



# Alcohol Beverage Industry Review

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# Media loves “outrageous” alcohol news despite the facts

## Does Dry January Dry Up Bar Sales?

The alcohol-abstaining month is over, but bars are still feeling the effects on their bottom lines

by Jera Sazona | Feb 14, 2020, 11:30am EST

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INDY/LIFE

**MOTHERS WITH YOUNG KIDS  
CONSUMED 300% MORE ALCOHOL  
DURING PANDEMIC, STUDY REVEALS**

‘Policymakers should be prepared to respond to the public health consequences of such a sudden, sustained increase in alcohol consumption,’ health economist says

## Americans Are Drinking 14% More Often During Pandemic, Study Finds

October 5, 2020 · 4:49 PM ET

REESE OXNER



WELLBEING AUGUST 19, 2021

## U.S. Alcohol Consumption on Low End of Recent Readings

BY MEGAN BRENNAN

“Sixty percent of U.S. adults currently report drinking alcoholic beverages such as liquor, wine or beer, marking a decrease from 65% in 2019 when the measure was last tracked.”

## Alcohol Use Among Older Adults

Poll finds risky drinking patterns in older adults during the COVID-19 pandemic

During the COVID-19 pandemic, 27% of older adults reported a decrease in their alcohol use, 14% an increase, and 59% had no change in their alcohol use.”

# More News Keeps Coming

The screenshot shows a USA Today news article on a desktop browser. The article is titled "Excessive drinking during pandemic leads to dramatic spike in liver transplants, study says" by Scott Gleeson. It features a video player with a man speaking and a sidebar with "More Stories" including "Glass bottle shortage, drought and more leave wineries scrambling" and "What does Let's Go Brandon mean?". A notification bubble from the website is visible in the top left corner.

## Need for liver transplants due to heavy drinking soared during the pandemic, study finds

By Jen Christensen, CNN  
Updated 2:59 AM ET, Thu October 28, 2021



Researchers found the number of people who got a liver transplant or were put on a waiting list due to alcoholic hepatitis was 50% higher than what was forecast based on pre-pandemic trends.

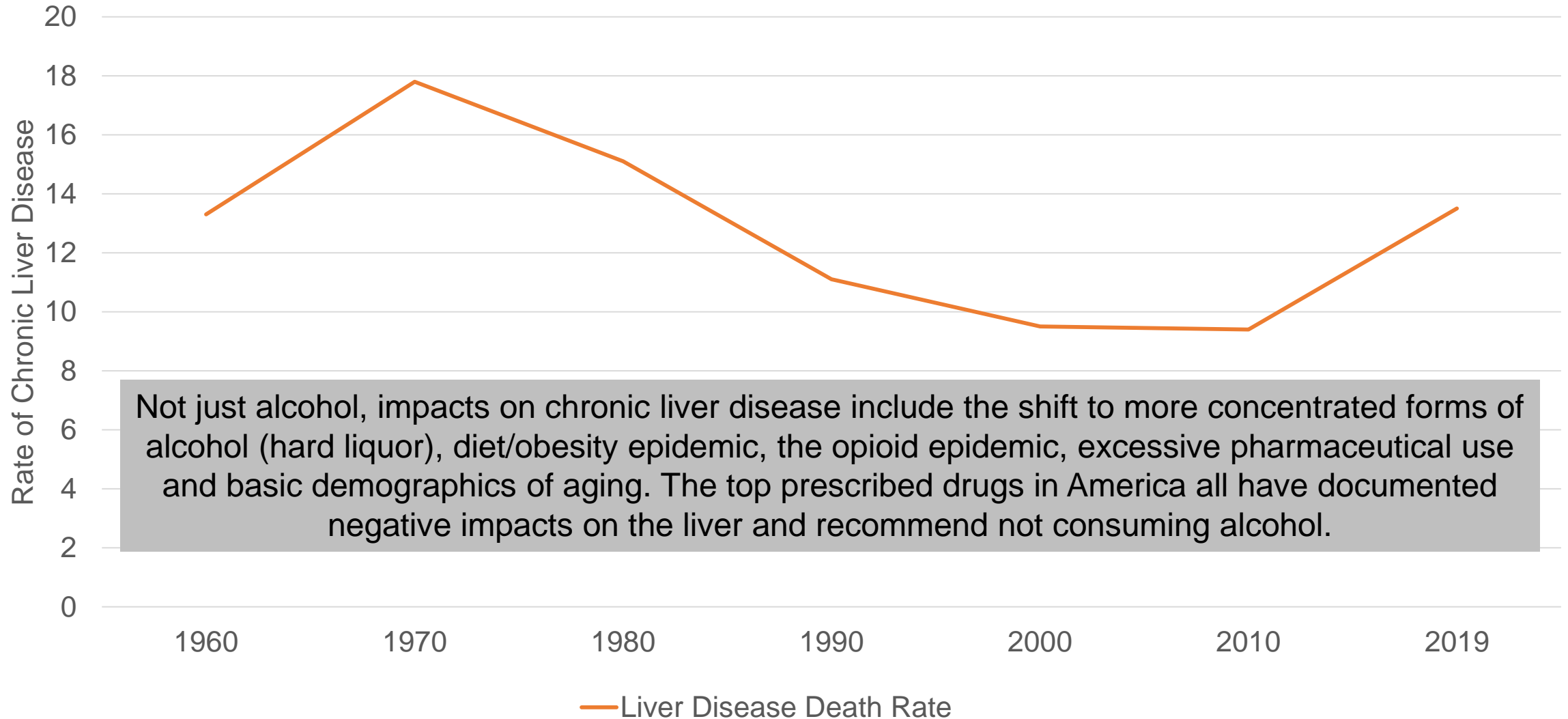
**(CNN)** — The need for liver transplants because of heavy drinking soared during the pandemic, researchers reported Tuesday.

### Sponsored Content

- Psaki tests positive for Covid, last saw Biden Tuesday
- CNN witnesses 9-year-old being sold for marriage to 55-year-old...

A dark blue advertisement for USAA Auto & Renters Insurance. The text "AUTO RENTERS" is prominently displayed in white and yellow.

# U.S. Rate of Chronic Liver Disease 1960 – 2019



# Shifting Consumer Demand Who, Where and What People Drink

Over 2,329 state alcohol laws have changed since 2012.

Fewer dry counties. Reverse Sunday sales ban (brunch bills) and more repeal efforts continue in 2021. Increased access for spirits across grocery and convenience channels. Cocktails to Go, Beer to Go and home delivery services finding permanency in State Houses.



Cultural acceptance of alcohol sales spreading into main street, barbershops, beauty salons, laundromats, libraries, zoos, theme parks, retirement homes, and many other nontraditional drinking places. Mainstreet vs. Bourbon Street.



# Shifting Consumer Demand

## Who, Where and What People Drink – Did we go too far?



100 years ago, the police were breaking up bootlegging operations around the country. Fast forward to today and the Washington, Post reports: The rise and fall of the Jack Daniel's committee: How D.C.'s police union lodge made thousands selling whiskey online. "The lodge bought a 53-gallon barrel of whiskey for \$11,000 at the Jack Daniel's distillery in Lynchburg, Tenn. The distillery put that whiskey into 240 bottles, and Kruggel had them engraved with the D.C. lodge's logo..."

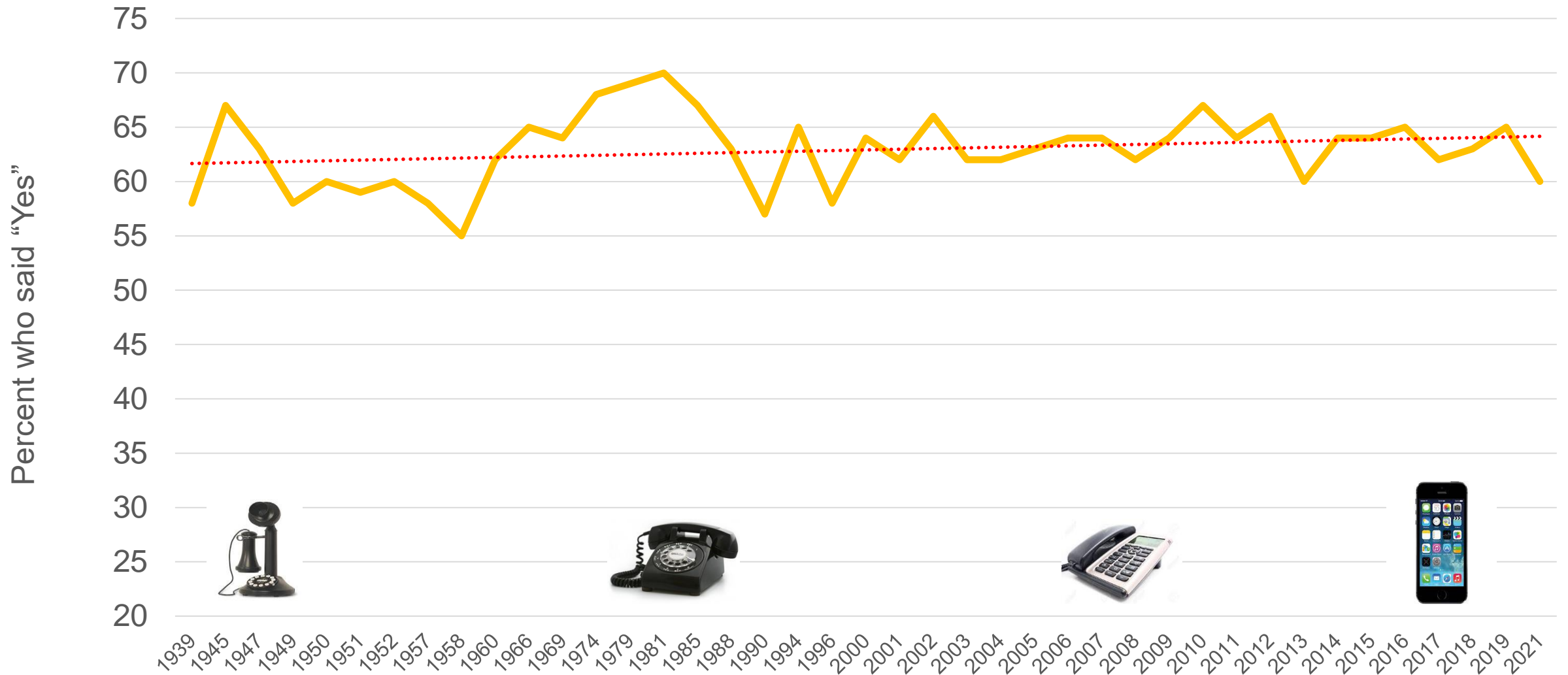


The FAA says its "investigations show that alcohol often contributes to this unsafe behavior," which is why FAA officials are calling for the end of to-go alcohol in airports around the country. They're also calling for airport police to arrest more people who are being unruly or violent.



