

## Labor Day tops Super Bowl for U.S. Beer Sales

*by Bend\_Weekly\_News\_Sources*

Beer Industry Employs over 24,000 Oregonians, Pays nearly \$675 million in Wages

Each year, Oregonians mark the Labor Day holiday with backyard cookouts and ice-cold beer. Alongside the Fourth of July and Memorial Day, Labor Day is one of the busiest sales periods for beer in the United States. Sales during the Labor Day holiday also contribute to the nearly \$2.2 billion of economic activity generated by the beer industry in Oregon each year.

“Oregon’s beer and wine distributors are family-owned businesses that are proud to contribute to our communities by serving our customers and employing thousands of Oregonians while providing a transparent, accountable and responsible system for distributing beer and wine all across our great state,” said Steve Lytle, president of the Oregon Beer and Wine Distributors Association.

“Labor Day is the perfect time to recognize the 24,193 hard working people in Oregon who comprise the labor force behind the beer industry,” said Jeff Becker, president of the Beer Institute (BI). “Last year, these employees collectively generated over \$674 million in wages and benefits and more than \$380 million in federal, state, and local taxes.”

Thanks to the hard work of these individuals, America's beer industry grew by 2.2 percent in 2006 by producing and distributing over 210 million barrels of beer.

The employees of Oregon's beer industry help support other segments of the economy as well. For example, recent studies showed that the beer industry provides more than \$4 billion in economic contributions to the agricultural sector, including malting barley (\$537.8), hops (\$280.7), brewers' rice (\$222.9 million), and brewers' corn (\$58.4 million).

The \$380,600,014 in taxes collected from the Oregon beer industry helps fund many local projects such as new schools and roads. This revenue includes over \$50 million in excise taxes and federal, state, and local taxes paid by all Oregonians.

The dedicated men and women of the Oregon beer industry are active and responsible members of the communities in which they live and work, and contribute their time to local youth and charitable organizations. In addition, brewers, importers, and independent beer distributors have invested hundreds of

millions of dollars in communities across the country to develop and implement numerous programs to promote responsibility and help fight alcohol abuse.

The complete economic impact of the beer industry, including a state-by-state and congressional district breakdown of economic contributions, is available at the Beer Serves America Web site, [www.beerservesamerica.org](http://www.beerservesamerica.org).

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