



**American Beverage Association  
Economic Contribution of the Beverage Industry, 2009**

**The Beverage Industry is a Major Contributor to Colorado's Economy**

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Colorado companies that belong to the American Beverage Association make and sell some of the most popular non-alcoholic beverages in the world. You might say that our members quench Colorado's thirst. At the same time, the beverage industry is an important part of Colorado's and the nation's economy.

**Economic Impact of the Beverage Industry in Colorado**

	<b>Direct</b>	<b>Supplier</b>	<b>Induced</b>	<b>Total</b>
Jobs (FTE)	19,883	8,869	12,277	41,029
Wages	\$479 million	\$741 million	\$570 million	\$1.8 billion
Economic Impact	\$2.2 billion	\$2.1 billion	\$1.8 billion	\$6.1 billion

**The Beverage Industry is an Important Part of Colorado's Economy**

Producers of non-alcoholic refreshment beverages provide well paying jobs in Colorado, pay significant tax dollars to the government and make sizable charitable contributions in communities across the state.

**2,500 Manufacturing and Distribution Jobs are Created in the Beverage Industry in Colorado Including:**

Soft drink jobs:	1,110
Bottled water jobs:	430
Juice products jobs:	290
Other beverage products jobs:	170
Distribution jobs:	470

In addition to producing and distributing beverages in Colorado there are a number of other business sectors and employees throughout the state that benefit from the beverage industry's economic impact - including 17,400 retail employees in Colorado that depend on refreshment beverage sales for their livelihood.

**The Beverage Industry Provides Colorado with Significant Tax Revenues**

At the state and federal level, beverage industry firms in Colorado, their employees and firms and employees indirectly employed by the industry paid about \$266.1 million in state taxes and as much as \$390.1 million in federal taxes

**The Beverage Industry is an Integral Part of Our Local Communities**

The beverage industry and its employees are members of local communities throughout Colorado who have generously contributed at least \$12.9 million to charitable causes across the state.