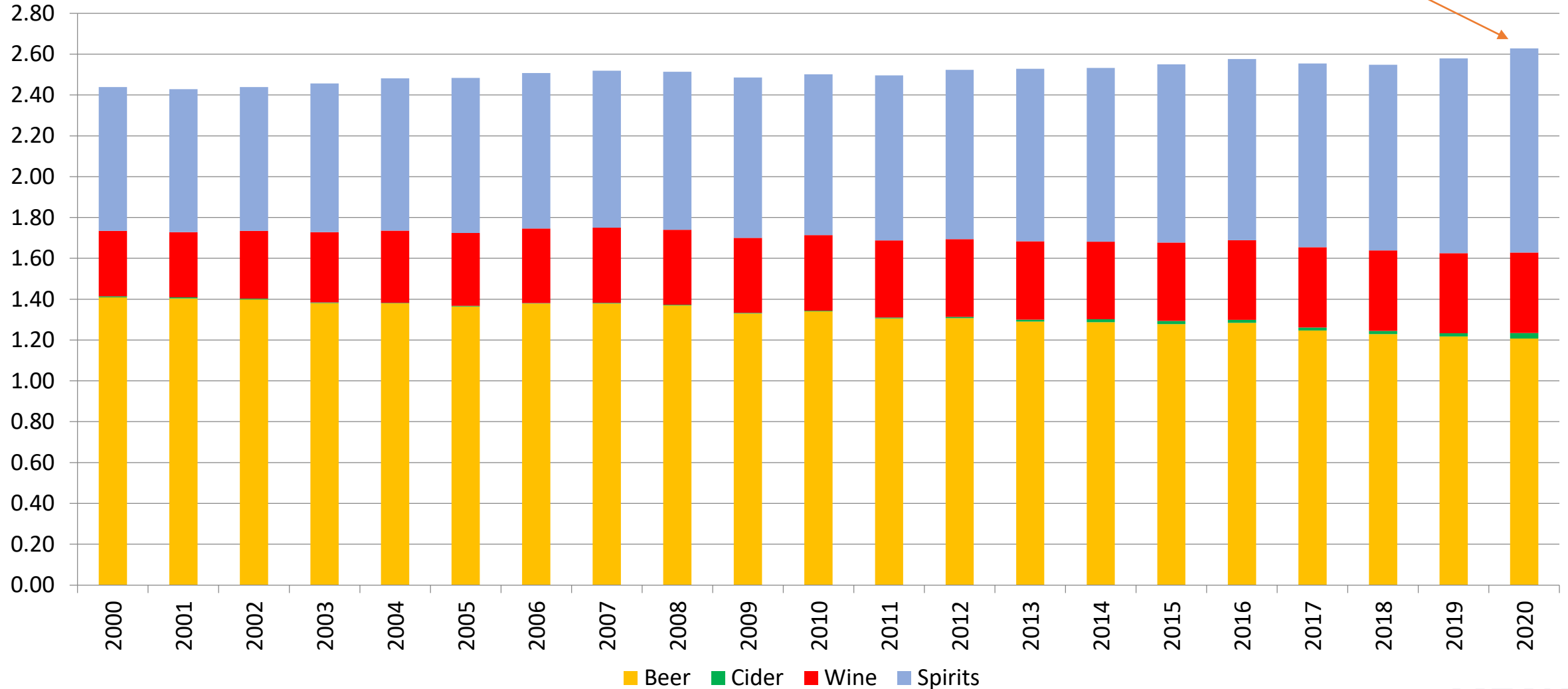
# Alcohol Consumption Is Consistent Over Time

## “Do You Have Occasion to Drink Alcohol?”



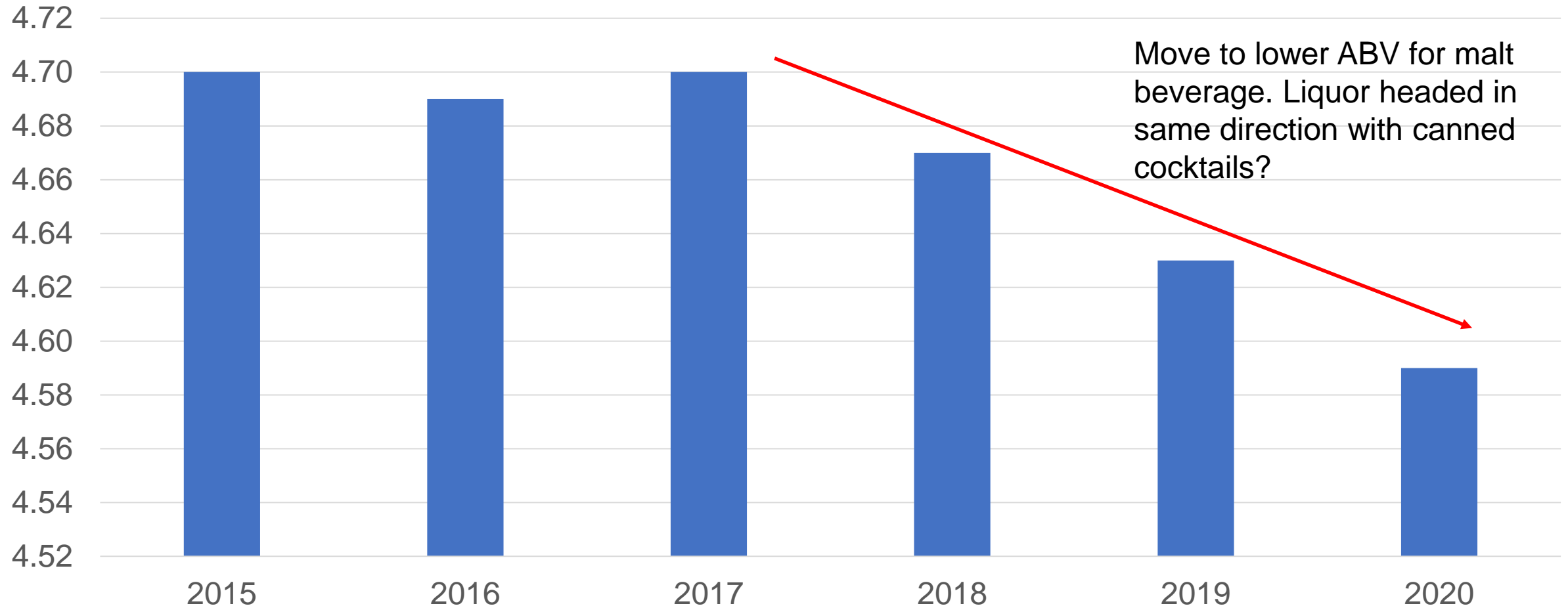
# Gallons of Total Ethanol Supplied per Capita U.S. Totals CY 2000 to CY 2020

Between 2019 and 2020, even with 4%+ liquor growth in 2020, 1 extra drink per person per month

