

## Industry Overview

Colorado is a leader in the beverage production industry. Fresh ingredients, robust markets, and a highly innovative workforce drive this growing part of the Metro Denver economy. Companies in the beverage production cluster manufacture everything from malt beverages to herbal teas. It supports business activities in agriculture, energy, and bioscience sectors, as similar production processes and raw materials are used. Though not specifically included in this cluster, ancillary services such as bottle and can manufacturing are readily available in the nine-county Metro Denver and Northern Colorado region.<sup>1</sup>

The beverage production cluster in the region ranks as having the second-highest employment concentration out of the 50 largest metropolitan areas in 2017. The region has the fourth-largest beverage production sector in the nation, with 9,790 workers at nearly 240 companies. The beverage production cluster posted 4.7 percent employment growth between 2016 and 2017, rising for the eighth-consecutive year. Between 2012 and 2017, employment in the region's beverage production cluster rose 29.4 percent and added 2,230 jobs over this five-year period.

The MillerCoors Brewery in Golden is synonymous with Colorado and was founded in Golden in 1873. Fort Collins is home to Anheuser-Busch InBev, which opened a brewery in 1988 and runs distribution companies in Colorado. The company recently announced a \$28.9 million investment into its Fort Collins facility. The region is also home to both large and small breweries, and numerous wineries, distilleries, and cideries. Beverage production companies in the region have adopted the "grain-to-glass" philosophy, providing everything from the malted barley, grain, yeast, and fruit from the Western Slope to the finished product. The Global Barley Research Center at Anheuser-Busch's Fort Collins brewery breeds about 1,500 new grain varieties to offer higher yields at harvest, use less water, and become more disease- and pest-resistant. MillerCoors sources 25 percent of the grain for its beers from 180 farmers and 47,000 acres in Colorado. The company also operates a 1,100-acre grain test farm to improve its proprietary Moravian barley for arid Colorado seasons, among other maladies. Fort Collins-based companies Colorado Malting and Troubadour Maltings deliver malted barley for smaller beer makers and custom-malt some of the barley to suit specific beers at specific locations. Denver-based Inland Island Yeast Laboratories offers the highest yeast cell count in the industry among its 300 strains and is the fourth largest national yeast supplier.

Several of the region's companies have revolutionized the craft canned market, one of the fastest growing segments of the industry. Boulder-based Wild Goose Canning Systems has outgrown three Boulder spaces and will move in 2018 to Louisville to accommodate growth. Longmont-based CanSource manufactured 40 million cans in 2017, up from 25 million in 2016, and was named as one of the nation's fastest growing companies, according to *Inc.* magazine. Windsor's Anheuser-Busch Metal Container Corp. facility is one of the company's five canning plants across the nation and manufactures more than 2 billion aluminum cans each year. Since 2009, Anheuser-Busch has invested about \$14 million into the Windsor plant and celebrated its 30th anniversary in 2017. Other major canning and support operations include Ball Corporation's Metal Beverage Packaging Division in Golden and the O-I glass manufacturing plant in Windsor.



- ***Celestial Seasonings is one of the world's largest herbal tea manufacturers.***
- ***Colorado craft beer is a \$3 billion industry.***
- ***The region is home to over 30 craft distilleries.***
- ***Colorado wineries & cideries along the Front Range now outnumber those west of the Continental Divide.***

<sup>1</sup> The nine-county region is comprised of two principal areas, Metro Denver and Northern Colorado. Metro Denver consists of Adams, Arapahoe, Boulder, Broomfield, Denver, Douglas, and Jefferson counties. Northern Colorado consists of Larimer and Weld counties.

## BEVERAGE PRODUCTION:

### Metro Denver and Northern Colorado Industry Cluster Profile

#### Craft Beer

The region has a strong presence of craft breweries, or those that produce less than 6 million barrels of beer per year and have less than 25 percent outside ownership, that are a vibrant economic force. According to the Boulder-based Brewers Association, Colorado craft beer has grown to a \$3 billion industry, nearly tripling its economic impact since 2014. Colorado craft beer has the highest economic impact per capita of any state, excluding major breweries. Colorado has the second-highest number of craft breweries in the nation, with nearly 350, including New Belgium Brewing Company and Oskar Blues Brewing. Colorado has roughly six breweries for every 100,000 residents. The state has the third-highest craft beer production, totaling over 1.4 million barrels of craft brew produced each year.

