



SAN DIEGO'S CRAFT BEER INDUSTRY

Consistently recognized as the Craft Beer Capital of America, San Diego's brewing scene has exploded over the past two decades. With staple names like Stone Brewing, Karl Strauss, Green Flash, and Ballast Point, as well as newcomers like Rough Draft Brewing and Thorn Street popping up almost daily, San Diego provides a diverse array of brewery styles, sizes, and vibes across the county (and even across the border). San Diego is home to more than 130 breweries, making it one of the most concentrated regions for craft brewing in the country.¹

Unique to San Diego, the convergence of life sciences and lifestyle has bolstered industry growth, with companies like White Labs producing brewing yeast for brewers near and far. A few breweries have even been started by former scientists and life sciences veterans, including Lightning Brewing and Thorn Street Brewing.

HIGHLIGHTS

- » **Recognized quality:** San Diego breweries took home 14 medals at the Great American Beer Festival in 2017.²
- » **Economic impact:** San Diego's brewing industry generated \$851 million in 2015, and employed 4,512 workers.³
- » **History:** Established in 1896, San Diego Brewing Company was the first pre-prohibition brewery in San Diego, but the modern brewing boom dates back to 1989 with the establishment of Karl Strauss.⁴
- » **Going global:** Stone Brewing became one of the first U.S. craft breweries to open a location in Europe with the opening of its Berlin, Germany operations in 2016.

KEY COMPANIES

- | | |
|--------------------|-----------------------|
| » Alpine Brewing | » Modern Times |
| » Ballast Point | » Pizza Port |
| » Belching Beaver | » Rough Draft Brewing |
| » Coronado Brewing | » Stone Brewing |
| » Karl Strauss | » White Labs |



INNOVATION



MILITARY



TOURISM



LOCAL



INTELLECT

SPOTLIGHT

Coronado Brewing Company

Founded more than 20 years ago, Coronado Brewing Company is a globally recognized craft beer brand, named mid-size brewery of the year at the 2014 World Beer Cup.

Rick and Ron Chapman, the founders of the brewery, began the operation with the initial focus of opening a restaurant. Throughout its first couple of years, the company sold most of its beer through its restaurant, but in 2004, it struck a distributorship deal and began to outgrow its facility. Now, Coronado exports its beer to more than 15 countries and 18 states, with more on the way.



RESOURCES

San Diego Brewers Guild

Founded in 1997, San Diego Brewers Guild promotes awareness and increases the visibility of fresh, locally brewed beer through education and participation in community events. sandiegbrewersguild.org

San Diego Tourism Authority

SDTA is a private nonprofit corporation composed of approximately 1,100 member organizations, businesses, local governments, and individuals seeking a better community through the visitor industry. sandiego.org

Port of San Diego

The Port of San Diego oversees two maritime cargo terminals, two cruise ship terminals, 22 public parks, the Harbor Police Department, and the leases of more than 800 tenant and sub-tenant businesses around San Diego Bay. portofsandiego.org

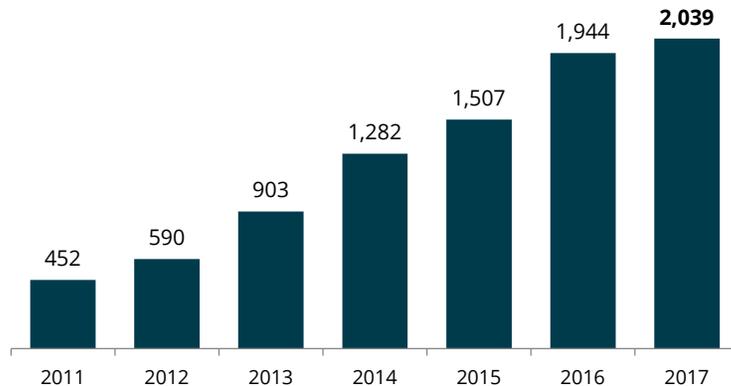
BY THE NUMBERS

EMPLOYMENT NUMBERS

From Karl Strauss to Stone Brewing, San Diego has been brewing high quality brews since the late 1980s. As the momentum of the craft beer movement increases, San Diego breweries continue to innovate. In 2017, the brewing industry employed nearly 2,040 workers⁵ across 130 breweries.⁶



Employment Growth San Diego Region⁷

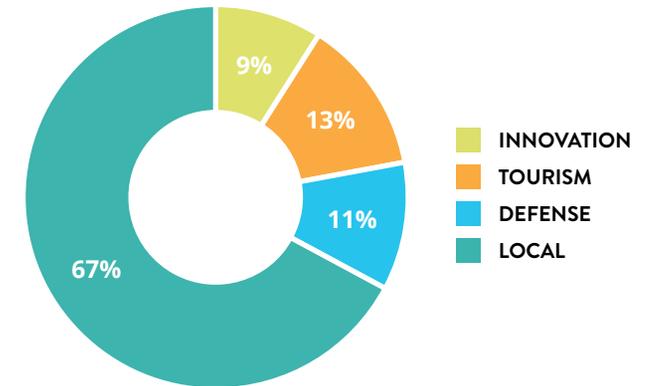


OUR ECONOMIES

The vitality of San Diego's economy is reliant upon the strength of the region's four economic drivers – innovation, military, tourism, and local.

San Diego's local economy accounts for 67 percent of the regional economy and includes craft beer, healthcare, retailers and restaurants, and sophisticated professional and business service providers with deep expertise in our technology sectors.

Employment Comparisons Across the San Diego Region's Economic Drivers



Sources: Introduction: 1. [West Coaster's San Diego Brewery Watch](#), 2017 | Highlights: 2. Great American Beer Festival, "2017 Great American Beer Festival Winners", 2017 3. National University System Institute for Policy Research, "San Diego Craft Brewing Industry: 2016 Update", 2016 4. San Diego Brewing Co., "Who We Are" | By the numbers: 5. San Diego Regional EDC, Traded Economies Analysis with data from BLS 6. San Diego Brewers Guild 7. EMSI, Industry Report, 2011-2017

For more information on San Diego's craft beer industry, please contact:

Kate Gallagher,
Coordinator, Economic Development
ksg@sandiegobusiness.org | 619.615.2979

Last updated: March 2018