



# 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 new-comers 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.<sup>1</sup>

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 18 medals at the Great American Beer Festival in 2016, including five medals for Karl Strauss who was named "Best Midsized Brewery."<sup>2</sup>
- » **Economic impact:** San Diego's brewing industry generated \$851 million in 2015, and employed 4,512 workers.<sup>3</sup>
- » **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.<sup>4</sup>
- » **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   | » Karl Strauss        |
| » Ballast Point    | » Modern Times        |
| » Belching Beaver  | » Pizza Port          |
| » Coronado Brewing | » Rough Draft Brewing |
| » Green Flash      | » Stone Brewing       |



INNOVATION



MILITARY



TOURISM



LOCAL



INTELLECT

## SPOTLIGHT

### Greg Koch

Greg is Founder and Chairman of the Board of Stone Brewing. He is regularly recognized as the face of not only San Diego craft beer, but the American craft brewing movement. Founded in 1996, Stone Brewing has operations throughout San Diego, Virginia and Germany. Consistently taking on "Big Beer," the craft brewery has been listed on the '5000 Fastest Growing Private Companies' list by *Inc. 500* 11 times, and has been called the "All-time Top Brewery on Planet Earth" by *BeerAdvocate* magazine twice.<sup>5</sup>



## 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](http://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](http://sandiego.org)

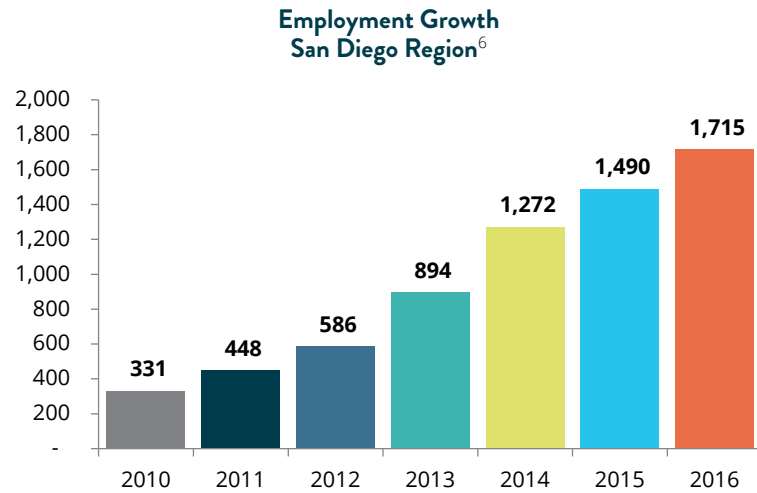
### Port of San Diego

The Port of San Diego oversees two maritime cargo terminals, two cruise ship terminals, 17 public parks, the Harbor Police Department and the leases of more than 600 tenant and sub tenant businesses around San Diego Bay. [portofsandiego.org](http://portofsandiego.org)

## BY THE NUMBERS

### Employment Numbers

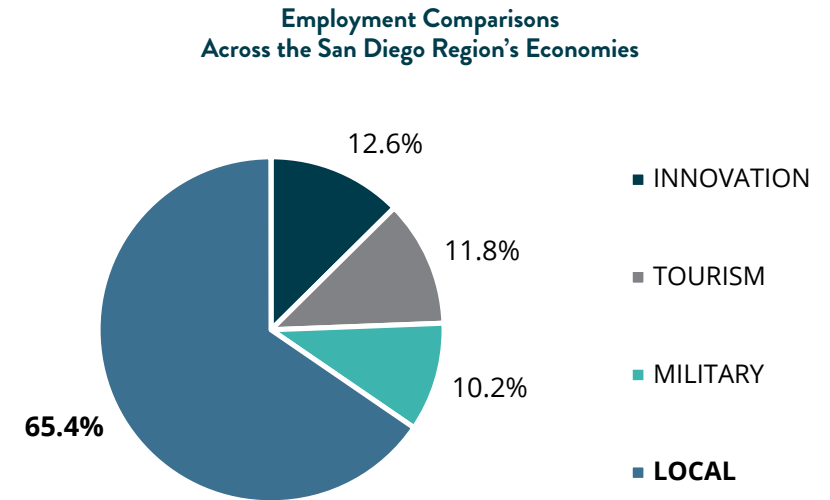
The craft beer industry has continued to grow in the last seven years. Employment has grown 418.1 percent since 2010 and as of 2016, the craft brewery industry is responsible for **1,715** jobs in the San Diego region.



### 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.

Craft beer is an intrinsic part of the local economy. As of 2014, the local economy was responsible for more than 65 percent of the region's total jobs.



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

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Sources: Introduction: 1. [West Coaster's San Diego Brewery Watch](#), 2017 | Highlights: 2. Great American Beer Festival, "[2016 Great American Beer Festival Winners](#)", 2016 3. National University System Institute for Policy Research, "[San Diego Craft Brewing Industry: 2016 Update](#)", 2016 4. San Diego Brewing Co., "[Who We Are](#)" | Spotlight: 5. Stone Brewing Co., "[Our Story](#)" | By the numbers: 6. EMSI, Industry Snapshot Report, 2010-2016