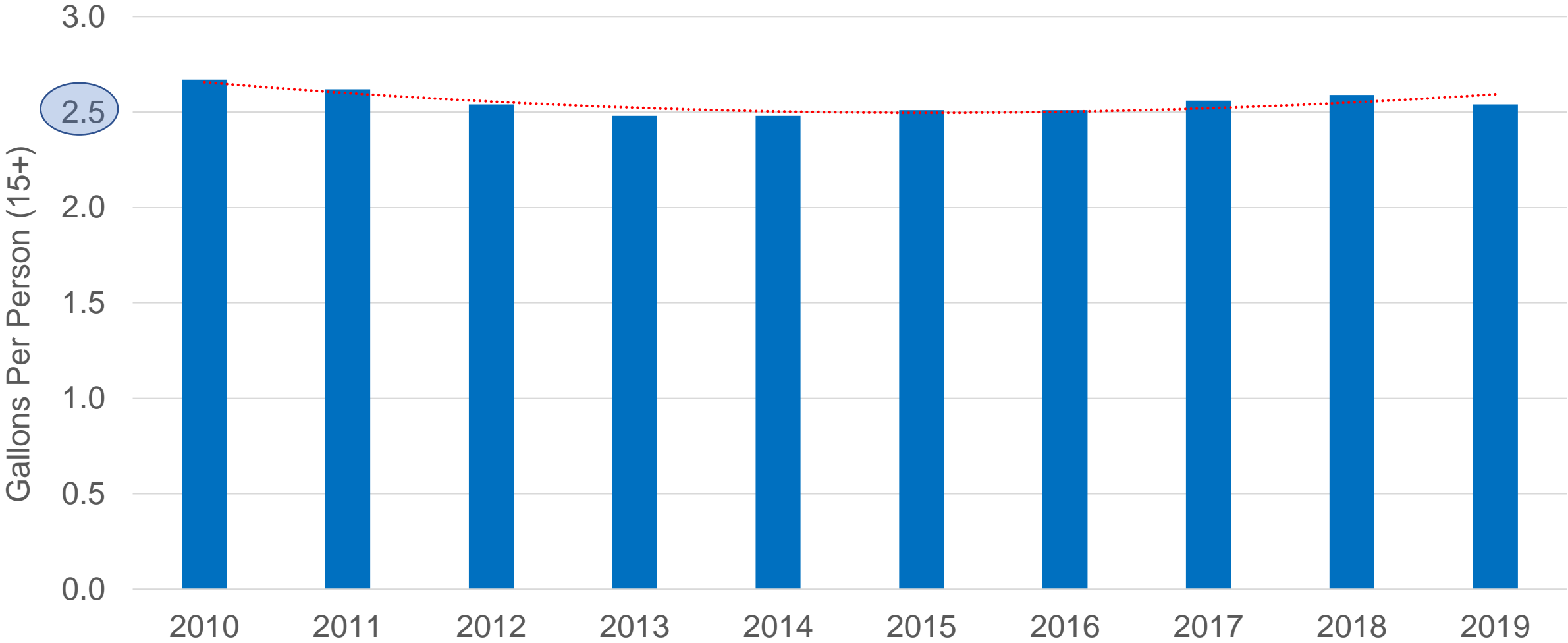




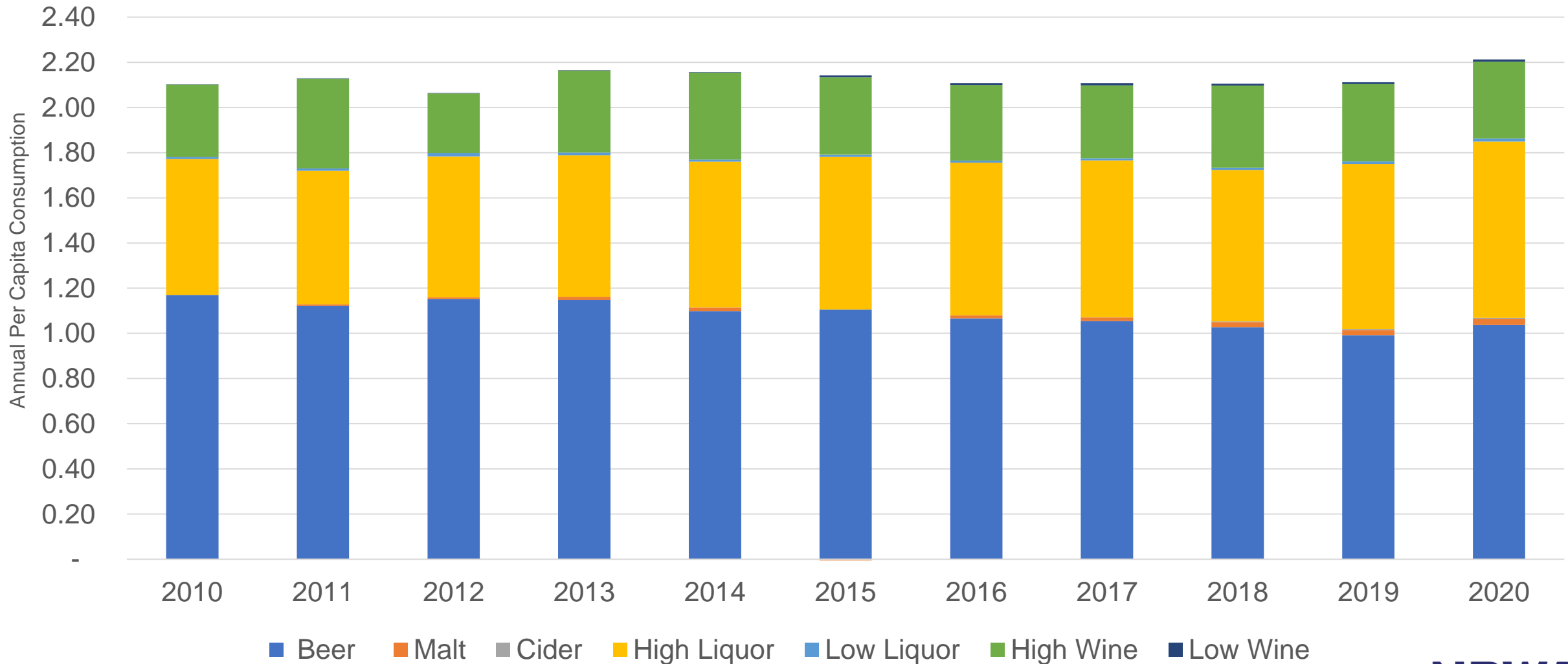
# Average Weighted ABV for Malt Beverages 2015 to 2020



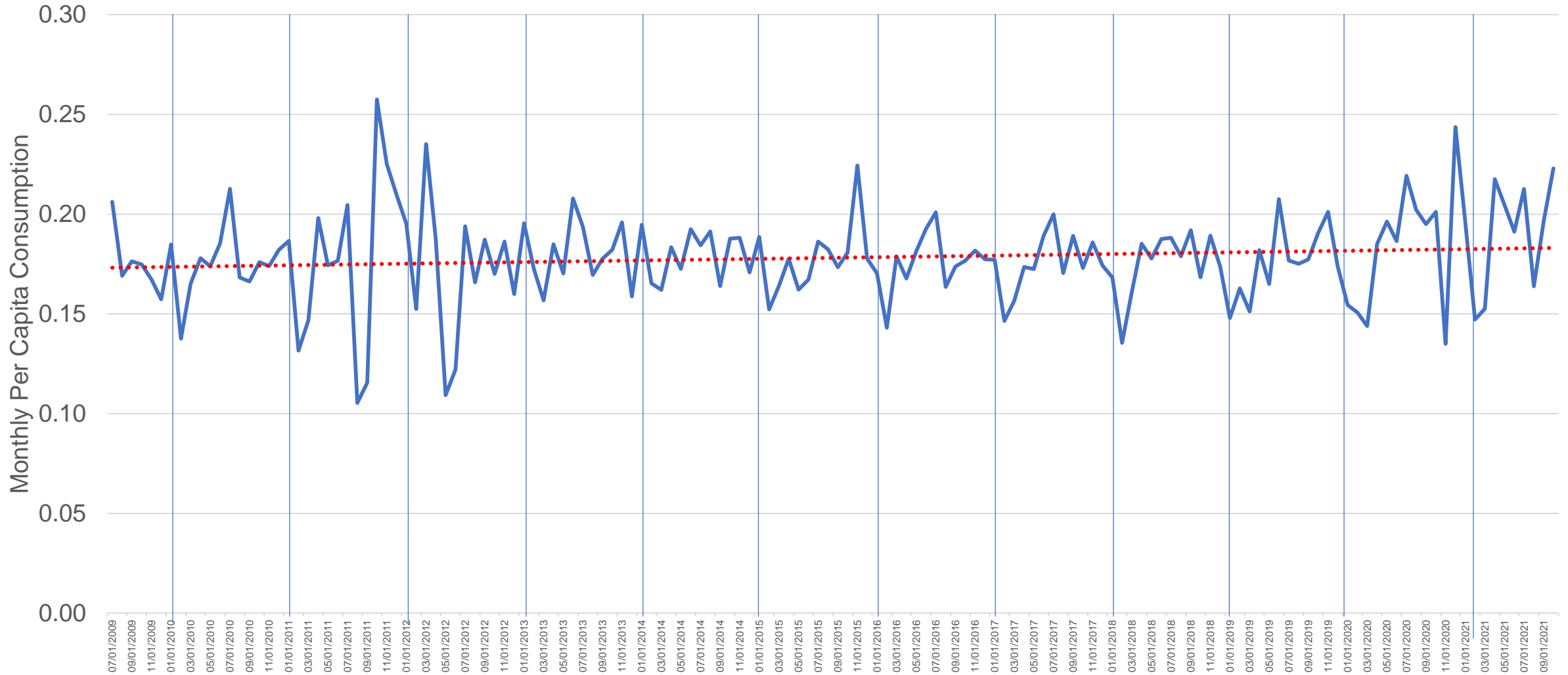
# Same Total Consumption Patterns in United Kingdom Per Capita Consumption of Total Alcohol (15+)



