroup was merged with other data gathered from Beer Institute member records, as well as 2016 data on individual breweries and brewing companies from the Brewers Association. This helped to ensure that all of the smaller breweries and non-brewing operations from larger firms were included. The database was then checked against company websites or addresses looked up on Google maps to ensure that companies actually existed or were still in business.

Employment estimates were generally taken directly from the Infogroup data; however, employment figures for facilities were replaced where necessary with figures directly obtained from the companies themselves. In the case of brewpubs, if brewing employment counts were not available, industry employment is assumed to be three employees, reflecting only the brewing operations of what are essentially restaurants or taverns.<sup>x1</sup> Where no data was available,

employment at each location was estimated to be equal to the median value for similar sites in the same state, or was based on the volume of production in each of the facilities.

Wholesale employment is based directly on data provided to JDA by Infogroup as of August 2016 and the NBWA as of February 2017. This data is gathered at the facility level; therefore, a company with a warehouse, truck repair shop and sales office would have three separate employment counts. JDA staff verified a large sample of the data using either company websites or Google Earth. Where facilities handled products in other categories such as wine, spirits or soft drinks, JDA staff assigned jobs based on either the predominant beverage distributed by the company, or split jobs across categories based either on company-specific sales data or overall industry sales percentages in the specific state where the wholesale facility was located.

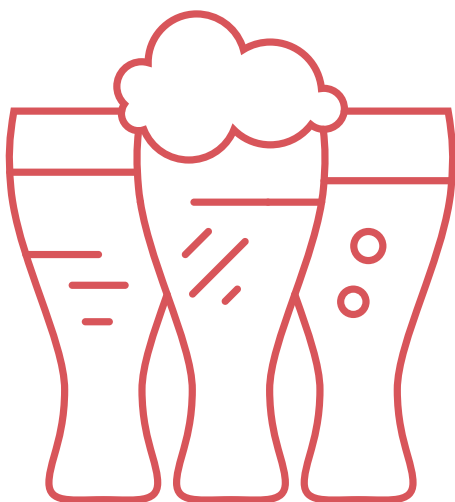
Generally, wholesalers distributing major malt beverage products (those produced by Anheuser-Busch, MillerCoors, The Boston Beer Company or HEINEKEN USA, Constellation Brands Beer Division) were all assigned to beer wholesaling, while companies that distributed Diageo brands were generally assigned to spirits wholesaling.



Employee counts for facilities with missing data or for facilities not included in the Infogroup lists are based on industry medians. Where the NBWA data differed from that calculated by JDA, the NBWA numbers were used.

Data on the retail sectors start with raw employment data which are adjusted based on sales of beer, wine and spirits using either the industry multipliers and output per employee ratios included in the IMPLAN model for the retail components of the industry in order to estimate total employment in each sector, or using a calculation based on beer sales as

a percentage of total alcohol sales.<sup>xii</sup> These results were cross-checked against a wide variety of establishment data by state and were found to present a reasonable estimate of the employment in each sector generated solely by malt beverage sales. Retail data is adjusted to take into account dry counties and state regulations pertaining to beer sales in grocery and food stores.<sup>xiii</sup>



It should be noted that government-owned establishments selling malt beverages, including ABC stores in certain control states, or military post exchanges and commissary stores, will be underrepresented in this analysis as most of these facilities would not have Infogroup records, nor would some be licensed by state alcohol beverage licensing authorities.

Once the initial direct employment figures have been established, they are entered into a model linked to the IMPLAN database. The IMPLAN data are used to generate estimates of direct wages and output in each of the three sectors: brewing, wholesaling and retailing. Wages are derived from data from the U.S. Department of Labor's ES-202 reports that are used by IMPLAN to provide annual average wage and salary establishment counts, employment counts and payrolls at the county level. Since this data only covers payroll employees, it is modified to add information on independent workers, agricultural employees, construction employees and certain government employees. Data is then adjusted to account for counties where non-disclosure rules apply. Wage data includes not only cash wages, but health and life insurance payments, retirement payments and other non-cash compensation. It includes all income paid to workers by employers. Distribution income and

exercised stock options received by proprietors including sole proprietors, and distributions to partners of LLCs are also included in wage figures.

Total output is the value of production by industry in a given state. It is estimated by IMPLAN from sources similar to those used by the BEA in its RIMS II series. Where no census or government surveys are available, IMPLAN uses models such as the Bureau of Labor Statistics Growth model to estimate the missing output.

The model also includes information on income received by the federal, state and local governments, and produces estimates for the following taxes at the federal level: corporate income, payroll, personal income, estate and gift, excise taxes, customs duties and fines, fees, etc. State and local tax revenues include estimates of: corporate profits, property, sales, severance, estate and gift and personal income taxes, licenses and fees and certain payroll taxes.

