



Economic Impact of Michigan's Craft Beer Industry

Direct Impact:

- Jobs ~ 5,101
- Wages ~ \$144,700,000
- Output ~ \$277,300,000

Indirect Impact:

- Jobs ~ 757
- Wages ~ \$37,800,000
- Output ~ \$92,600,000

Induced Impact:

- Jobs ~ 1,280
- Wages ~ \$49,800,000
- Output ~ \$146,700,000

Total Economic Contribution of the Craft Brewing Industry in Michigan (direct+indirect+induced)

- **Jobs ~ 7,137**
- **Wages ~ \$232,400,000**
- **Economic Impact ~ \$608,900,000**

Notes:

- Data is based on Brewers Association Economic Impact Study of beer produced by Michigan craft brewers. The data includes the total value of Michigan craft beer sold in Michigan (65% of total craft beer sales in the state), as well as the value of beer sold outside the state by Michigan breweries.
- Direct impact includes craft brewers, craft beer wholesalers and retailers that sell Michigan craft beer in Michigan, plus the value to Michigan brewers of beer sold outside the state.
- Indirect impact includes suppliers such as malted barley, hops, glass, marketing firms, brewing equipment, etc.
- Induced impact includes the effect of industry workers as they use their wages to purchase additional goods and services.
- This information is a Michigan-specific customization of a larger analysis by the Brewers Association and additional information including a detailed description of the overall study methodology can be found at www.brewersassociation.org. (Government Affairs tab > Economic Impact Data)