# Total Per Capita Ethanol Consumption in Arkansas Gallons of Beer, Wine and Spirits Equalized by ABV 2009 to 2020



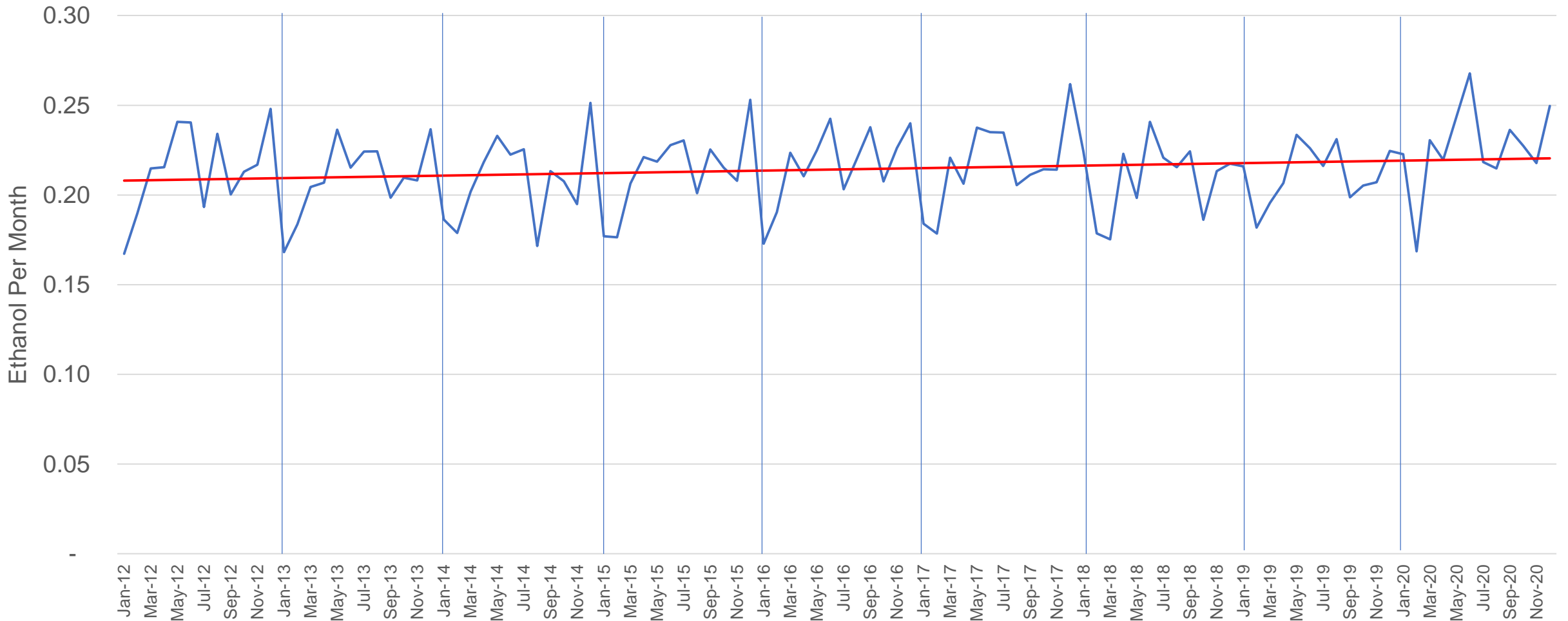
# Total Per Capita Ethanol Consumption in Arkansas Gallons of Beer, Wine and Spirits Equalized by ABV By Month July 2009 to Dec 2020



Source: State of Arkansas, Department of Finance and Administration, Complied by NBWA, 2021

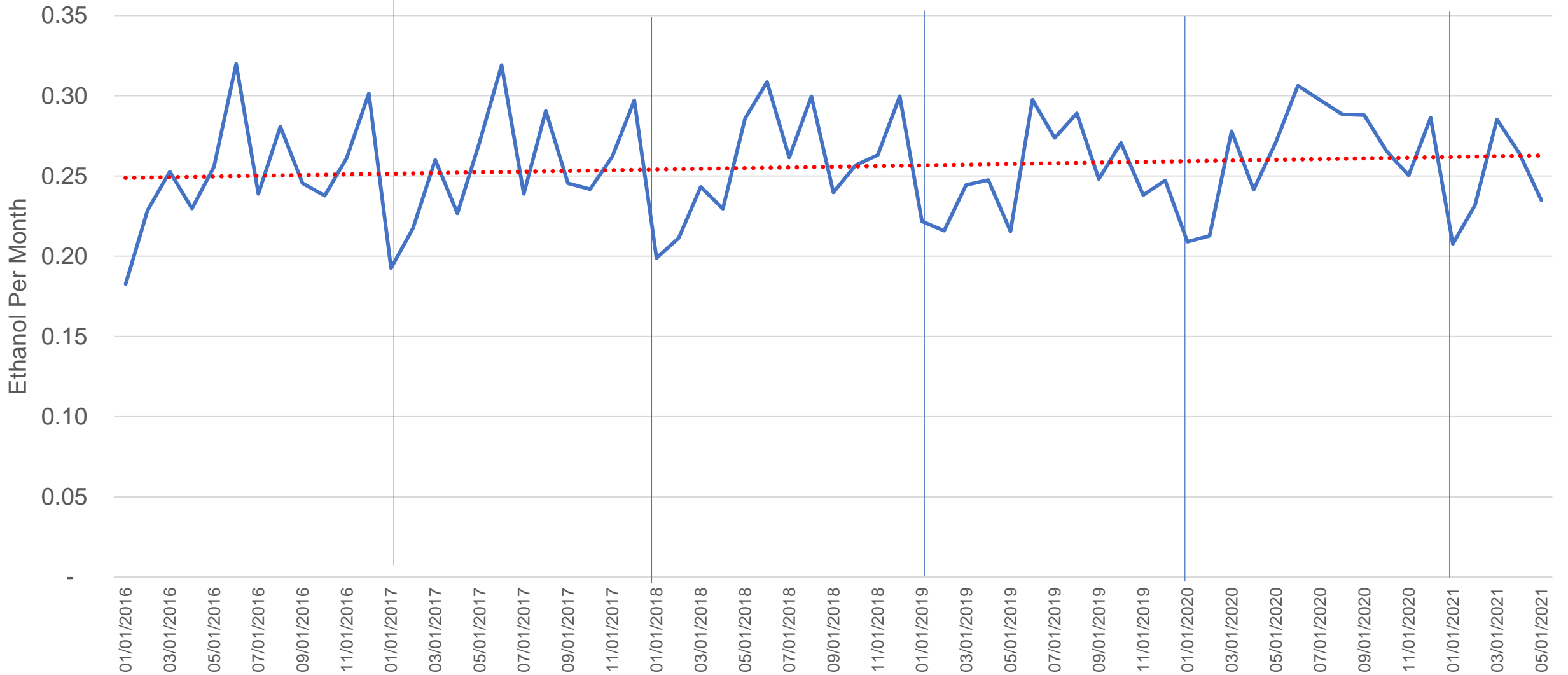


# Total Per Capita Ethanol Consumption in Texas Gallons of Beer, Wine and Spirits Equalized by ABV By Month Jan 2012 to Dec 2020



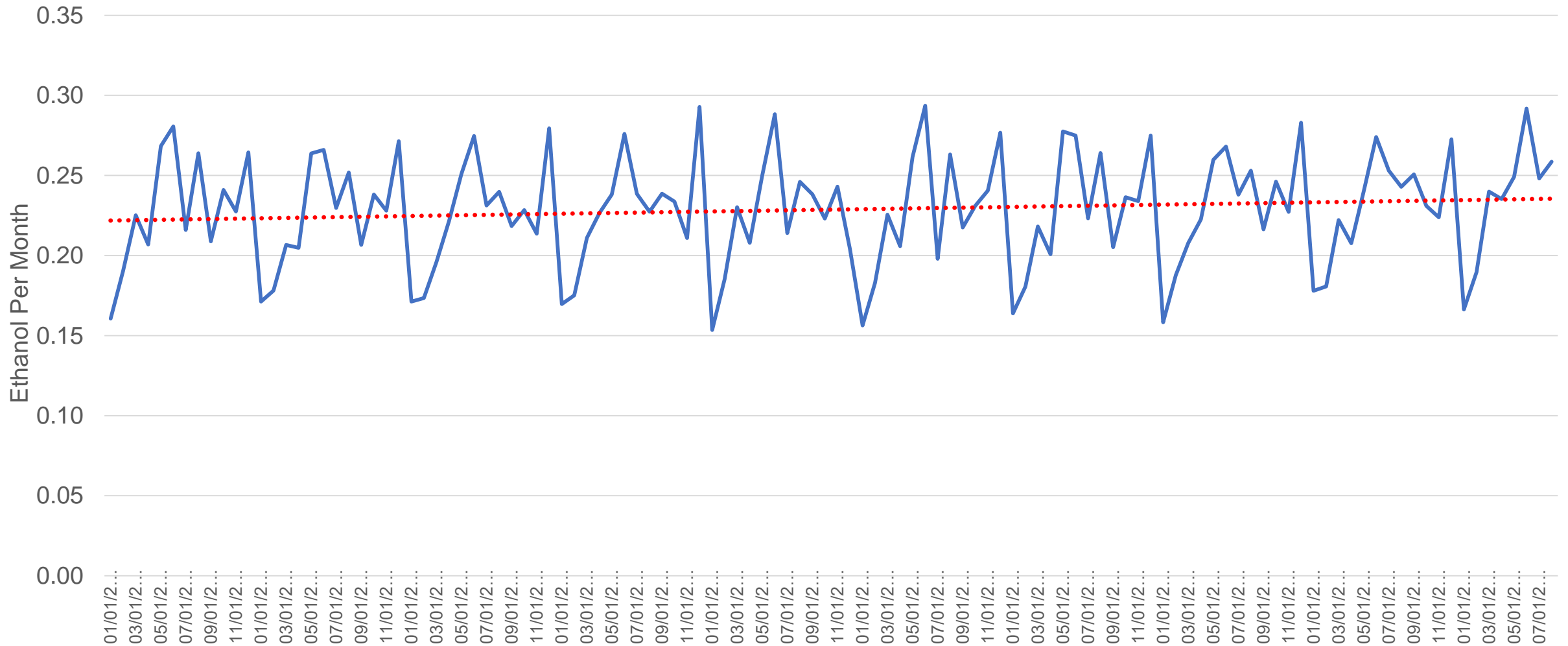
Source: <https://www.tabc.texas.gov/services/alcohol-excise-taxes/> and Compiled by NBWA, 2021

# Colorado Monthly Per Capita Ethanol Supply Gallons of Beer, Wine and Spirits Equalized by ABV January 2016 to Present (May 2021)