The Great American Beer Festival (GABF), hosted by the Brewers Association, is one of the largest commercial beer competitions and beer festivals in the world. In 2017, the GABF created an economic impact of over \$35 million, attracted 60,000 attendees, expanded to 800 breweries, and over 7,900 beers entered the competition—a nearly 15 percent increase over 2016. Another growing trend across Colorado's craft beer industry is brewing collaboratively. Roughly 180 breweries from across Colorado and the U.S. have combined their beers, ranging from standard pale ales to kettle sours with habanero and raspberries.



Several specialized industry sectors and companies have prospered with the growth of the craft-brewing boom, including brewing software developers and event producers. Boulder-based Arryved is a point-of-sale service company that caters to breweries and provides tools to manage and view sales data. The software is currently used in several Metro Denver breweries including Avery Brewing Co., Left Hand Brewing, and Denver Beer Co. Several companies are also growing their beer-promotion services. Denver-based event-production company Two Parts offers an annual Festivus celebration bringing together all of Denver's breweries each December. The company provides beer festivals, events, and promotion services for the craft beer industry. Another local company, Customized Craft Beer Programs, provides professional craft beer events, staff training, craft beer programming, and other craft beer services.

#### Distilleries

The region is home to more than 30 craft distilleries, offering a unique variety of liquors that boast farm-fresh ingredients. Across the state, over 80 craft distilleries—double the number from just five years ago and up 11.1 percent from a year ago—contribute more than \$30 million annually into the state's economy. Stranahan's Colorado Whiskey in Denver, the first microdistillery in Colorado, was one of the nation's early craft whiskey distillers. Other distillers are making a significant impact in Metro Denver. Denver-based Leopold Bros. designed the nation's largest malting floor, where 700,000 pounds of barley produces nearly 50 varieties of liquor. Several new distillers joined the community in 2017, including Longmont's Longtucky Spirits and Loveland's Big Fat Pastor Spirits.

#### Wineries & Cideries

The state's wine industry began in the Grand Valley on the western slope more than a century ago. On average, production and sales of local wine in Colorado has grown 15 percent per year since 1992. Over the last several years, there has been a gradual shift toward locating wineries and cideries in Metro Denver as a result of the growing desire for local products by both residents and tourists. Wineries and cideries along the Front Range now outnumber those west of the Continental Divide among Colorado's approximately 180 wine and cider producers. Five of the 12 wineries that won awards at the recent Governor's Cup are from the Metro Denver region. Several producers are generating national attention. Denver's Infinite Monkey Theorem and Boulder's Decadent Saint are distributing into multiple states and are increasing their market share in stores and restaurants. Craft hard cider may be the smallest and newest of Colorado's liquid-asset industries. The Metro Denver region is home to over 15 cider producers that continue to innovate new products daily, including large cider producers such as Denver-based C Squared Ciders and Colorado Cider Company.

The wine and cider industry hosts several events to showcase its products. The Denver International Wine Festival was recently recognized by *Food & Wine* magazine as one of the "Best Wine Festivals Across America," attracting vintners from around the world and showcasing the largest selection of international and domestic wines in the Rocky Mountain region. Several Metro Denver festivals, including The Mile High Wine Fest, Lakewood Cider Days, and Morrison Ciderfest, celebrate the local craft cider culture.

# BEVERAGE PRODUCTION:

## Metro Denver and Northern Colorado Industry Cluster Profile

### Other Beverages

The region also includes numerous milk, water, coffee, soft drink, tea, and fruit juice manufacturers. Celestial Seasonings in Boulder is one of the world's largest herbal tea manufacturers. DanoneWave is a leading plant-based beverage company in North America and its widely-known brands include Silk, So Delicious, International Delight, and Horizon Organic. Additionally, MeadowGold Dairy® is the inter-mountain region's oldest and largest full-service dairy company, producing fresh quality dairy products since 1901. Large bottled water companies in the region include Nestlé Waters North America, Niagara Bottling, and Eldorado Springs Water. In fact, Nestlé Waters North America is one of the nation's largest bottled water companies, distributing seven of the top 10 brands in North America. Major beverage distributors located in the region include Pepsi-Cola, Coca-Cola, and 7-Up Bottling Co. Coca-Cola has invested \$50 million along the Front Range since expanding to the area in 2014.

