

CRAFT BREWING AND BEVERAGES IN NORTH COUNTY SAN DIEGO



3,489 JOBS

in this industry in North County (2021)



1%

Increase in craft brewing and beverage jobs in North County since 2016. In the rest of California, the number of craft brewing and beverage jobs has decreased 0.4% and only increased 2.4% nationally since 2011.



\$600.3M TOTAL GRP

towards North County's Economy (2021)



WORKFORCE PIPELINE

- ▶ Brewing technician certificate program at MiraCosta College's Technology Career Institute (<http://tci.miracosta.edu/>)
- ▶ Strong craft brewing and business of craft beer programs at local institutions of higher education
- ▶ CSUSM's EngiBeering® certificate program explores the science and engineering behind brewing craft beer
- ▶ Ongoing partnership between CSU San Marcos and San Diego Brewers Guild

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 in close proximity



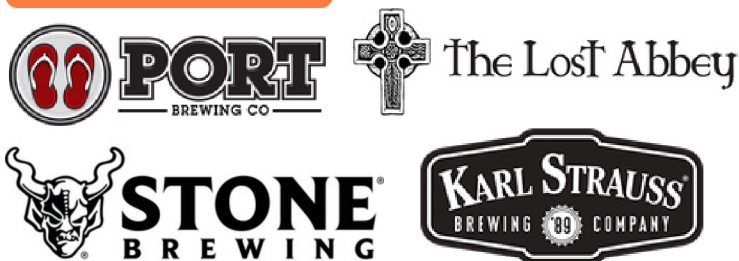
KEY OCCUPATIONS

Average Annual Wage (2021) for three largest occupations in this sector

Job Title	% Changed of Employed*	Average Annual Salary
SALES REPRESENTATIVES	63%	\$ 62,608
STILL MACHINE SETTERS, OPERATORS, & TENDERS	1,738%	\$ 47,944
GENERAL & OPERATIONS MANAGERS	63%	\$ 101,878

*2012-2021

Key Companies



Sources include CA Employment Development Department, US Census Quarterly Census of Employment and Wages, DatabaseUSA.com, and Economic Modeling Specialists Incorporated

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

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