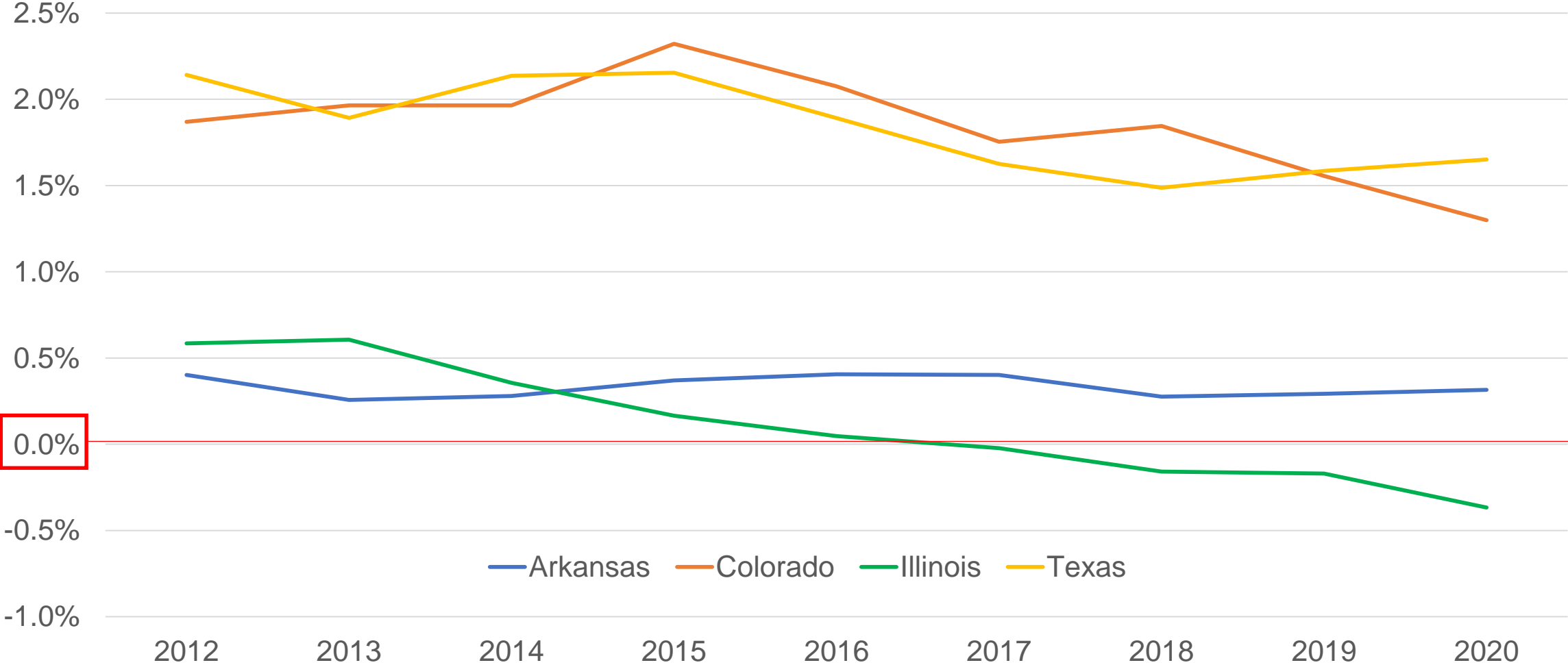




# Illinois Monthly Per Capita Ethanol Supply Gallons of Beer, Wine and Spirits Equalized by ABV January 2012 to Present (July 2021)

