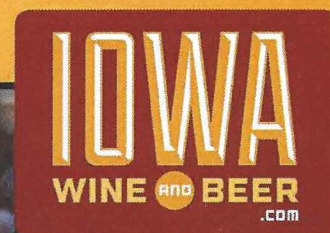


# IOWA CRAFT BEER 2014 ECONOMIC IMPACT

travel  
**IOWA**



THE ECONOMIC IMPACT  
OF CRAFT BEER IN IOWA

**EXCEEDED**

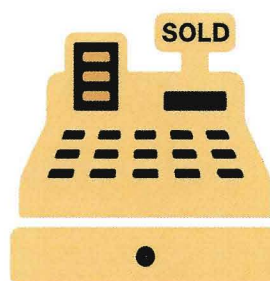
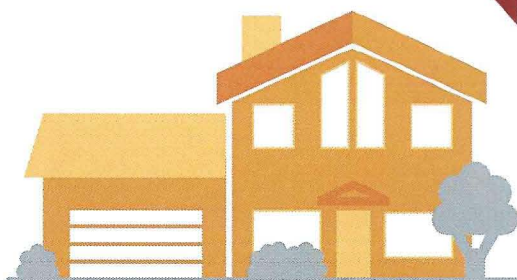
**\$100** 

**MILLION**

THE CRAFT BEER  
INDUSTRY IN IOWA  
**SUPPORTS**

**1,500**   
**JOB**

**INCREASED IOWANS  
PERSONAL INCOME BY  
NEARLY \$42 MILLION**

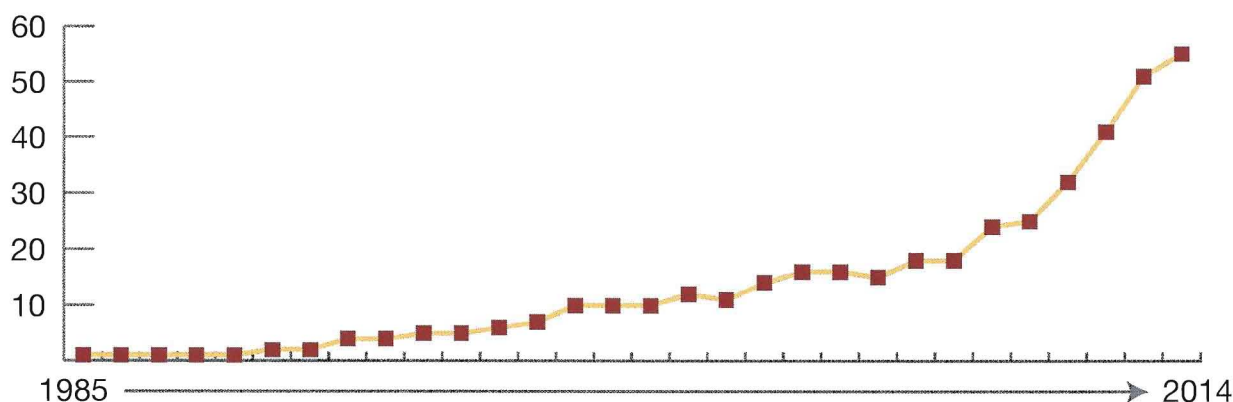


**82%**

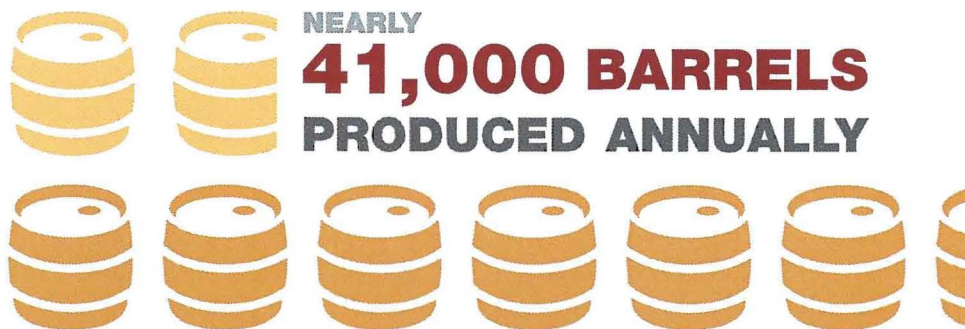
OF IOWA  
CRAFT BEER  
**IS SOLD  
IN-STATE**

**18% IS SOLD  
OUT-OF-STATE**

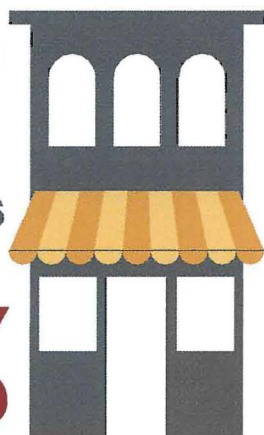
## NUMBER OF CRAFT BREWERIES IN IOWA







**95%**  
OF CRAFT  
BREWERIES  
IN IOWA ARE  
**LOCALLY  
OWNED**

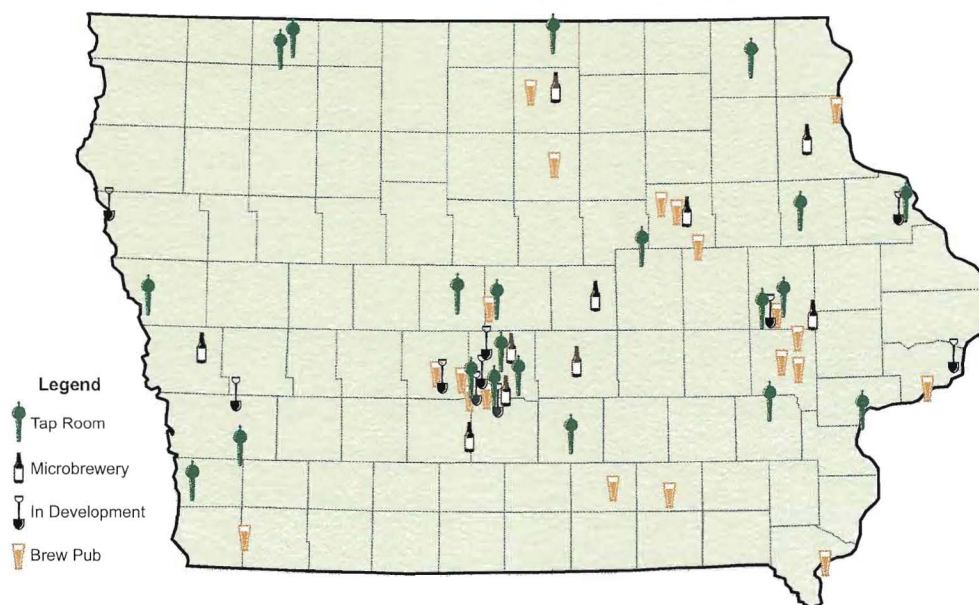


**92%**

OF CRAFT BREWERIES  
SELL THEIR PRODUCTS  
**AT LOCAL FESTIVALS**

NEARLY ALL SAY THEY ARE  
ACTIVE IN THEIR COMMUNITIES

### CRAFT BEER LOCATIONS IN IOWA



**IOWA**  
WINE AND BEER  
.com

Source: The Economic Impact of the Craft Beer Industry in Iowa. Prepared for the Iowa Economic Development Authority and The Iowa Wine and Beer Promotion Board, by Mike Lipsman, Harvey Siegelman and Dan Otto of the Strategic Economics Group. May 2015

The Iowa Wine and Beer Promotion Board is administered by the Iowa Tourism Office.

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**IOWA**