

CRAFT BREWING AND BEVERAGES IN NORTH COUNTY SAN DIEGO

3,960 JOBS

in this industry in North County (2020)

92.9%

Increase in craft brewing and beverage jobs in North County since 2011. In the rest of California, the number of craft brewing and beverage jobs has increased by only 18.8% and only 26.7% in the nation since 2011.

WORKFORCE PIPELINE

- ▶ Brewing technician certificate program at MiraCosta College's Technology Career Institute (www.tci.miracosta.edu).
- ▶ Strong craft brewing and business of craft beer programs at local institutions of higher education
- ▶ CSUSM's EngiBeer[®] certificate program explores the science and engineering behind brewing craft beer.
- ▶ Ongoing partnership between CSU San Marcos and San Diego Brewers Guild.

North County's Competitive Advantage

- ▶ Vibrant and collaborative craft brewing community along 78 Corridor
- ▶ Municipal permitting ordinances highly supportive of craft brewing industry
- ▶ Industrial space at lower cost than other San Diego markets such as Miramar
- ▶ Top rated school districts with relatively affordable single family homes in close proximity.

KEY OCCUPATIONS

Average Annual Wage (2020) for five largest occupations in this sector

| Job Title | Average Annual Salary |
|--------------------------------|-----------------------|
| PACKAGING & MACHINE OPERATORS | \$ 30,410 |
| SALES REPRESENTATIVES | \$ 59,987 |
| GENERAL AND OPERATIONS MANAGER | \$ 116,771 |

Key Companies



For more information on North County's brewing and beverage industry or how we can help your business expand in our region, please contact:

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Sources include CA Employment Development Department, US Census Quarterly Census of Employment and Wages, DatabaseUSA.com, and Economic Modeling Specialists Incorporated

