



North County's Competitive Advantage

- Vibrant and collaborative craft brewing community along 78 Corridor
- Municipal permitting ordinances highly supportive of craft brewing industry
- Industrial space at lower cost than other San Diego markets such as Miramar
- Top rated school districts with relatively affordable single family homes nearby

\$ \$426.5M
TOTAL GRP

towards North County's Economy (2024)

CRAFT BREWING & BEVERAGES INDUSTRY

**NORTH
COUNTY
SAN DIEGO**

↑ 8.1%

increase in total GRP contributed to North County's Economy since 2019.



North County's Craft Brewing & Beverages contributions account for

33%

of San Diego County's \$1.3B Craft Brewing & Beverges industry.



3,802 JOBS

in this North County industry (Q4, 2024)

DEMAND FOR 5 KEY OCCUPATIONS

Job Title	Employment	Avg. Annual Wages	Annual Demand
Bartenders	2,226	\$ 42,400	393
Waiters & Waitresses	689	\$ 47,500	152
Packaging & Filling Machine Operators	318	\$ 52,300	42
Separating, Filtering, Clarifying, Precipitating, & Still Machine Operators	353	\$ 58,900	35
Laborers & Freight, Stock, & Material Movers	279	\$ 47,300	41

SDNEDC
MARKET | RETAIN | CONNECT

↓ 0.9%

decrease in jobs (2019-2025)

For more information on North County's brewing & beverage industry or how we can help your business expand in our region, please contact:

W. Erik Bruvold, CEO of SDNEDC

info@sdnedc.org | 760.203.5841
sdnedc.org

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