

# ECONOMIC IMPACT of Direct Retail Alcohol Beverage Sales In The United States

## ECONOMIC IMPACT



In the United States, the direct retail sales of the beverage alcohol industry are responsible for \$295.43 billion in total economic activity.<sup>1</sup>

## JOBS



Establishments that sell alcohol employ as many as 1,937,653 people in the United States, and generate an additional 1,015,410 jobs in supplier and ancillary industries.<sup>2</sup>

## WAGES



Businesses selling alcohol in the United States, along with their supplier and ancillary industries, pay \$108.19 billion in wages and benefits each year. This amounts to an average of \$36,600 in wages and benefits.

## TAXES



In the United States, the industry and its employees pay over \$18.36 billion in state taxes, and an additional \$25.30 billion in federal taxes.

## NATIONAL IMPACT

Establishments that sell beverage alcohol in the United States are an important part of the national landscape and economy. Beverage alcohol retailers, along with the companies that provide supplies and materials for the industry, provide good wages and benefits, pay significant amounts in tax to local, state and federal governments, and contribute billions to the economy every year.



## BEVERAGE LICENSEES

Beer, wine and spirits retailers are the local face of the hospitality industry and are the last to handle beverage alcohol products before they reach consumers. An integral link in the Three-Tier System of suppliers, distributors and retailers, beverage licensees promote the responsible use of industry products. They engage with local, state and federal officials on the policies and regulations that affect their businesses, while continuing to provide an unprecedented variety of products and high-quality service to their customers.

<sup>1</sup> John Dunham & Associates. *2016 Economic Impact Study of America's Beer, Wine and Spirits Retailers*. New York, July 2016.  
<sup>2</sup> This analysis examines on- and off- premise retail alcohol beverage sales accounting for full time equivalent jobs related to just the sale of alcohol.