



# News Release

Oregon Liquor Control Commission  
9079 SE McLoughlin Blvd., Portland, OR 97222-7355

For more information:  
Christie Scott, OLCC Public Affairs Specialist, (503) 872-5002  
[www.oregon.gov/olcc](http://www.oregon.gov/olcc)

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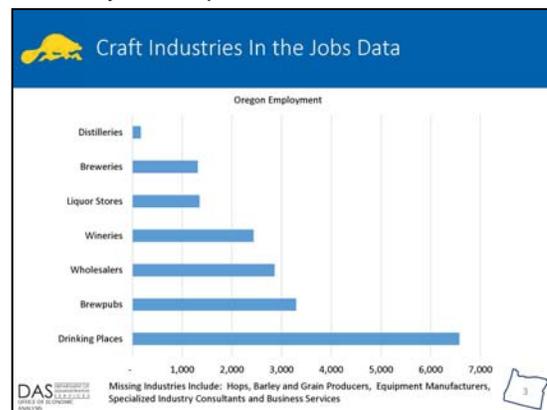
## **Oregon Alcohol Industry Important to Future Economic Growth**

**PORTLAND, Ore.** – On Friday, September 12, 2014, the Commissioners of the Oregon Liquor Control Commission hosted several panels of alcohol industry experts regarding how the economy is impacted by Oregon’s growing craft alcohol beverage industries. The OLCC Commissioners were joined by members of the Legislative Joint Interim Task Force on OLCC.

Two of the four panels featured representatives from Oregon’s craft industry leaders and various boards and associations that represent each of the industries, beer, wine, cider and spirits. The presentations accentuated how the various industries are tied together as an economic cluster with opportunities for growth among all parts of Oregon’s regional economy. The Oregon Wine Board reported that Oregon’s wine economy has a \$2.7 billion statewide impact. The Oregon Brewers Guild estimated the economic impact of local brewers is \$1.6 billion.

The other two panels addressed workforce opportunities and industry development in other sectors such as agriculture, tourism, marketing, and hospitality. According to the Oregon Craft Beverage Council, Oregon Breweries make up 6,500 jobs, Oregon Distilleries make up 350 jobs, and Oregon Wineries make up 13,500 jobs.

Rural employment was noted as having the most significant impact from craft beer, wine, spirits and cider. The Oregon Brewers Guild reported that 44 out of 74 Oregon breweries are in rural areas. The Office of Economic Analysis shared that while statewide the share of employment for the alcohol cluster is slightly above one percent, the alcohol cluster represents more than two percent of employment along the North Coast and just below two percent in the Columbia Gorge and across Central Oregon. Tourism is one of the top three employers in rural Oregon, with 94,000 Oregonians directly employed by the hospitality and tourism industry according to Travel Oregon.



“As policy makers, it’s imperative that we fully understand the industry that we’re regulating so that we can make the best informed decisions to encourage positive growth,” says Rob Patridge, OLCC Chair. “Oregon’s craft beverage industry creates thousands of jobs – literally from the ground up – starting with the fruits and grains grown here in Oregon all the way to the restaurants and special events where they’re served.”

“It was amazing to hear how Oregon’s alcohol industry is tied, sustaining a strong, local economy,” says Senator Lee Beyer. “What I thought was particularly valuable is what they see for the future and how we can help shape their industry for future success and continued contributions to Oregon’s economy.”

The Northwest Cider Association (NWCA) reported a 42 percent increase in sales of import and domestic cider from 2005 to 2013. The legislation expanding the use of growlers was cited by NWCA as one of the accomplishments leading up to growth in the industry.

Photos available on OLCC’s [Flickr page](#).  
Presentations available on [OLCC’s web site](#).

*Did you know that in the last two years, the OLCC distributed more than **\$416 million** to Oregon’s General Fund, Cities, Counties, and Drug and Alcohol Abuse Programs? [See the distribution of dollars on OLCC’s Website.](#)*