

ASHEVILLE METRO

# BREWERIES INDUSTRY

## 2019 ECONOMIC CONTRIBUTION

### Total Output

**\$935M**

Overall, total economic contribution  
(includes direct, indirect and induced effects)



### Labor Income

**\$168M**

Earnings associated with brewery activity jobs

**1/3**

DIRECT CONTRIBUTION TO NORTH CAROLINA BREWERIES INDUSTRY  
**\$1.7B TOTAL OUTPUT**  
(excludes indirect and induced effects)

**2nd**

LARGEST MANUFACTURING EMPLOYER IN ASHEVILLE

**357%**  
**Increase in Jobs**  
**2014 - 2019**



The Breweries Industry added **1,134 jobs** from 2014 -2019

The largest increase among manufacturing industries in Asheville

### Jobs

**3,471**

1,770 Breweries Industry jobs + 1,701 created or supported jobs throughout the local economy



### Average Earnings

**\$51,844**

Per direct job in the Breweries Industry



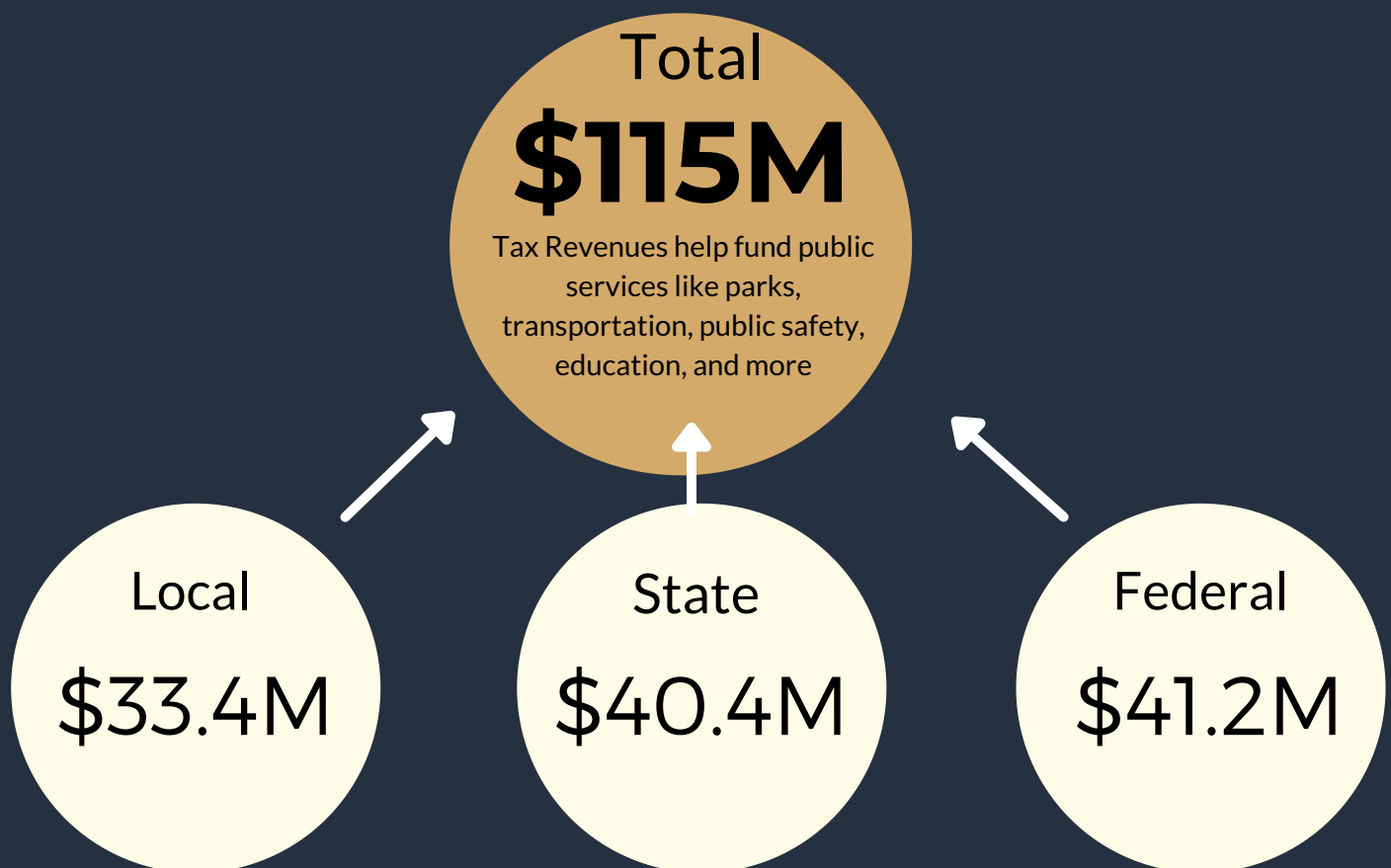
*For every 1 job in the Breweries Industry, approximately 1 additional job is created or supported in the economy as a result of the direct positive impact on related industries*

## Low Retirement Risk

*Specialization with 12.5x the National Employment Concentration*

*Presence spurred widespread activity across local sectors including Real Estate, Healthcare, Retail Trade, Financial, Agriculture, Transportation and Warehousing, Other Manufacturing, and more*

## Tax Revenue Generated by the Breweries Industry in Asheville



## Sponsored by: Brewers Collective

Produced by: Riverbird Research, a division of the Asheville Area Chamber of Commerce, and Economic Development Coalition for Asheville-Buncombe County

END NOTES: Asheville Metro is comprised of Buncombe, Haywood, Henderson, and Madison counties.

Contribution analysis is used to help show what an existing industry contributes to the local economy. This study utilizes contribution for Breweries and Malt Manufacturing, as well as impact of Beer and Ale Merchant Wholesalers. It does not include costs that an industry may engender in an economy, however, it can shed light on how the industry is creating and supporting economic activity and what might happen if the selected industry activities were to be lost to the region. In the process, the model identifies backward linkages in the region to arrive at estimates. These insights offer additional information about the scale and extent an industry has in the local economy and the role played for the community, its residents, and workforce. The results represent this discrete study. The baseline contribution estimates are dependent on the industries selected in the four-county Asheville Metropolitan Statistical Area. All data reflects established quantities at a specific point in time. Margins of error may apply. Outputs and results of the analysis are estimates that provide supplemental information about an industry or industries and associated economic contribution that are identifiable in a region, but do not claim to capture every aspect of activity.

For more information, contact Riverbird Research at [riverbirdresearch.com](http://riverbirdresearch.com)