### Beverage Production Economic Profile

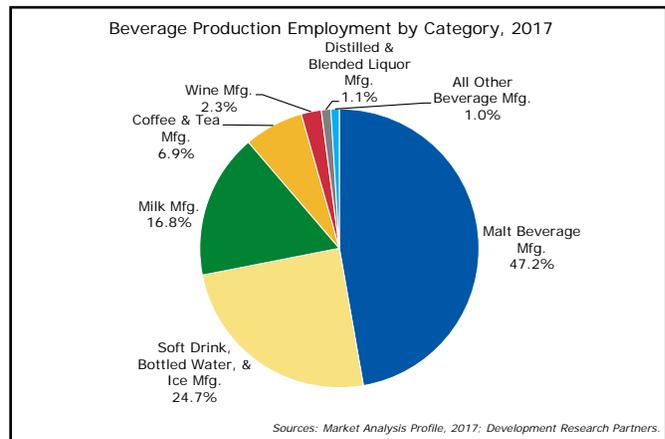
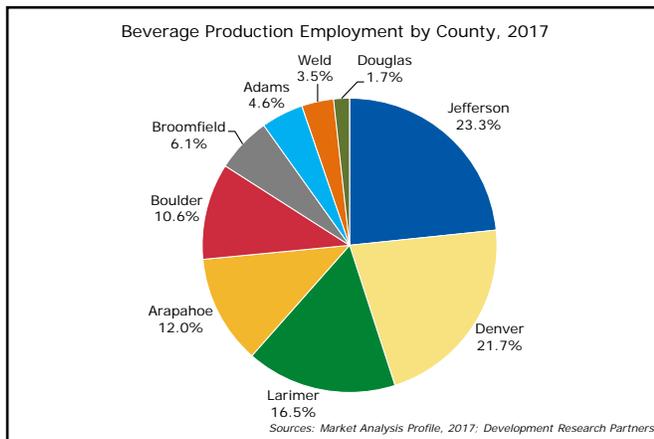
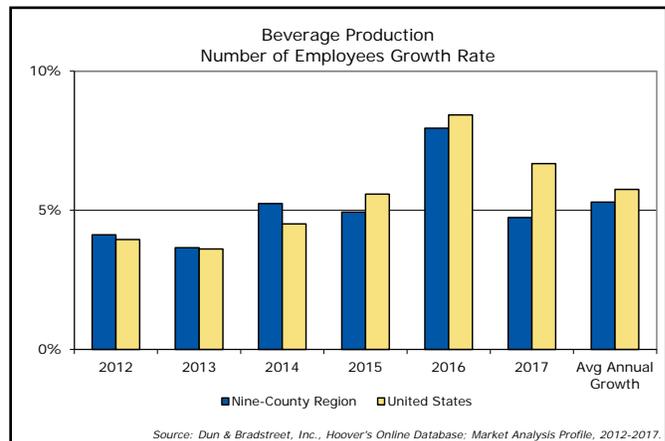
The beverage production industry cluster is defined by 12, six-digit North American Industry Classification System (NAICS) codes including malt beverages, wines, distilled liquors, and bottled drinks ranging from milk, water, and coffee to soft drinks, tea, sports drinks, and fruit juices.

#### Nine-County Rankings<sup>2</sup>

Beverage production direct employment concentration rank	2nd
Beverage production direct employment rank	4th

	Nine-County Region	United States
Direct employment, 2017	9,790	358,910
Number of direct companies, 2017	240	13,660
One-year direct employment growth, 2016-2017	4.7%	6.7%
Five-year direct employment growth, 2012-2017	29.4%	32.3%
Avg. annual direct employment growth, 2012-2017	5.3%	5.8%
Direct employment concentration	0.4%	0.2%

Sources: Dun & Bradstreet, Inc., Hoover's Online Database; Market Analysis Profile, 2012-2017; Development Research Partners.



<sup>2</sup> Direct employment rank based on the number of employees in the industry cluster in a region. Employment concentration rank based on the direct cluster employment in a region expressed as a percent of total employment in all industries in the same region. Rankings are for the 50 largest metropolitan statistical areas (MSAs). No multiplier effects are included. 1st = highest for both rankings.

## BEVERAGE PRODUCTION:

### Metro Denver and Northern Colorado Industry Cluster Profile

#### Major Beverage Production Companies (top 10 based on employment size)

- Anheuser-Busch InBev  
[www.anheuser-busch.com](http://www.anheuser-busch.com)
- Celestial Seasonings  
[www.celestialseasonings.com](http://www.celestialseasonings.com)
- Coca-Cola Company  
[www.coca-colacompany.com](http://www.coca-colacompany.com)
- DanoneWave  
[www.whitewave.com](http://www.whitewave.com)
- Dr. Pepper Snapple Group (7-Up Bottling)  
[www.drpeppersnapplegroup.com](http://www.drpeppersnapplegroup.com)
- Meadow Gold Dairy  
[www.meadowgold.com](http://www.meadowgold.com)
- MillerCoors  
[www.millercoors.com](http://www.millercoors.com)
- New Belgium Brewing Company  
[www.newbelgium.com](http://www.newbelgium.com)
- Noosa Yoghurt  
[www.noosayoghurt.com](http://www.noosayoghurt.com)
- Pepsi-Cola  
[www.pepsico.com](http://www.pepsico.com)

