



BEER INDUSTRY ECONOMIC IMPACT IN New Mexico

NATIONAL ECONOMIC IMPACT

In 2014, the U.S. beer industry's total economic impact totaled nearly \$253 billion, or approximately 1.5 percent of the nation's total Gross Domestic Product.

The American beer industry directly and indirectly employs more than 1.75 million Americans in more than a dozen different categories - including farming and package manufacturing - whose jobs are just as dependent on a thriving beer trade as those workers directly involved in the brewing, distributing and sale of beer.

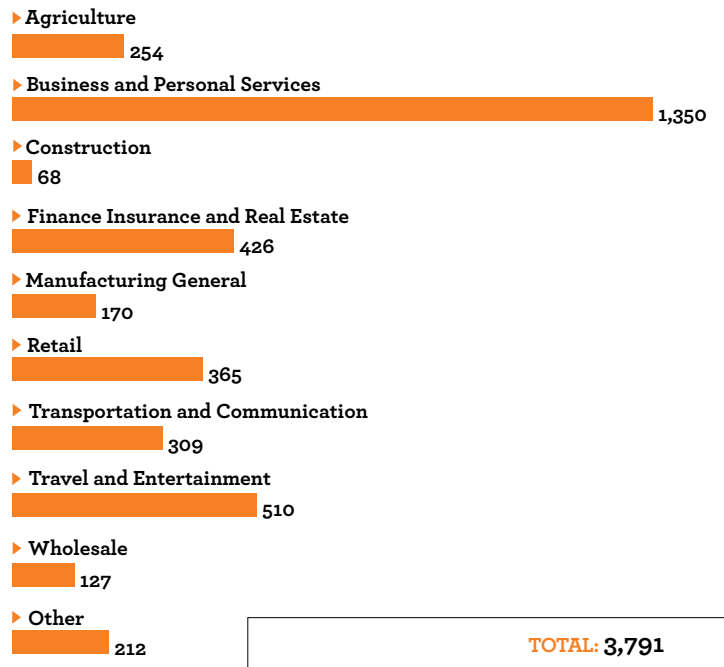
Federal, state and local taxes on the beer industry amounted to more than \$48.5 billion in 2014. That includes business, personal and consumption taxes, as well as taxes on sales, gross receipts and revenue collected from state and federal excise taxes on beer.

BEER INDUSTRY DIRECT AND TOTAL ECONOMIC CONTRIBUTION IN NEW MEXICO

Direct Economic Impact

	JOBS	WAGES	ECONOMIC CONTRIBUTION
Brewing	149	\$4,488,700	\$32,169,600
Distributing	1,082	\$51,065,300	\$123,405,000
Retail	5,869	\$158,450,000	\$364,407,000
TOTAL	7,100	\$214,004,000	\$519,981,600

Industry-Related Jobs (by thousands)



TAXES PAID

Federal Excise - \$27,270,000
 State Excise - \$19,141,600
 Other State/Local - \$30,377,200
TOTAL - \$76,788,900

TAXES GENERATED

Federal - \$78,125,500
 State/Local - \$76,478,300
TOTAL - \$154,603,800

ESTABLISHMENTS

Brewing - 43
 Distributing - 37

TOTAL ECONOMIC IMPACT

JOBS - 10,891
 WAGES - \$385,381,700
 CONTRIBUTION - \$1,106,285,300



Beer Serves America

Brewers, importers, beer distributors, and retailers are proud to serve America through job creation, contributions to commercial activity and tax revenue. The community leaders in our industry are committed to responsibility.

COMMUNITY LEADERS

All facets of the beer industry support numerous alcohol awareness and education efforts, and are deeply involved in community-based philanthropy programs. We do this because our companies – whether brewers or distributors– are made up of people who care about the communities in which they live and work.

Beer companies protect and preserve the environment through a wide number of sustainability programs. Many beer distributors use alternative fuels in their delivery trucks and renewable energy in their warehouses. Brewers and suppliers promote aluminum and glass recycling, and are taking dramatic steps forward in reducing demand for water and energy.

These are just some of the many beer industry initiatives to enhance sustainability in communities across the nation.

COMMITMENT TO RESPONSIBILITY

Brewers, beer importers and distributors share a longstanding Commitment to Responsibility. With hundreds of community-based alcohol awareness programs, the beer industry collaborates with community leaders, law enforcement and parents to reduce underage drinking and drunk driving.

Government statistics show drunk driving and underage drinking have declined during the past three decades. The number of fatalities from drunk driving also continues to decline at or near historic lows.



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