



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

\$ \$908.1M
TOTAL GRP

towards North County's Economy (2022)

CRAFT BREWING & BEVERAGES INDUSTRY

NORTH COUNTY SAN DIEGO

4,373 JOBS

in this industry in North County (2022)

Key Companies



WORKFORCE PIPELINE

- Brewing technician certificate program at MiraCosta College's Technology Career Institute
- CSUSM's EngiBeer@ certificate program explores the science and engineering behind brewing craft beer
- Ongoing partnership between CSU San Marcos and San Diego Brewers Guild
- Strong craft brewing & business of craft beer programs at local institutions of higher education

SDNEDC
MARKET | RETAIN | CONNECT

↑ 12%

increase in craft brewing and beverage jobs in North County (2018-2023) . The number of craft brewing and beverage jobs has only increased 3% in the rest of California and 8.7% nationally during the same time period.



FASTING GROWING OCCUPATIONS

Job Title	% Employment Change (2012-23)	Average Annual Salary
Packaging & Filling Machine Operators	↑ 70%	\$ 36,608
Stockers & Order Fillers	↑ 74%	\$ 36,088
Testers, Sorters, Samplers & Weighers	↑ 87%	\$ 49,213

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

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