## 2017 Industry Highlights

#### Key Company Announcements (alphabetical by company name)

##### Breweries

- **Anheuser-Busch InBev** plans to invest \$28.9 million at its Fort Collins brewery, including upgrades to its nearby Global Barley Research Center. The investments support expansion of the aluminum bottle line and implementation of new technology, such as new dry-hop capabilities that allow them to brew styles of beer that require various quantities of hops. The Colorado investments are part of Anheuser-Busch's national commitment of almost \$500 million across its facilities in the U.S. in 2017, and \$2 billion through 2020.
- **Boulder Beer Company** opened its second Boulder location at the former Walnut Brewery space near Pearl Street Mall. The company will maintain its taproom and production facility on Wilderness Place.
- **BURLY Brewing Co.** will open its first location in Castle Rock in early 2018, with the ability to produce up to 3,000 barrels annually. The brewery will start with brewing for the taproom, with some local keg distribution, and eventually add canning and bottling operations.
- **Declaration Brewing Co.** added 5,000 square feet of warehouse space near its current Denver brewery to decentralize grain and milling operations. The space will be used for beer-related experiments and will house their new grain-grinding setup. With the new addition, the brewery aims to brew 20,000 barrels of beer a year and expand distribution into Wyoming.
- **Denver Beer Co.** opened a new 4,350-square-foot brewery and taproom in Olde Town Arvada. The location features seven-barrel beer-making capacity.
- Boulder-based **FATE Brewing Co.** opened a brewery and tasting room in Louisville. FATE Brewing will use the new location to expand its production capacity.
- Highlands Ranch-based **Grist Brewing Co.** opened its second Metro Denver taproom near Park Meadows Mall in May 2017. The second taproom will be geared towards smaller batches and supplying the demand of their customers.
- **Odell Brewing Co.** opened a second 4,000-square-foot taproom and brewhouse in the River North neighborhood. The two-story facility includes a 10-barrel pilot brewhouse, an outdoor patio, and space for live performances.
- **River North Brewery** will open a 4,000-square-foot taproom at 34th Ave. and Blake Street in early 2018. The Blake Street location will accommodate between 800 and 1,000 barrels of beer annually with a five- to seven-barrel brewhouse.
- Two Denver craft breweries, **Strange Craft Beer** and **Wit's End Brewing**, will combine their taprooms and brewing operations. Strange Craft will handle distribution for Wit's End, likely expanding the number of places where Wit's End is served.
- **Upstart 14er Brewing Co.** will open a 3,000-square-foot brewery and tasting room at the corner of 28th Avenue and Walnut Street in Denver's River North neighborhood. The brewery is slated to open in early 2018 and will feature a 10-barrel brewing system.

##### Wineries

- **Bigsby's Folly Craft Winery & Restaurant** opened a 7,000-square-foot warehouse in the River North neighborhood. The winery includes a tasting room, outdoor patio, and a barrel view area where patrons can view the wine being made.

## BEVERAGE PRODUCTION:

### Metro Denver and Northern Colorado Industry Cluster Profile

#### Distilleries

- The **Block Distilling Co.** opened a new 2,600-square-foot location in the River North neighborhood. The company will start a lineup of vodka and gin, followed by brandies and whiskey that are in the aging process. The company expects to expand its production with another 2,400 square feet in 2018.
- **Denver Distillery** opened a new location on South Broadway in Denver. The 1,500-square-foot distillery will make liqueur, moonshine, rum, and gin, and plans to make vodka, whiskey, and absinthe.
- **Hogback Distillery** opened a 2,000-square-foot production facility in Wheat Ridge. Hogback will concentrate on Scottish-style whiskey with international appeal.
- **Laws Whiskey** opened a second 31,000-square-foot storehouse in Denver that can hold up to 10,000 barrels, up from the 1,600 barrels at the current distillery. The company will add 10 to 12 more fermenting tanks, a new still, and a cooker to quadruple its whiskey output.

#### Cideries

- **Clear Fork Cider** opened its first production space at 16th Avenue and Lafayette Street in Denver. The facility has the capacity for up to 1,700 gallons of cider annually.
- The owner of **Colorado Plus Brew Pub** will open a new 2,900-square-foot cidery and restaurant in Golden in April 2018.
- **Haykin Family Cider** opened its first 1,650-square-foot cidery in Aurora. The location will house a production facility and a tasting room.
- **Stem Ciders** will open a new \$7 million taproom, demonstration orchard, and production facility in Lafayette. Once the 30,000-square-foot facility is completed, the company will have the capacity to make 100,000 barrels of cider.

