



2018 Economic Contribution of the Beverage Industry State of Alabama

The Beverage Industry is a Major Contributor to Alabama's Economy

Alabama's beverage companies, many of which are members of the American Beverage Association, make and sell some of the most popular non-alcoholic beverages in the world. With a presence felt in every corner of every community in the state - from our products in the aisles of neighborhood stores, to our local delivery drivers who distribute them, to our support of local community initiatives - you might say that the beverage industry delivers.

The Beverage Industry is an Important Part of Alabama's Economy

Alabama's non-alcoholic beverage industry plays an important role in the State's economy, providing well-paying jobs, paying significant tax dollars to the state and federal government and making generous charitable contributions in communities across the State.

Alabama's Beverage Industry Provides 4,879 Jobs in the State:

Soft Drink Jobs:	2,547
Bottled Water Jobs:	581
100 Percent Juice/Juice Drinks Jobs:	566
Other Beverage Category Jobs:	204
Distribution Jobs:	981

With a direct economic impact of **\$3.5 billion**, Alabama's beverage industry provides **\$480.1 million** in wages, while beverage companies and their employees, and the firms and employees directly employed by the industry, provide significant tax revenues - **\$237.0 million** at the state level and **\$455.5 million** at the federal level.

In addition to beverage production and distribution jobs, Alabama's beverage industry supports a number of other business sectors and their employees throughout the state that benefit from the economic impact of our industry. **In fact, more than 15,744 workers in restaurants, grocery stores, convenience stores, movie theaters and more depend, in part, on beverage sales for their livelihoods.** Factoring in this retail impact further broadens the economic reach of the non-alcoholic beverage industry by **an additional \$2.3 billion** beyond what our industry generates directly.

Alabama's beverage companies and their employees also generously contribute **\$19.0 million to charitable causes** across the state.

**We are American companies with American workers making American products
in America's hometowns.**