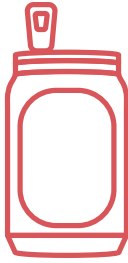


Indirect taxes paid due to the consumption of malt beverages in each state are also included in the analysis. These figures – while mostly separate from the reported

taxes paid – contain very small double counts. This is because individuals employed by the beer industry or its suppliers purchase malt beverages, and the sales taxes on beer as well as state and federal beer excise taxes paid by these people are already included in the direct taxes section. In addition, estimates of certain small beer-specific taxes – such as the Philadelphia County on-premise beverage tax or the Massachusetts Bottle Tax – are included.

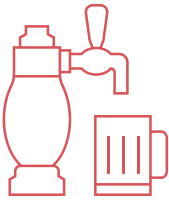
While IMPLAN is used to calculate the state level impacts, Infogroup data provide the basis for congressional district estimates. Publicly available data at the county and congressional district level is limited by disclosure restrictions, especially for smaller sectors of the economy like brewing and beer wholesaling. This model therefore uses actual physical location data provided by Infogroup in order to allocate jobs – and the resulting economic activity – by county. For counties entirely contained in a single congressional district, jobs are allocated based on the percentage of total sector jobs in each county. For counties that are broken by





congressional districts, allocations are based on the percentage of total brewing and beer wholesaling jobs physically located in each segment of the county. Physical locations are based on either actual address of the facility, or the zip code of the facility, with facilities placed randomly throughout the zip code area. All supplier and indirect jobs are allocated based on the percentage of a state's employment in that sector in each of the counties. Again, these percentages are based on Infogroup data.

While brewing, wholesaling and retail jobs are generally allocated in this manner, retailing jobs are restricted to only those counties that allow the retail sale of malt beverages. There are hundreds of counties in the United States that are either wholly dry or partly dry.<sup>xiv</sup> The congressional district breakdowns exclude retailing jobs from these counties. In addition, grocery store/convenience store jobs are included in those states that allow for such sales.



Malt beverage sales and consumption data are calculated by JDA and are based on on-premise and off-premise volume splits provided by the Beer Institute and NBWA, personal consumption

expenditures from the U.S. Department of Commerce Bureau of Economic Analysis, wholesale margins from the Department of Commerce Bureau of Economic Analysis. Personal consumption expenditures allow us to measure the amount households in the country spend on goods and services such as beer and dining out. This data, along with estimated retail employment levels, are used to allocate the national malt beverage sales across each state. Sales and excise tax rates are accurate as of February 2016. The federal excise tax rate used in this model is \$18.00 per barrel.<sup>xv</sup> Ex-dock brewers' prices without any taxes are estimated to be almost \$340.00 per barrel. Standard retail and wholesale margins are applied along with the taxes and fees in order to estimate total sales by product category, state and location.<sup>xvi</sup>

All of the estimates of wages, output and tax

rates other than beer excise taxes, beer sales taxes and other specific beer-based consumption taxes are derived from the IMPLAN input-output models.

## **DATA AND MODELING**

## **CONSIDERATIONS**

## **WHEN COMPARING 2016**

## **WITH EARLIER STUDIES:**

There have been a large number of changes to the economy, the beer industry and the data sources used in this model when compared to 2014.

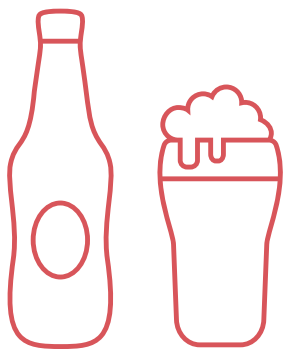
First, and most importantly, the IMPLAN database that is used to develop the entire supplier and induced outputs has undergone a major revision. The 2016 data tables used in this model have been restructured to include nearly 100 more economic sectors than did the 2014 tables used in the last edition of Beer Serves America. This restructuring, while providing significantly more accuracy, also creates some difficulties when comparing across years.

In addition to the restructuring of the underlying model, the US Department of Commerce and US Department of Labor appear to have completely restructured their definition of the brewing industry to include more small and regional firms. Historically, Bureau of Labor Statistics Quarterly Census of Employment and Wages (QCEW) data (as an example) has held the number of brewing jobs at between 25,000 and 30,000. However, this figure has doubled over the past three years, suggesting a significant change in the government's definition of the industry. This has been reflected in the IMPLAN tables, as overall wages per employee have fallen in the brewing sector reflecting an increase in smaller brewers. We have changed our modeling approach to brewing because of these changes to the government data, reflecting more jobs in the brewing sector and fewer jobs recorded in other food processing. We had traditionally used this category to capture smaller breweries because the brewing sector reflected the productivity exclusively found in large scale operations.