#### Other Beverage

- Boulder-based **Alpine Start**, maker of instant coffee geared toward campers and climbers, raised \$1 million in venture capital. The funding will be used to expand the company's marketing and sales team.
- Boulder-based chai tea maker **Bhakti Inc.** raised \$5.3 million in Series D financing. The company produces tea concentrate, iced chai, tea leaves for brewing, and sparkling tea beverages.
- French multinational dairy company **Danone** completed its \$10 billion purchase of Broomfield-based **WhiteWave Foods Co.** The combined company operates as **DanoneWave**, with dual headquarters in Broomfield and White Plains, N.Y. DanoneWave is the largest public benefit corporation in the U.S.
- Denver-based coffee roaster **Logan House Coffee Company** will open its second location at Catalyst HTI in the River North neighborhood.
- **Nestlé Waters North America** is launching a new ReadyRefresh facility in Denver. It is a 10,000 square-foot expansion to the company's existing 350,000-square-foot facility. Coinciding with the move, the company will increase its delivery truck fleet from two to 30 vehicles, serving customers in a 50-mile radius.
- Denver-based **New Age Beverage Corp.** raised \$15 million in a public stock offering. The company was founded 14 years ago and distributes XingTea, Aspen Pure Rocky Mountain Water, Buche Live Kombucha, Marley One Drop Coffee, and Marley Mellow Mood Relaxation Drinks.
- **Swire Coca-Cola USA** acquired Coca-Cola's Production Center in Denver. The company built a new distribution center in Denver's Stapleton neighborhood in 2014, opened a distribution center in Pueblo in 2016, and opened a distribution facility in Johnstown in early 2017 as a result of increasing product demand.
- **TruBucha** opened a 1,900-square-foot kombucha taphouse and production facility in Lone Tree. The company makes up to 40 barrels per week.
- **WTRMLN WTR**, which makes cold-pressed watermelon water, is moving its headquarters to Denver. The company, whose product is sold in more than 10,000 stores across the country, cited Denver's reputation for a healthy lifestyle as motivation for its move.

# BEVERAGE PRODUCTION:

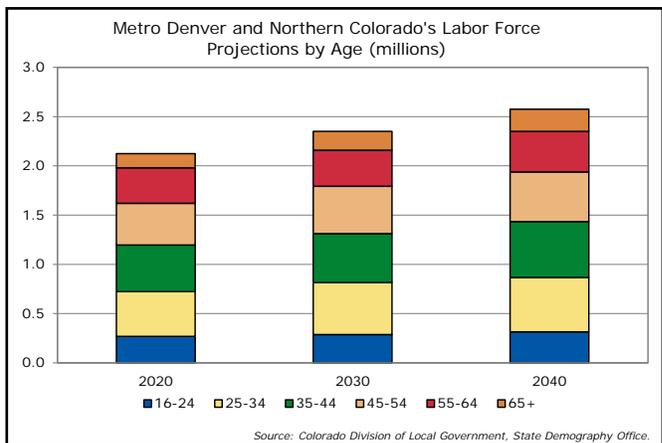
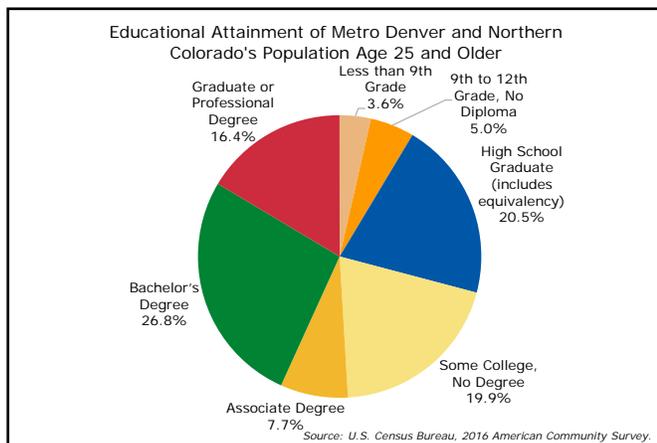
## Metro Denver and Northern Colorado Industry Cluster Profile

