

The Economic Impact of Direct Retail Alcohol Beverage Sales



Bars & Taverns

Package Stores

NATIONAL IMPACT

America's beer, wine and spirits retailers continue to innovate to meet consumer needs. Due to the COVID-19 pandemic, from March 2020 through March 2021, U.S. bar and restaurant sales declined by more than \$90 billion while package stores experienced a temporary increase in business. It remains critical that government support those affected by COVID-19 while preserving a vibrant, well-regulated beverage alcohol marketplace.

NATIONAL IMPACT

1.14 million

Jobs Created

\$33.79 billion

Wages Paid

\$82.36 billion

Economic Impact

\$15.80 billion

Federal Taxes Paid

DID YOU KNOW...

- ABL members operate some of the last truly "Main Street" American businesses, which are often family-owned and multi-generational.
- America's beverage retailers provide choice to consumers; build brands for industry partners; and pay their share in taxes.
- Most beverage licensees train employees to prevent underage access and misuse of alcohol, and pride themselves on being responsible stewards of their industry and communities.

BEVERAGE LICENSEES

- Beverage licensees are an integral link in the Three-Tier System of suppliers, distributors, and retailers, which promotes responsibility, public safety, and an orderly, efficient market.
- Licensees engage with government leaders on the policies and regulations that affect their businesses, while providing both reliable and innovative products, and high-quality service to their customers.
- To learn more, visit www.ablusa.org.

¹ John Dunham & Associates. 2020 Economic Impact Study of America's Beer, Wine and Spirits Retailers.

² This analysis examines on-premise retail alcohol beverage sales accounting for full time equivalent jobs related to just the sale of alcohol.