

CRAFT BREWING AND BEVERAGES IN NORTH COUNTY SAN DIEGO

3,294 JOBS

in this industry in North County (2021)

WORKFORCE PIPELINE

- ▶ Brewing technician certificate program at MiraCosta College's Technology Career Institute (<http://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

Key Companies



↑ **69.5%**

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 23.7% and only 14.3% in the nation since 2011.

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 (2021) for three largest occupations in this sector



Job Title	Average Annual Salary
PACKAGING & MACHINE OPERATORS	\$ 30,300
SALES REPRESENTATIVES	\$ 60,560
GENERAL AND OPERATIONS MANAGER	\$ 118,877

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

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