### Industry Infrastructure Support



### Nine-County Region Workforce

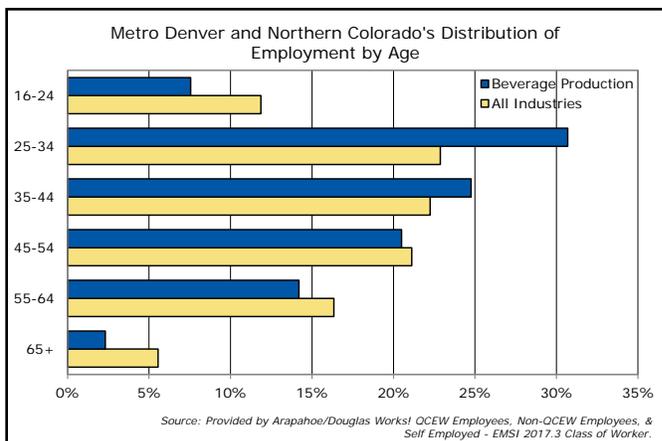
- Nearly half of the nine-county region's 3.8 million residents are under the age of 35. Employers can draw from a large young, highly educated, and productive workforce.
- Of the region's adult population, 43.2 percent are college graduates and 91.4 percent have graduated from high school.
- The region's population is expected to grow 32.2 percent from 2020 to 2040, driving a 21.2 percent increase in the region's labor force over the same period.



### Beverage Production Workforce Profile

The cluster has a larger share of employees that are between the ages of 25 and 44 years (55.4 percent), compared with the age distribution of all industries across the nine-county region (45.1 percent).

The Occupation & Salary Profile below includes the 10 largest beverage production occupations in the region. For these 10 largest occupations, the chart details the total number of workers employed in that occupation across all industries, the number of available applicants that would like to be working in that occupation, the number of recent graduates that are qualified for that occupation, and the median and sample percentile annual salaries.



## BEVERAGE PRODUCTION:

### Metro Denver and Northern Colorado Industry Cluster Profile

#### Wages

- 2016 average annual salary was \$59,600, compared with \$54,610 nationwide.
- Total payroll reached nearly \$557 million in 2016.

#### Metro Denver and Northern Colorado Beverage Production Occupation & Salary Profile, 2017

10 Largest Beverage Production Occupations in Metro Denver and Northern Colorado	Total		Number of Graduates (2016)	Median Salary	10th Percentile Salary	25th Percentile Salary	75th Percentile Salary	90th Percentile Salary
	Working Across All Industries (2017)	Number of Available Applicants (2017)						
1. Packaging & filling machine operators & tenders	4,636	113	0	\$29,679	\$20,181	\$23,639	\$41,743	\$52,712
2. Separating, filtering, clarifying, precipitating, & still machine setters, operators, & tenders	1,325	161	0	\$35,736	\$22,612	\$27,141	\$37,882	\$47,581
3. Industrial truck & tractor operators	6,823	850	0	\$34,482	\$23,296	\$28,091	\$35,326	\$41,439
4. Food batchmakers	1,974	338	96	\$24,468	\$19,347	\$21,201	\$27,614	\$29,654
5. Laborers & freight, stock, & material movers, hand	27,156	4,402	0	\$27,616	\$19,726	\$22,481	\$29,139	\$34,597
6. Industrial machinery mechanics	3,523	470	44	\$56,523	\$35,132	\$43,373	\$58,167	\$68,558
7. Stock clerks & order fillers	24,409	3,665	4	\$25,044	\$18,885	\$20,896	\$28,614	\$34,599
8. General & operations managers	31,749	772	5,578	\$115,241	\$47,968	\$72,558	\$179,035	\$261,240
9. Heavy & tractor-trailer truck drivers	20,384	2,752	0	\$46,278	\$33,005	\$39,006	\$48,271	\$55,249
10. First-line supervisors of production & operating workers	4,881	119	0	\$61,170	\$36,756	\$45,986	\$78,604	\$98,736

Notes: The number of available applicants is a point-in-time measurement of the number of people who have registered in Colorado's workforce development system's statewide database, Connecting Colorado, as being able and available to work in a particular occupation. Results should be interpreted with caution since registration in Connecting Colorado is self-reported. In addition, the skills rubric may assign up to four occupation codes for each registrant. Therefore, the number of available applicants could be inflated. *Source: Provided by Arapahoe/Douglas Works!; OCEW Employees, Non-OCEW Employees, & Self Employed - EMSI 2017.3 Class of Worker.*

#### Education & Training

Colorado's higher education system provides an excellent support system for businesses in the region. There are 28 public higher education institutions in Colorado, of which seven four-year and six two-year public institutions offering comprehensive curricula are located in the nine-county region. In addition, there are more than 100 private and religious accredited institutions and more than 350 private occupational and technical schools offering courses in dozens of program areas throughout the state. The state higher education system served about 255,510 students in FY 2015-16, while 86,070 students received a degree, diploma, certificate, or other formal award over the same period of time. Although not exhaustive, a list of the major, accredited educational institutions with the greatest number of graduates for each of the 10 largest beverage production occupations in the nine-county region are included below. A directory of all higher education institutions with corresponding websites may be accessed via <http://higher.ed.colorado.gov>.