In addition to these modeling changes, we have switched data providers from Dun & Bradstreet to Infogroup. Although there are good and bad attributes to both of these data sets, and we firmly believe that the Infogroup data are as good if not more accurate than D&B, there will

be differences in definitional and collection techniques that could be reflected in the final job numbers.

Finally, there have been sizable changes in the industry itself. On the brewing side, there has been tremendous growth in higher priced brands at the expense of less-expensive mass produced beers. This means that while volumes have been fairly flat, dollar sales (particularly at the on-premise level) have grown tremendously. This is reflected in the near doubling of sales tax revenues while excise taxes have remained fairly flat. It has also led to significant growth in the share of retail devoted to beer. In our models, retail jobs are allocated based on sales factors. So if a restaurant garners 10 percent of its sales from malt beverages, then 10 percent of its jobs are assigned to the beer sector. Even if employment in the individual restaurant has fallen, or remained the same, jobs can jump



based on the sales share. Higher priced beer has pushed this up, so more of each job has been allocated to beer in 2016.

Finally, the wholesaling sector has undergone a metamorphosis over the past few years. In 2016, there are few exclusive beer wholesalers (or for that matter wine and spirits wholesalers) left. Most beverage alcohol wholesalers now handle all of these products and more. This is why employment is increasing in the sector even though it is undergoing consolidation. There are fewer facilities, but the beer share of all of the tens of thousands of formerly exclusive wine and spirits wholesalers are now showing up in the Beer Serves America model.

Finally, in the brewing sector itself, there has been significant growth in small marginal breweries. These breweries employ many people but their average wage rates and output per worker levels are much lower than the larger facilities that have traditionally dominated the industry. This means that employment is rising

faster than either wages or economic output – particularly in those states where smaller brewers dominate.

The 2016 Beer Serves America model reflects the best data and modeling techniques available now and should provide a very accurate measure of the economic foot print of the industry today. Any errors are unintentional and are strictly those of John Dunham & Associates and should not reflect on the quality of data provided by the funding associations.

## IMPLAN METHODOLOGY <sup>xvii</sup>

Francoise Quesnay, one of the fathers of modern economics, first developed the analytical concept of inter-industry relationships in 1758. The concept was actualized into input-output analysis by Wassily Leontief during the Second World War, an accomplishment for which he received the 1973 Nobel Prize in Economics.



Input-Output analysis is an econometric technique used to examine the relationships within an economy. It captures all monetary market transactions for consumption in a given

period and for a specific geography. The IMPLAN model uses data from many different sources – as published government data series, unpublished data, sets of relationships, ratios or as estimates. IMPLAN, LLC gathers this data, converts it into a consistent format and estimates the missing components.

There are three different levels of data generally available in the United States: federal, state and county. Most of the detailed data is available at the county level, and as such there are many issues with disclosure, especially in the case of smaller industries, such as brewing. IMPLAN overcomes these disclosure problems by combining a large number of data sets and by estimating those variables that are not found from any of them. The data is then converted into national input-output matrices (Use, Make, By-products, Absorption and Market Shares) as well as national tables for deflators, regional purchase coefficients and margins.

The IMPLAN Make matrix represents the production of commodities by industry. The Bureau of Economic Analysis (BEA) Benchmark I/O Study of the U.S. Make Table forms the bases of the IMPLAN model. The Benchmark Make Table is updated to current year prices, and rearranged into the



IMPLAN sector format. The IMPLAN Use matrix is based on estimates of final demand, value-added by sector and total industry and commodity output data as provided by government statistics or estimated by IMPLAN. The BEA Benchmark Use Table is then bridged to the IMPLAN sectors. Once the re-sectoring is complete, the Use Tables can be updated based on the other data and model calculations of interstate and international trade.

In the IMPLAN model, as with any input-output framework, all expenditures are in terms of producer prices. This allocates all expenditures to the industries that produce goods and services. As a result, all data not received in producer prices is converted using margins which are derived from the BEA Input-Output model. Margins represent the difference between producer and consumer prices. As such, the margins for any good add to one. If, for example, 10 percent of the consumer price of beer is from the purchase of hops, then the hops margin would be 0.1.

Deflators, which account for relative price changes during different time periods, are derived from the Bureau of Labor Statistics (BLS) Growth Model. The BLS model is mapped to the sectors of the IMPLAN model. Where data is missing, deflators from BEA's Survey of Current Businesses are used.

Finally, one of the most important parts of the IMPLAN model, the Regional Purchase Coefficients (RPCs) must be derived. IMPLAN is derived from a national model which represents the "average" condition for a particular industry. Since national production functions do not necessarily represent particular regional differences, adjustments need to be made.

