



The craft brewing industry contributed \$82.9 billion to the U.S. economy in 2019. The figure is derived from the total impact of beer brewed by craft brewers, as well as all non-beer products like food and merchandise that brewpub restaurants and brewery taprooms sell. The industry also provided more than 580,000 full-time equivalent jobs, with more than 160,000 jobs directly at breweries and brewpubs, including serving staff at brewpubs. While for 2019 overall beer sales were down by 1.6% nationally, craft sales were up 3.6% nationally.



Four Types of Craft Breweries



- Microbrewery
- Brewpub
- Contract Brewing Company
- Regional Craft Brewery

Check out the breakdown of our sales figures from this year



Craft beer is generally made with traditional ingredients like malted barley; interesting and sometimes non-traditional ingredients are often added for distinctiveness.



In craft beer, characteristics that matter are appearance, mouthfeel, aroma and flavor.

75%

Microbrewery percent or more of its beer sold off-site.

25%

A restaurant-brewery that sells its beer on site.

150

Beer Styles

7%

Craft Sales by Volume

\$43,121

average wage for someone working in the craft brewing industry in Alabama

22%

2015-2016

IPA is the most popular style of craft beer, and its market share grew by

2019

Alabama estimated per capita economic impact of craft beer is \$237.94 per adult (21+), and for the state, the total economic impact is \$858,168,008.

2018

Enough craft beer was produced to refill the fountains at the Bellagio in Las Vegas every day for a month.



Want to learn more or get more details? Great! How about a nice -

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