- Colorado State University [www.colostate.edu](http://www.colostate.edu)
- Colorado State University Global Campus [www.colostate.edu](http://www.colostate.edu)
- Front Range Community College [www.frontrange.edu](http://www.frontrange.edu)
- Metropolitan State University of Denver [www.msudenver.edu](http://www.msudenver.edu)
- Red Rocks Community College [www.rccc.edu](http://www.rccc.edu)
- Regis University [www.regis.edu](http://www.regis.edu)
- University of Colorado Boulder [www.colorado.edu](http://www.colorado.edu)
- University of Colorado Denver [www.ucdenver.edu](http://www.ucdenver.edu)
- University of Denver [www.du.edu](http://www.du.edu)
- University of Northern Colorado [www.unco.edu](http://www.unco.edu)

## **BEVERAGE PRODUCTION:**

### ***Metro Denver and Northern Colorado Industry Cluster Profile***

#### **Academic and Education Announcements**

##### **Metropolitan State University of Denver (MSU Denver)**

- MSU Denver invested \$3.6 million into its beer-brewing program. The school plans to turn 8,000 square feet of space into a permanent brewing program, including five laboratories, 30 fermentation tanks, and an abundance of brewing equipment. MSU Denver hopes the program will work similar to a co-op, where local brewers can invest in the space upfront, then use the equipment and services.
- MSU Denver offers a Bachelor of Science in Brewery or Brewpub Operations, and a Brewing Minor/Certificate. The programs integrate training facilities within the Tivoli Brewing Company to provide students with access to a 28,000 annual barrel capacity brewing, bottling, and distribution center. The degree options blend the art and science of brewing beer with the hospitality, knowledge, and operational skills desired by the beer and brewing industry.

##### **Colorado State University (CSU)**

- CSU is building a pair of breweries inside Lory Student Center's Ramskeller Pub. The 264-gallon system—the largest housed at any four-year university in the nation—is part of the university's four-year bachelor's degree track specializing in brewing. CSU's new systems, donated by MillerCoors, will help the four-year-old fermentation science and technology program grow.
- CSU offers a Bachelor of Science in Fermentation Science and Technology. The major educates students in the science and art of fermenting beverages and foods. Students will be prepared for employment in the food and beverage industry including product development, processing, quality assurance and control, packaging and distribution, and plant management.
- CSU offers a viticulture and enology concentration. The program is designed to give students a background in food crop production with a focus on grapes and their processing into wine.
- CSU's College of Business Beverage Business Institute (BBI) delivers education, training, and research that focuses on business operations, production, and distribution in all beverage-related industries. The Certificate in Beverage Business Management offers a unique opportunity to study business practices specific to the many facets of working with beverage. With specialized curricula, industry facilitators, customized tours, and face-to-face networking, the BBI is tailored to the needs of professionals in the beer, distribution, soda, wine, spirits, coffee, and water industries, as well as entrepreneurs, consultants, and professionals whose work tangents these areas.

##### **University of Northern Colorado (UNC)**

- The Brewing Laboratory Science Program at UNC prepares students for work in the quality control and quality assurance sector of the beer brewing industry. The Program includes an undergraduate certificate, a minor in Brewing Laboratory Science, and a lecture/laboratory program with hands-on intensive training in a seven-barrel microbrewery on campus.

##### **Regis University**

- Regis University offers a Certificate in Applied Craft Brewing at its north Denver campus. The part-time program includes nine months of coursework and a three-month brewery internship. Students who complete the program become certified beer judges through the national Beer Judge Certification Program.

##### **Front Range Community College (FRCC)**

- FRCC offers an Associate of Science degree with a Fermentation Sciences designation and students can transfer as a junior to CSU or MSU Denver. Students earning the degree can qualify for positions in beer brewing production, wine production, distillation technologies, and food and beverage processing, among others.