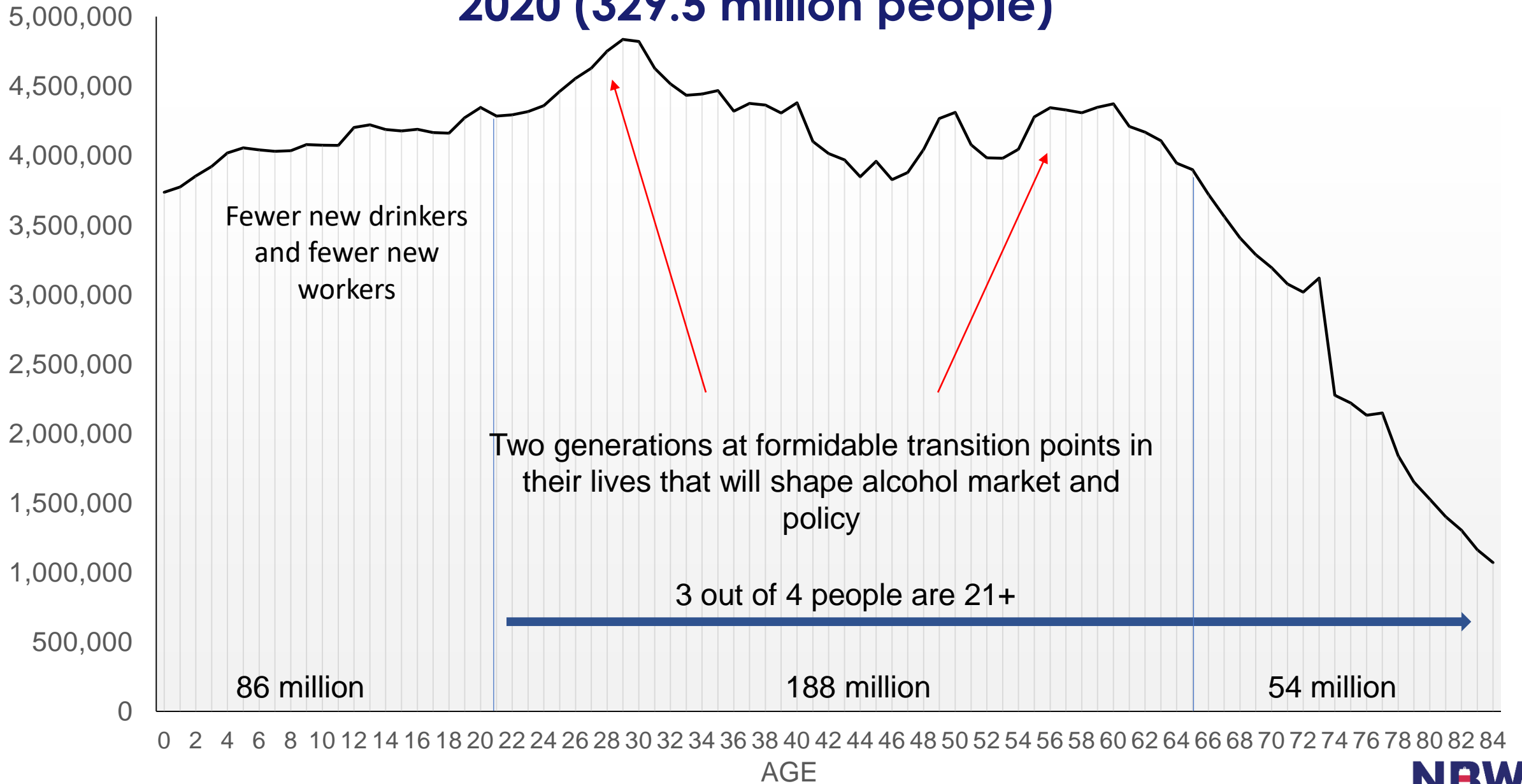


# Selected States LDA Population Growth Rates 2012-2020

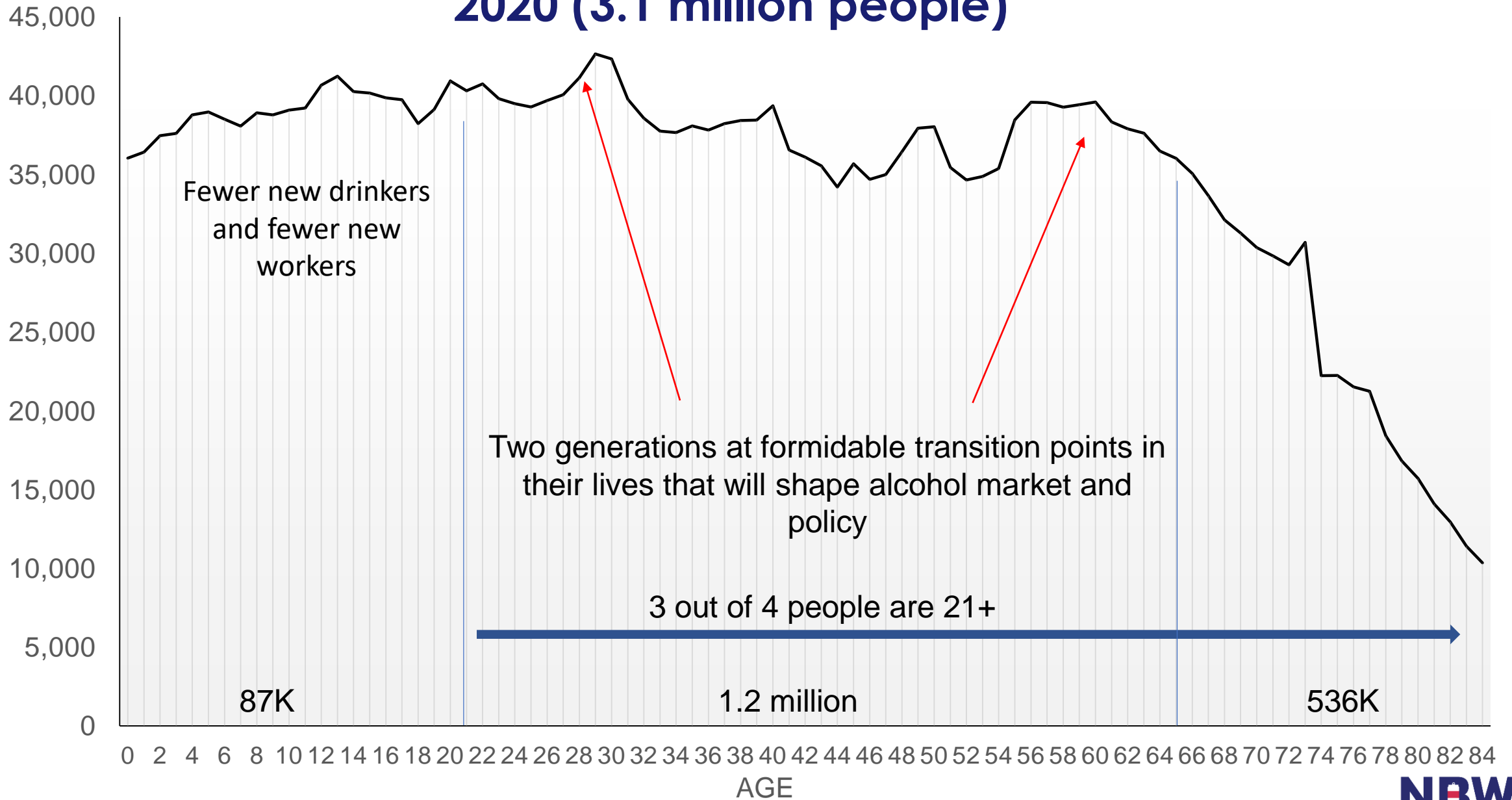


Source: US Census CPS and Compiled by NBWA, 2021

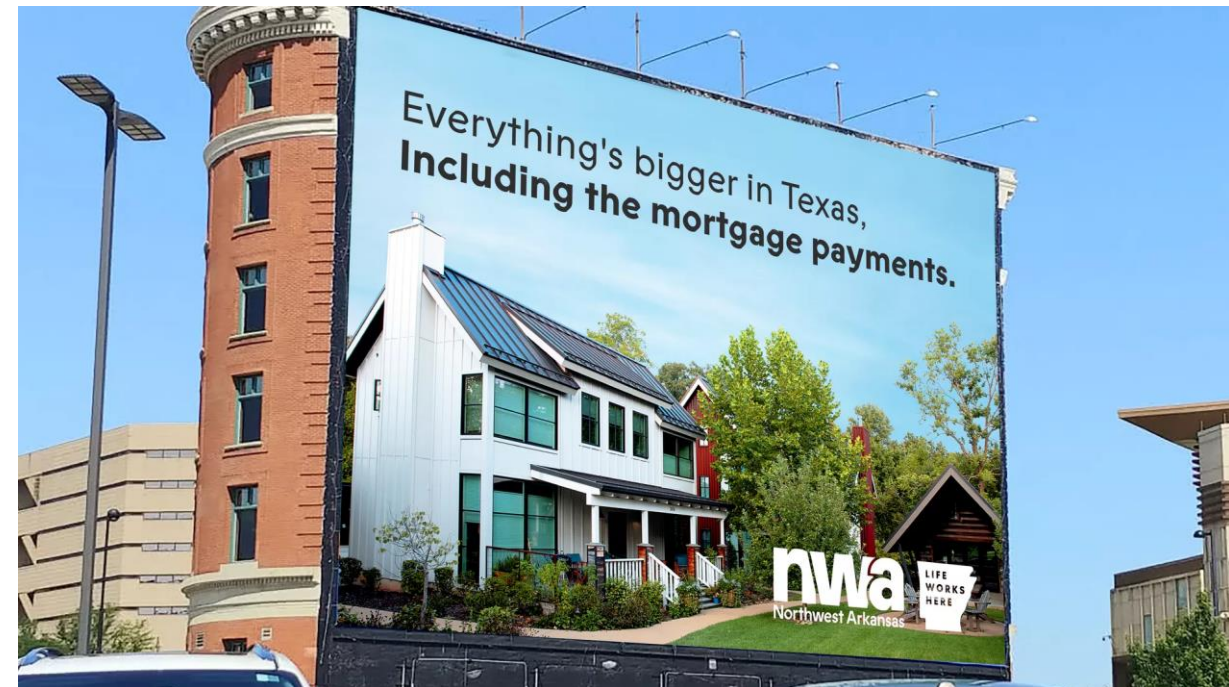
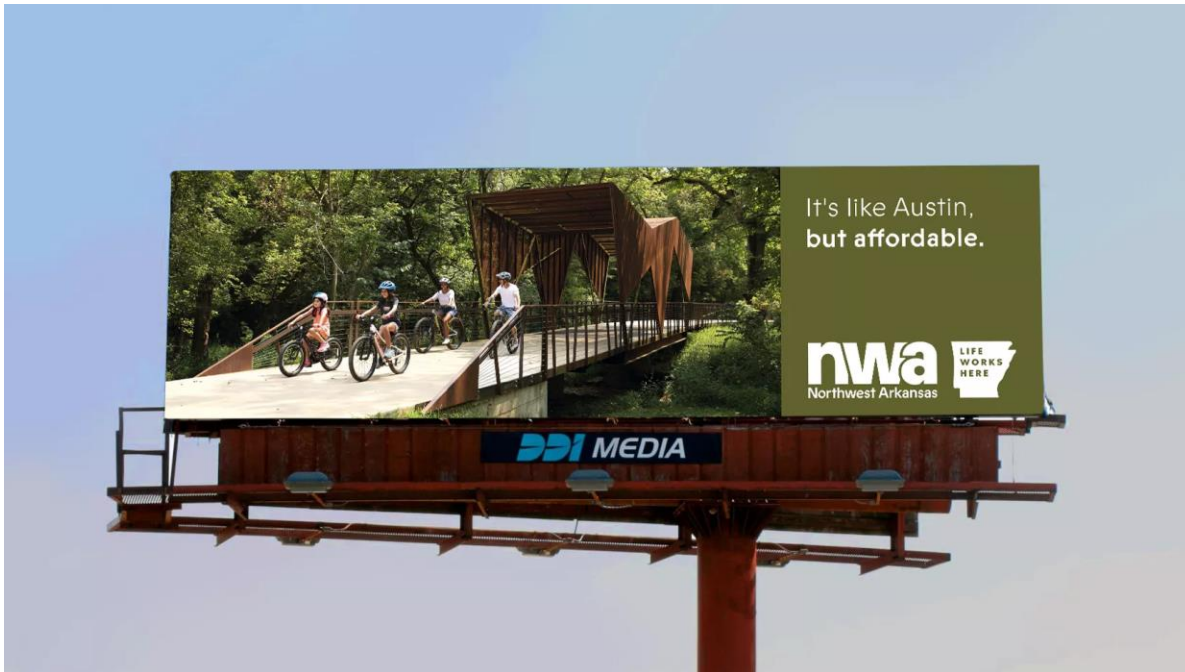
# U.S. Population by Age 2020 (329.5 million people)



