



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

\$ \$799M
TOTAL GRP

towards North County's
Economy (2022)

 **North County
San Diego**

Craft Brewing & Beverages Industry



4,038 JOBS

in this industry in North County (2022)

Key Companies



FASTING GROWING OCCUPATIONS

Job Title	% Employment Change (2012-23)	Average Annual Salary
Still Machine Setters, Operators & Tenders	↑ 130%	\$ 105,643
Food Science Technicians	↑ 40%	\$ 130,832
Testers, Sorters, Samplers & Weighers	↑ 20%	\$ 46,966



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

 **10%**

Increase in craft brewing and beverage jobs in North County (2017-2022). The number of craft brewing and beverage jobs has only increased 4.5% in the rest of California and 8.6% nationally during the same time period.

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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