



The Wine Industry Boosts the American Economy by \$219.9 billion in 2017

Wine is an all-American beverage produced in all 50 states. The production, distribution, sales, and consumption of wine benefits many sectors of the United States economy and will generate close to \$219.9 billion in total economic activity. This ultimate value-added product preserves agricultural land, provides American jobs, attracts tourists, generates taxes, and enhances the quality of life.

Economic Impact of the Wine Industry in the United States

(\$ In Billions)	Direct	Supplier	Induced	Total
Output	\$84.523	\$58.776	\$76.587	\$219.885
Jobs	998,496	288,780	450,994	1,738,270
Wages	\$33.523	\$18.448	\$23.781	\$75.752
Business Taxes				\$31.296
Consumption Taxes				\$5.197

Total Output: The wine industry generates close to \$219.9 billion in total economic activity, dramatically illustrating that wine is the ultimate value-added beverage. The broader economic impact flows throughout the nation, generating business for firms seemingly unrelated to the wine industry. Real people, with real jobs, working in industries as varied as farming, banking, accounting, manufacturing, packaging, transportation, printing, and advertising depend on the wine industry for their livelihoods.

National Reach: The wine industry includes a total of 10,236 wine producers¹ in all 50 states, as well as 677,581 acres of vineyards.

Job Creation: The wine industry directly employs as many as 998,496 people, and generates an additional 288,780 jobs in supplier and ancillary industries which supply goods and services to the industry, and whose sales depend on the wine industry's economic activity. Ultimately, 1.7 million jobs are created and supported by the wine industry.

Wage Generation: The wine industry provides good jobs, paying an average of \$43,600 in annual wages and benefits. The total wages generated by direct, indirect, and induced economic activity driven by the wine industry are \$75.8 billion.

Tourist Activity: The wine industry is a major magnet for tourists and tourism-driven expenses. America's "wine country" regions will generate 43 million tourist visits and \$17.7 billion in annual tourism expenditures, benefiting local economies and tax bases.

Tax Revenues: The wine industry generates sizeable tax revenues on the local, state, and national levels. In 2017, the industry will pay nearly \$13.2 billion in state and local business taxes, and \$18.1 billion in federal business taxes for a total exceeding \$31.3 billion. In addition, the industry generates approximately \$993.0 million federal consumption taxes and \$4.2 billion in state consumption taxes which include excise and sales taxes.

¹ Throughout this study, the winery count refers to the number of winery facilities. A single winery may have multiple facilities throughout the state or country. Each of these facilities is included in the winery count.