# Arkansas Population by Age 2020 (3.1 million people)

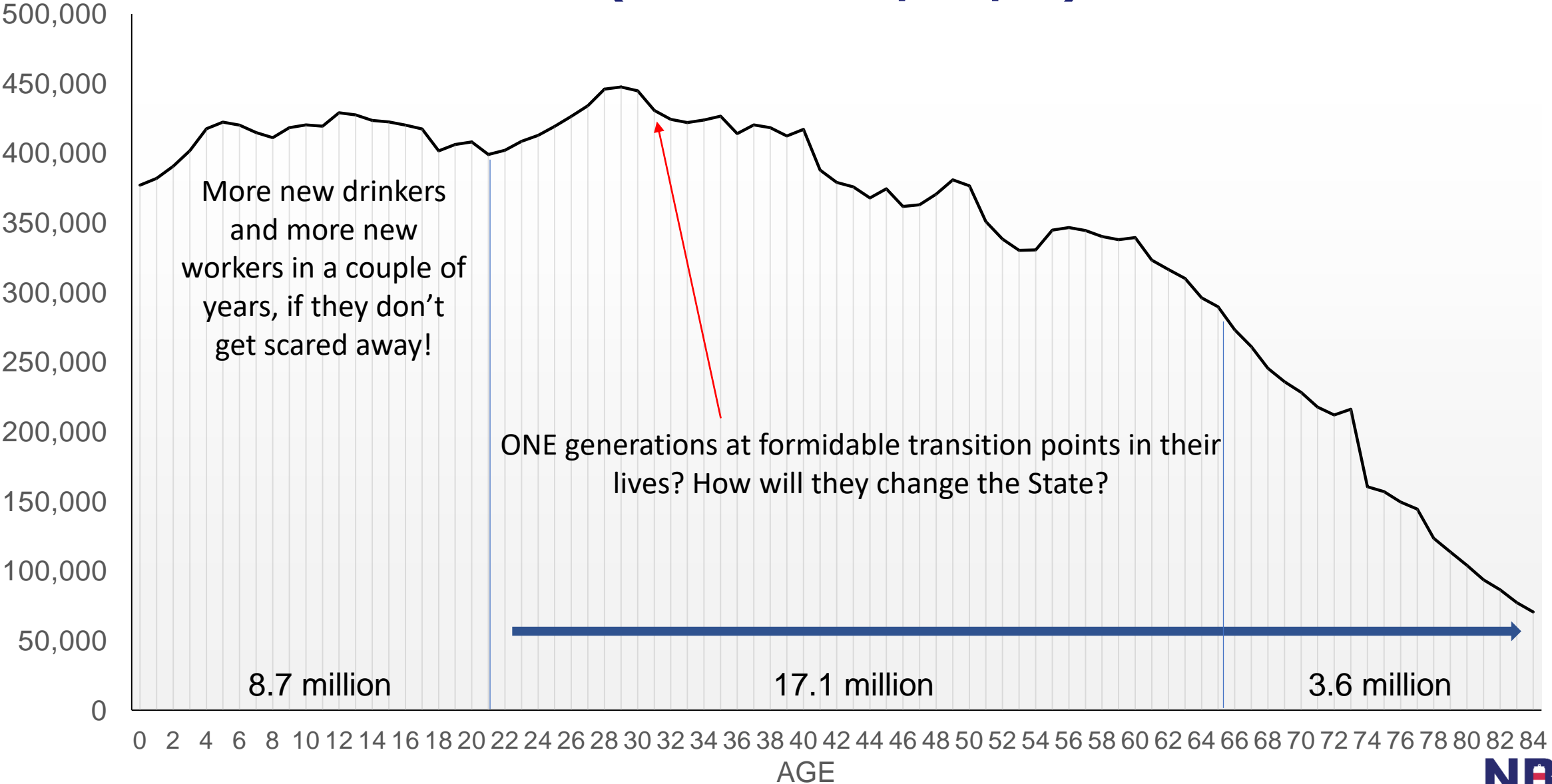


# Demographics Are Destiny



Fayetteville median price \$265K  
Austin Roundrock median price \$515K

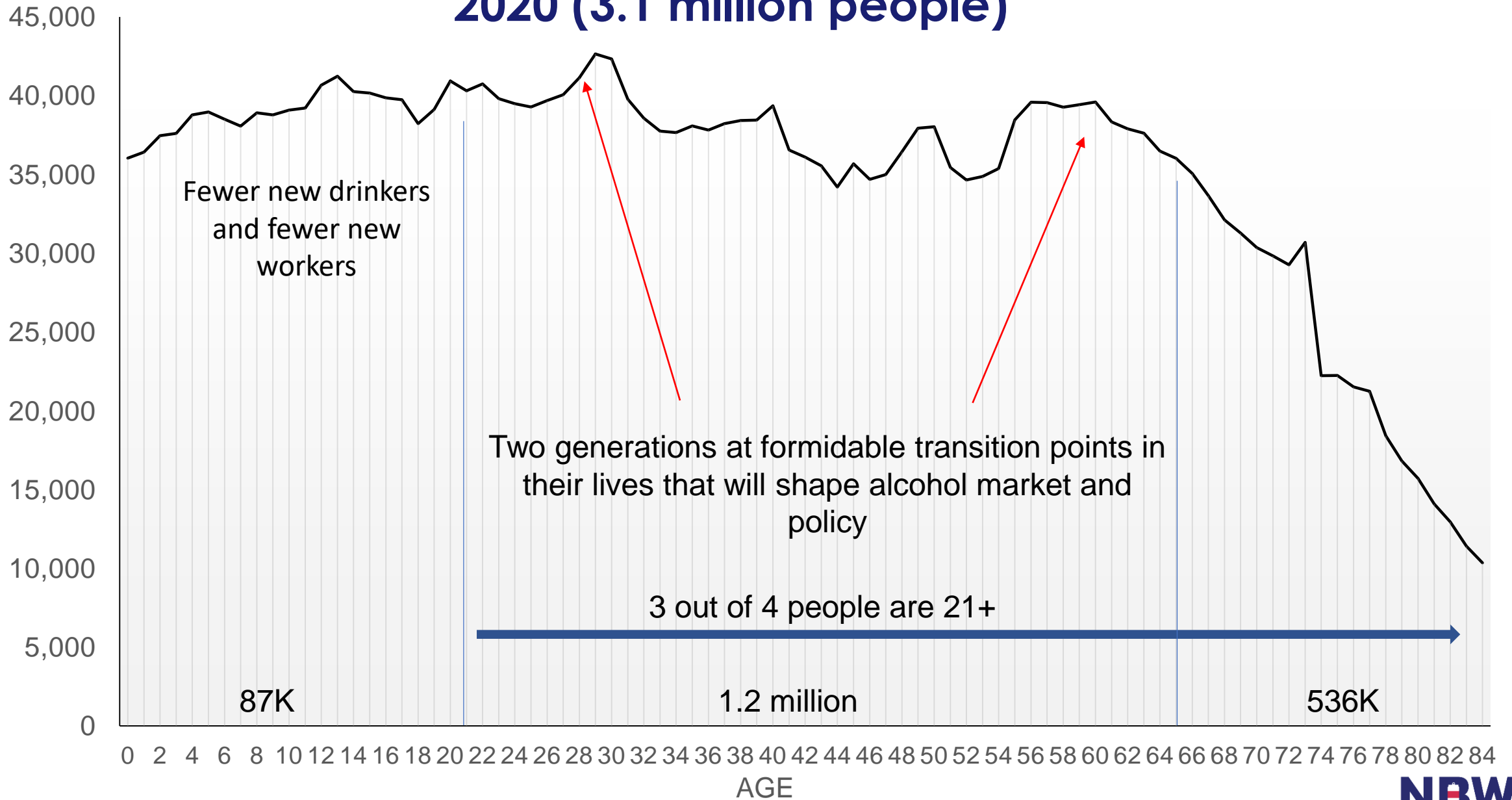
# Texas Population by Age 2020 (29.4 million people)



Source: U.S. Census Population Estimates and NBWA 2019.



# Arkansas Population by Age 2020 (3.1 million people)



# Access to Alcohol is Expanding!



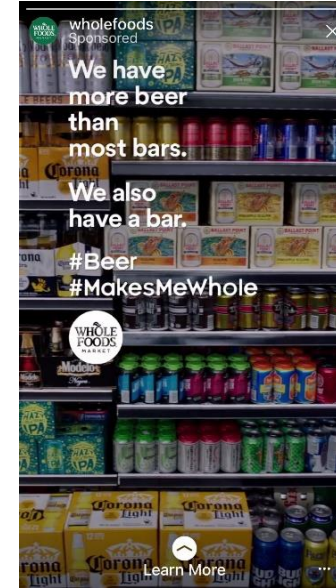
Fast Food



Bed, Bath and Beyond



Nordstrom's



Whole Foods



On the street



Zoo



Taprooms



Movie Theaters



Laundromats

# Even at The Library



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ANNOUNCING THE 1ST ANNUAL TEXAS COOKBOOK MONTH  
OCTOBER 2-28, 2018  
AUSTIN CENTRAL LIBRARY COOKBOOK BAR & CAFÉ  
710 W. CESAR CHAVEZ STREET



## COCKTAILS

- \$10 -

### TEQUILA MOCKINGBIRD

Jalapeno-infused tequila, muddled watermelon, basil, lime, agave, strained over ice

### A MIDSUMMER NIGHT'S DRAM

Bourbon, Saint Germain, ginger ale, orange and lemon zest

### THE ADVENTURES OF HUCKLEBERRY GIN

Muddled seasonal berries, lime, simple syrup, gin, topped with club soda

### LAST OF THE MOJITOS

Rum, muddled mint, simple syrup, pomegranate juice, topped with club soda on ice

### A COCKTAIL OF TWO CITIES

Cucumber-basil infused vodka, lime juice, simple syrup, shaken and

## BEER

### DRAFT - \$7

Austin Beer Works - Bloodwork Orange IPA  
Real Ale - Swifty American Pale Ale  
St. Elmo - Carl Kölsch  
Live Oak - Hefeweizen

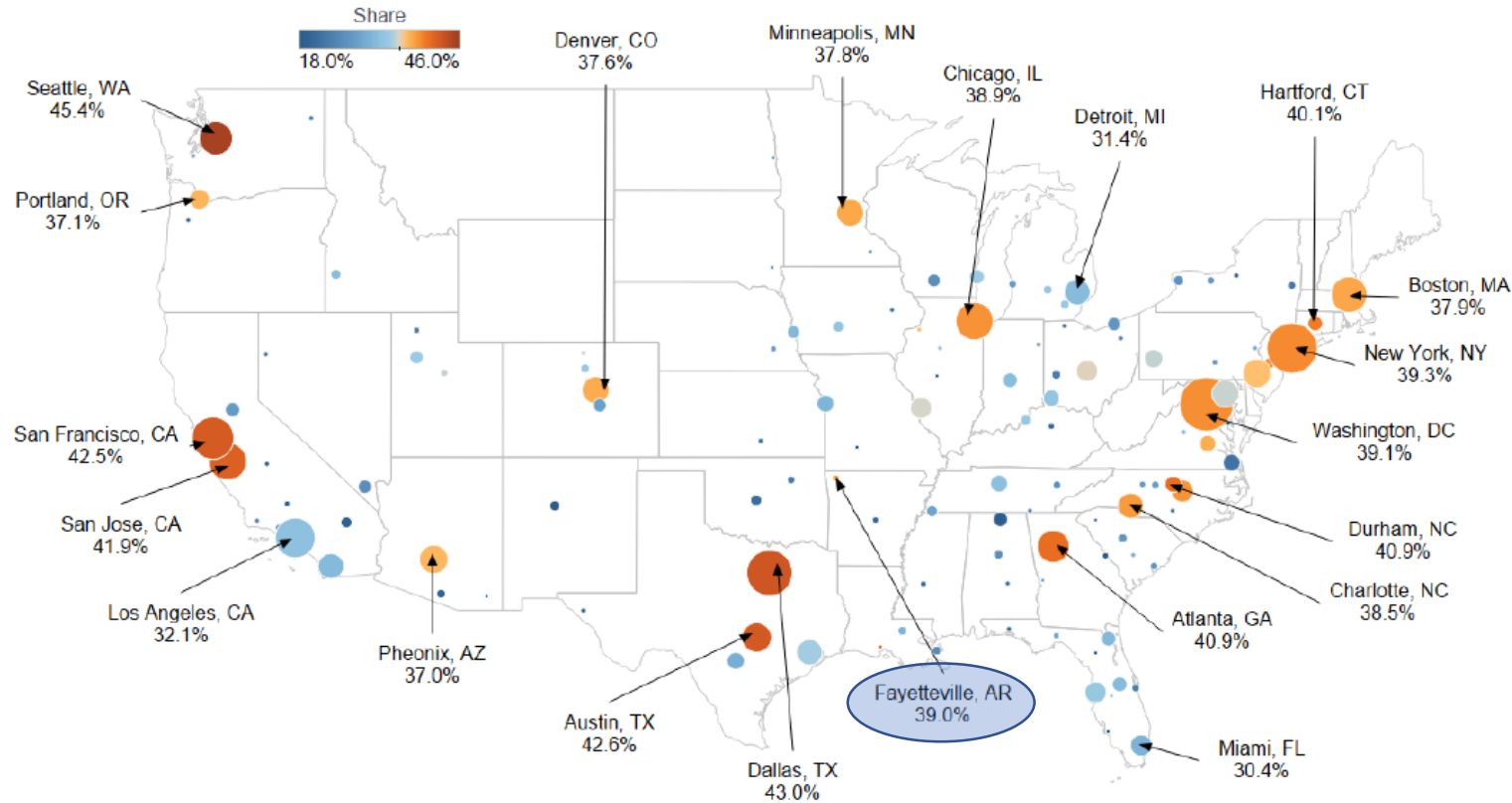
### CAN - \$5

Austin Eastciders - Original Cider  
Blue Owl - Little Boss Sour Wheat  
Lone Star 16oz