Once the databases and matrices are created, they go through an extensive validation process. IMPLAN builds separate state and county models and evaluates them, checking to ensure that no ratios are outside of recognized bounds. The final data sets and matrices are not released before extensive testing takes place.

- i Based on 2016 current-dollar GDP of \$18,569.1 billion. National Income and Product Accounts, Gross Domestic Product: Fourth Quarter and Annual 2016 (Third Estimate) Corporate Profits: Fourth Quarter and Annual 2016, News Release. US Department of Commerce, Bureau of Economic Analysis, March30, 2017.
- ii Economic sectors based on IMPLAN sectors.
- iii Throughout this study, the term "firms" actually refers to physical locations. One brewer, for example, may have breweries in 5 or 6 locations throughout the country. Each brewery is included in the count. This figure differs considerably from the 2,920 companies reported by the US Commerce Department in the Quarterly Census of Employment and Wages (3rd quarter 2016). There are two reasons for this. First the QCEW counts companies not facilities, and many of the larger brewers have dozens of facilities. Second, the QCEW tends to underestimate both the number of and employment from smaller firms as well as newer firms.
- iv Physical locations. Many predominantly wine or spirits wholesalers also carry some beer. Jobs are allocated to beer wholesaling for these facilities based on the overall market share for beer as a percent of total beverage alcohol products handled by wine and spirits wholesalers. This eliminates double counting of jobs across the three product categories; however, most facilities actually handle at least some of all three products.
- v US Department of Labor, Bureau of Labor Statistics, Quarterly Census of Employment and Wages, at: <https://www.bls.gov/cew/>. The QCEW tends to underestimate both the number of and employment from smaller firms as well as newer firms.
- vi These firms would more appropriately be considered as part of the supplier firms' industries.
- vii Often economic impact studies present results with very large multipliers - as high as 4 or 5. These studies invariably include the firms supplying the supplier industries as part of the induced impact. John Dunham & Associates believes that this is not an appropriate definition of the induced impact and as such limits this calculation to only the effect of spending by direct and supplier employees.
- viii Federal excise taxes are actually paid by the brewer and included in the price of the product. In this analysis, however, they are included as part of consumption taxes (but redistributed based on the location where the beer was sold).
- ix Malt beverage industry sales are calculated at approximately \$196.2 billion including all taxes, this is up from \$124.5 billion in 2014.
- x RIMS II is a product developed by the U.S. Department of Commerce, Bureau of Economic Analysis as a policy and economic decision analysis tool. IMPLAN was originally developed by the US Forest Service, the Federal Emergency Management Agency and the Bureau of Land Management. It was converted to a user-friendly model by the Minnesota IMPLAN Group in 1993.
- xi Generally, most small breweries have a staff of between 2 and 7 people. The estimate used in this analysis is based on Industry Revealed, Institute for Brewing Studies, 1997. While this study is old, the figure appears to be accurate based on the direct examination of the websites of over 1,500 small brewers by JDA staff.
- xii A number of different sources were used to calculate the percentage of overall sales due to beverage alcohol purchases. In most cases these sales represent a small part of the overall business. In the case of amusement establishments (bowling alleys, theaters, sporting venues, etc.). IMPLAN multipliers are used to calculate these percentages where the multipliers represent the percentage of total output (a proxy for sales) accounted for by beverage alcohol inputs. In the case of store based retailers like grocery stores, convenience stores, package stores, etc. the figures come from the US Department of Commerce, Census of Retail Trade. For restaurants, bars and food stores. See: Table 2.4.5U. Personal Consumption Expenditures by Type of Product, US Department of Commerce, Bureau of Economic Analysis, Revised March 2017. Data are for 2015.
- xiii The same employment counts for retailers were reported in an economic impact model of the beverage alcohol retailing industry produced by John Dunham & Associates for the American Beverage Licensees (2016), a trade association representing retailers of beverage alcohol products. See: <http://ablusa.org/resources/econ/>
- xiv Sales banned either on- or off-premise.
- xv Brewers with production of less than 2 million barrels currently pay \$7 per barrel on the first 60,000 barrels. Federal Excise Tax rates for each state are adjusted to take this into account based on state specific tax collection data from the National Beer Wholesalers Association. State excise taxes are adjusted for reduced tax payments by smaller producers in the state of Alaska, Montana, New Mexico and Washington and Wisconsin.
- xvi Wholesale and Retail margins are from the Bureau of Economic Analysis, Margins After Redefinitions 2007, Detail, January 23, 2014. On-premise retail margins are calculated by John Dunham & Associates and are set to ensure that total sales in each state equal estimated sales volumes.
- xvii This section is paraphrased from IMPLAN Professional: Users Guide, Analysis Guide, Data Guide, Version 2.0, MIG, Inc., June 2000.



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