



## SAN DIEGO'S CRAFT GOODS CLUSTER

Often referred to as the “Capital of Craft” for its explosive craft brewing scene, San Diego’s craft goods cluster also embodies this moniker. With a convergence of health, creativity and lifestyle, San Diego artists, engineers, brewers and makers have created high-quality products much of the world has come to know and love.

Spanning across several industries, the craft goods cluster encompasses surf shapers, breweries, soap makers, chocolatiers, musical instrument makers, clothing and accessory crafters, and many more creative entrepreneurs who take personal pride in creating goods that embody San Diego’s lifestyle brand.

### HIGHLIGHTS

- » **Craft beer:** San Diego is home to more than 130 brewhouses.<sup>1</sup>
- » **Celebrity picks:** East County-based Taylor Guitars artist roster includes Taylor Swift, Jason Mraz, Zac Brown and many other established musicians.
- » **Top-knotch juice:** Suja Juice is the largest independent producer of cold-pressed juice sold in the United States.
- » **Natural resources:** Vista-based Dr. Bronner’s operates its own organic and fair-trade farms to source ingredients for its soaps.

### KEY COMPANIES

- |                         |                         |                  |
|-------------------------|-------------------------|------------------|
| » Chuao Chocolatier     | » Rough Draft Brewing   | » Suja Juice     |
| » Deering Banjo Company | » Rusty Surfboards      | » Taylor Guitars |
| » Dr. Bronner’s         | » Sticky Bumps Surf Wax |                  |
| » Kashi                 | » Stone Brewing         |                  |



INNOVATION



MILITARY



TOURISM



LOCAL



INTELLECT

### SPOTLIGHT

#### Suja Juice

Founded in 2012 as a home-juicing operation, Suja Juice is now America’s fastest growing food and beverage company. The company currently produces organic, non-GMO cold pressed fruit and vegetable juices, drinking vinegars and waters out of its Oceanside facility. Suja products can be found from coast to coast in some of the largest retailers.



### 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 Sports Innovators

SDSI is a nonprofit business accelerator and trade organization that connects and drives the growth of Southern California’s vibrant sports economy by offering elite level networking, innovative programs and services for startups, mature companies and service providers.  
[sdsportinnovators.org](http://sdsportinnovators.org)

#### California Manufacturing Technology Consulting

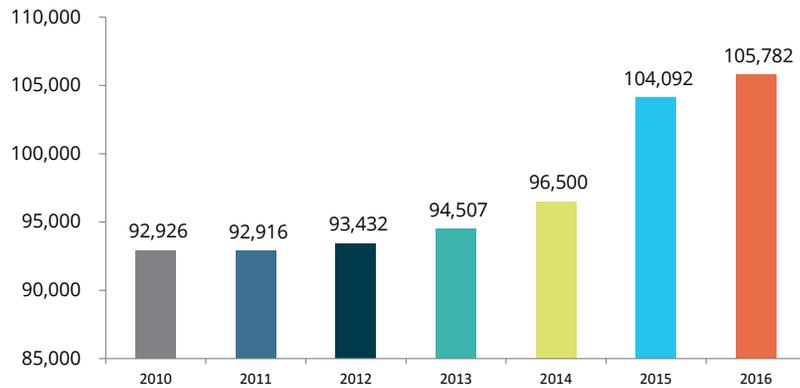
Established in 1992, CMTC is a private nonprofit corporation that provides consulting services to small and mid-size manufacturers in Southern California. CMTC operates through a cooperative agreement between the Hollings Manufacturing Extension Partnership of the National Institute of Standards and Technology under the Department of Commerce.  
[cmtc.com](http://cmtc.com)

## BY THE NUMBERS

### Employment Numbers

Craft goods is an essential part of the region's manufacturing cluster. The number of jobs in the manufacturing cluster increased by almost eight percent from 2014 to 2015. In 2016, this cluster accounted for **105,782** jobs in the San Diego region. San Diego Regional EDC is working toward determining which portion of these jobs fall into craft goods.

**Employment Comparisons  
San Diego Region<sup>2</sup>**

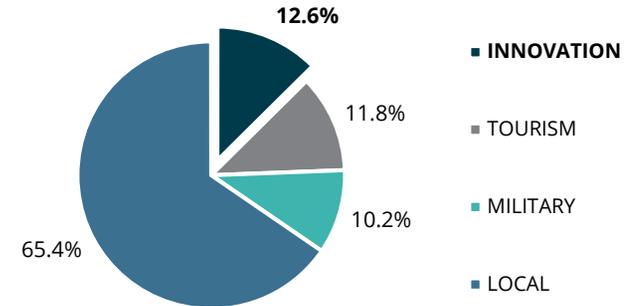


### Our Economies

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 goods is an intrinsic part of the innovation economy. As of 2014, the innovation economy was responsible for more than 12 percent of the region's total jobs.

**Employment Comparisons  
Across the San Diego Region's Economies**



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Sources: Highlights: 1. [West Coaster's San Diego Brewery Watch](#), 2016  
By the numbers: 2. EMSI Industry Snapshot Report, 2010-2016