



**The Beer Institute**  
**The Economic Impact of the Beer Industry**  
**2010 Data**  
**Colorado**



<b>Direct Economic Impact</b>			
	<b>Jobs</b>	<b>Wages</b>	<b>Output</b>
Brewing	6,616	\$844,009,938	\$6,773,554,452
Wholesaling	1,446	\$117,202,261	\$309,487,327
Retailing	15,128	\$328,268,383	\$763,235,123
<b>Total</b>	<b>23,190</b>	<b>\$1,289,480,582</b>	<b>\$7,846,276,902</b>

<b>Supplier Economic Impact</b>			
	<b>Jobs</b>	<b>Wages</b>	<b>Output</b>
Agriculture	851	\$13,129,147	\$138,933,173
Business and Personal Services	1,187	\$24,919,797	\$64,867,674
Mining	123	\$16,528,621	\$61,145,022
Construction	329	\$19,547,382	\$37,884,264
Finance Insurance and Real Estate	2,623	\$150,704,954	\$539,086,152
Manufacturing General	5,334	\$451,804,305	\$2,683,975,485
Retail	302	\$8,792,721	\$20,619,850
Transportation & Communication	2,863	\$238,220,396	\$238,220,396
Travel and Entertainment	6,499	\$508,603,914	\$1,049,773,054
Wholesale	2,348	\$190,326,955	\$502,582,283
Government	491	\$37,027,989	\$104,811,780
<b>Total</b>	<b>22,950</b>	<b>\$1,659,606,179</b>	<b>\$5,985,358,253</b>

<b>Induced Economic Impact</b>			
	<b>Jobs</b>	<b>Wages</b>	<b>Output</b>
Agriculture	472	\$10,361,386	\$87,577,538
Business and Personal Services	11,592	\$499,768,656	\$981,488,391
Mining	37	\$5,523,560	\$22,131,066
Construction	347	\$18,459,385	\$39,101,664
Finance Insurance and Real Estate	5,148	\$301,612,241	\$1,575,474,623
Manufacturing General	1,155	\$67,645,142	\$430,591,834
Retail	5,763	\$168,039,755	\$399,835,339
Transportation & Communication	1,709	\$154,020,054	\$553,972,133
Travel and Entertainment	4,601	\$102,228,905	\$297,681,895
Wholesale	1,118	\$90,633,966	\$239,330,397
Government	498	\$36,231,399	\$103,111,259
<b>Total</b>	<b>32,440</b>	<b>\$1,454,524,449</b>	<b>\$4,730,296,138</b>

	<b>Jobs</b>	<b>Wages</b>	<b>Output</b>
<b>Total</b>	<b>78,581</b>	<b>\$4,403,611,210</b>	<b>\$18,561,931,294</b>

**Taxes Generated: Business and Personal**

Federal	\$1,304,999,273
State and Local	\$1,685,014,953
<b>Total Business and Personal Taxes</b>	<b>\$2,990,014,227</b>

**Taxes Paid: Consumption Taxes**

Federal	\$59,400,273
State and Local	\$64,465,796
Excise	\$9,009,950
Sales and Other	\$55,455,846
<b>Total Consumption Taxes</b>	<b>\$123,866,069</b>

**Establishments**

Brewing (includes importers, brewpubs, company-owned packaging and wholesaling)	121
Wholesaling	63
Retail (Including Home Distributors)	10,130