# Where are the frontier tech hubs?

Percent of tech online job postings that mention at least 1 of the top 100 fastest growing tech skills, 2019 to October 2021

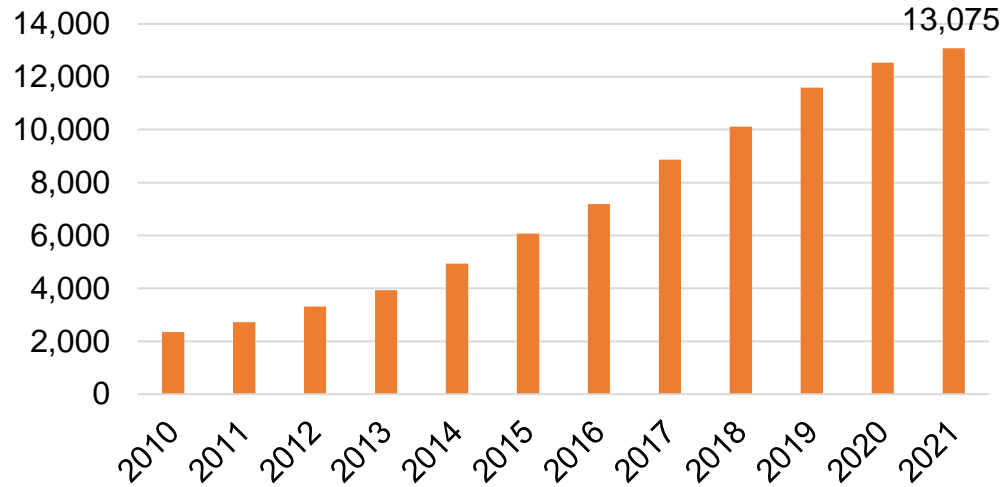


Source: The Conference Board®-Burning Glass® Help Wanted OnLine® (HWOL) data series  
© 2021 The Conference Board, Inc.

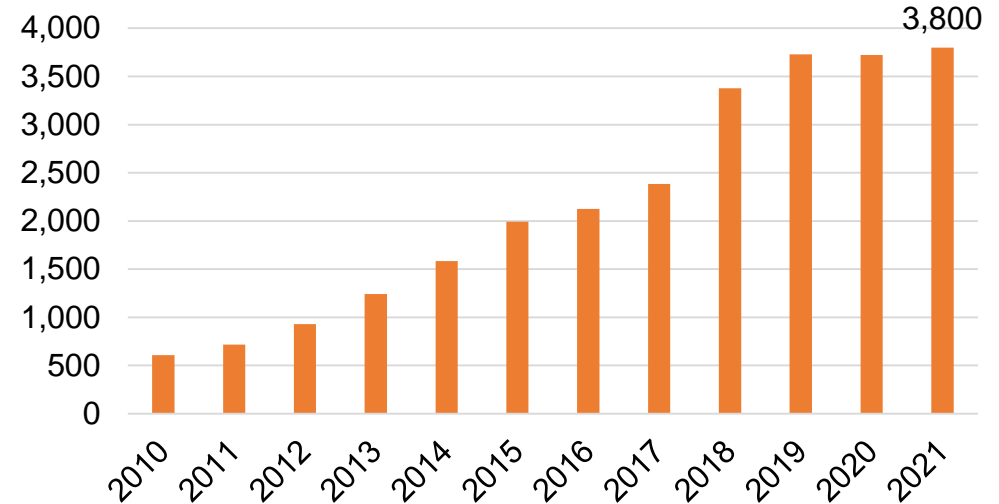


# Total U.S. Alcohol Beverage Manufacturing Permits Continue to Grow Across All Segments

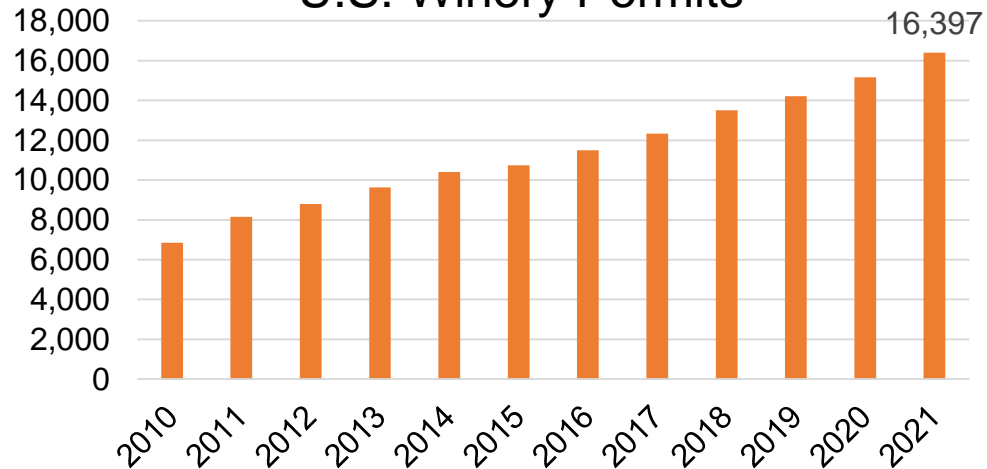
## U.S. Brewery Permits



## U.S. Distillery Permits



## U.S. Winery Permits



Over 32,000 alcohol manufacturers in U.S. Despite COVID-19. Policy changes, demographics and economics drive growth in a race to match innovation and consumer demand. Even DC now has 10 permitted wineries.

## U.S. Tax and Trade Bureau Permitted Brewery Count 12,928 Total Permits 2021 Q2

State	Count	State	Count	State	Count
Alabama	71	Kentucky	119	North Dakota	31
Alaska	70	Louisiana	68	Ohio	508
Arizona	169	Maine	209	Oklahoma	91
Arkansas	75	Maryland	181	Oregon	436
California	1,481	Massachusetts	311	Pennsylvania	662
Colorado	571	Michigan	619	Rhode Island	51
Connecticut	168	Minnesota	295	South Carolina	140
Delaware	50	Mississippi	28	South Dakota	61
DC	16	Missouri	219	Tennessee	198
Florida	513	Montana	130	Texas	543
Georgia	197	Nebraska	76	Utah	55
Hawaii	48	Nevada	79	Vermont	108
Idaho	116	New Hampshire	135	Virginia	434
Illinois	412	New Jersey	191	Washington	645
Indiana	290	New Mexico	155	West Virginia	38
Iowa	151	New York	692	Wisconsin	364
Kansas	84	North Carolina	519	Wyoming	55



## U.S. Tax and Trade Bureau Permitted Brewery Count 396 New Permits YTD 2021 Q2

State	Count	State	Count	State	Count
Alabama	3	Kentucky	1	North Dakota	0
Alaska	4	Louisiana	0	Ohio	26
Arizona	-1	Maine	12	Oklahoma	3
Arkansas	5	Maryland	5	Oregon	8
California	16	Massachusetts	18	Pennsylvania	43
Colorado	10	Michigan	14	Rhode Island	0
Connecticut	6	Minnesota	9	South Carolina	9
Delaware	3	Mississippi	3	South Dakota	3
DC	-1	Missouri	7	Tennessee	2
Florida	13	Montana	2	Texas	17
Georgia	11	Nebraska	3	Utah	1
Hawaii	4	Nevada	8	Vermont	2
Idaho	-2	New Hampshire	0	Virginia	14
Illinois	7	New Jersey	5	Washington	18
Indiana	13	New Mexico	4	West Virginia	3
Iowa	2	New York	26	Wisconsin	-1
Kansas	6	North Carolina	28	Wyoming	4

# The Economic Impacts of Alcohol Beverage Industry Arkansas 2020 \$4.9Billion Impacts + \$1Billion in Taxes

<b>Direct Impacts</b>	<b>Jobs</b>	<b>Wages</b>	<b>Economic Impacts</b>
Brewery	377	\$10,435,800	\$165,533,000
Winery	116	\$5,751,600	\$39,730,700
Distillery	642	\$51,966,500	\$874,671,800
Wholesale	1,602	\$104,146,800	\$406,138,300
Retail	7,698	\$190,910,900	\$521,619,400
<b>Total Direct Impact</b>	<b>10,435</b>	<b>\$363,211,600</b>	<b>\$2,007,693,200</b>
Supplier Impact	6,954	\$382,013,400	\$1,639,586,100
Induced Impact	7,191	\$317,810,000	\$1,334,874,500
<b>Total Impacts</b>	<b>24,580</b>	<b>\$1,063,035,000</b>	<b>\$4,982,153,800</b>

<b>Taxes Paid</b>	<b>Tax Collections</b>
Federal Business and Personal Taxes	\$260,615,90
State and Local Business and Personal Taxes	\$512,132,600
Federal Excise Taxes	\$72,405,700
State Excise Taxes	\$26,899,400
Other State and Local Taxes	\$135,049,200
<b>Total Business and Excise Tax</b>	<b>\$1,007,102,800</b>

# NBWA

AMERICA'S BEER & BEVERAGE DISTRIBUTORS

# Thank You

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