## BEVERAGE PRODUCTION:

### Metro Denver and Northern Colorado Industry Cluster Profile

## Key Reasons for Beverage Production Companies to Locate in the Nine-County Region

The region is a top beverage production location offering:

### 1. Established infrastructure and burgeoning consumer base

- Denver ranked No. 3 in the nation among “America’s Top 20 Craft Spirits Tourism Destinations.” Denver ranked third in the large metro area category, while Boulder (No. 4) and Fort Collins (No. 7) ranked in the top 10 in the small metro area category. (Travelocity, 2017; American Distilling Institute, 2017)
- Denver was named the “Best City for Beer Drinkers” and ranked among the top five for both breweries and bars per capita. (Zumper, 2017)
- Boulder ranked first in the nation for the number of breweries per capita (13.3 breweries for every 100,000 people). Fort Collins (No. 3) and Denver (No. 8) ranked among the top-10. (Datafiniti, 2017)
- Denver has the second-highest number of brewery headquarters per 100,000 people, with 252 brewery headquarters and 4.5 headquarters per 100,000 people. (CircleUp, 2017)
- Metro Denver is home to four of the nation’s top 100 beverage companies, including MillerCoors, DanoneWave, J.M. Smucker Co., and New Belgium Brewery. (*Beverage Industry*, 2017)
- Colorado ranked among the top five states for the number of craft distilleries in the nation in 2017, representing over 5 percent of the nation’s total craft distilleries. (American Craft Spirits Association, 2017)
- Five Metro Denver microbreweries ranked among the 50 largest in the U.S., led by Fort Collins-based New Belgium (fourth), Longmont-based Oskar Blues Brewery (No. 10), Fort Collins-based Odell Brewing (No. 27), Longmont-based Left Hand Brewing (No. 44), and Boulder-based Avery Brewing (No. 48). (The Brewers Association, 2017)

**Boulder ranked first in the nation for the number of breweries per capita.**

—Datafiniti, 2017

**Colorado is home to more than 140 licensed wineries.**

—Colorado Wine Industry Development Board, 2017

- Since 1980, Colorado’s wine industry has grown from one to more than 140 licensed wineries. Statewide production of Colorado wines has increased to 1.5 million liters or 165,000 cases of wine, or an estimated \$33.1 million in retail sales. (Colorado Wine Industry Development Board, 2017)

- Located on the 105th meridian, Metro Denver’s central location at the exact midpoint between Tokyo and Frankfurt positions the

region favorably to serve growing world markets.

### 2. An overall better quality of life

- Denver was named as the second-best place to live in the U.S. in 2017. The city’s desirability, prominent research institutions, and growing job market contributed to its notable rank. (*U.S. News & World Report*, 2017)
- The city of Lone Tree ranked seventh in the “Best Places to Live” list. Superior (49th) and Louisville (50th) were named to the list’s top-50 locations. (*MONEY Magazine*, 2017)
- Metro Denver ranked as the nation’s seventh-fittest metropolitan area in 2017. Low obesity, increased physical activity, and low prevalence of diabetes and heart disease contributed to its high rank. (American College of Sports Medicine, 2017)
- Colorado is home to one of the most active and healthiest populations in the nation. The state has one of the nation’s largest public parks systems, over 45 national and state parks, 11 world-class ski resorts, and the highest concentration of 13,000 and 14,000-foot peaks in the nation. (Colorado Tourism Office, 2017)

**Denver was named as the second-best place to live in the U.S. in 2017.**

—U.S. News & World Report, 2017

### 3. Low to moderate costs of doing business and a competitive tax structure

**Colorado has the third-lowest distilled spirit tax in the nation.**

—The Tax Foundation, 2017

- Colorado has the third-lowest distilled spirit tax in the nation, the fifth-lowest beer excise tax, and the 11th-lowest wine excise tax. (The Tax Foundation, 2017)

- Colorado ranks as one of the nation’s most favorable corporate income tax structures. The state’s corporate income tax rate of



## BEVERAGE PRODUCTION:

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4.63 percent is one of the lowest in the nation and is based on single-factor apportionment, which allows companies to pay taxes based solely on their sales in the state. (State of Colorado; The Tax Foundation)

- Colorado ranks as the nation's 10th-best tax system for entrepreneurs and small business. (Small Business & Entrepreneurship Council, 2017)
- Metro Denver ranked fourth among *Forbes'* 2017 "Best Places for Business and Careers." The Fort Collins metro area ranked 17th, Colorado Springs ranked 18th, Boulder ranked 45th, and Greeley ranked 51st. (*Forbes*, 2017)
- Colorado received an "A" grade for its business-friendly environment in 2017 and ranked seventh for ease of starting a business. Denver received a "B+" grade for overall friendliness. (Thumbtack.com, 2017; Ewing Marion Kauffman Foundation, 2017)

*For additional information, contact us:*



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