



Texas Craft Brewers Guild

Supplement - [2012 Economic Impact of the Texas Craft Brewing Industry](#)

Overview of state laws and their impact on the economic growth of the Texas craft beer industry.

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Position of the Texas Craft Brewers Guild On Issues Surrounding the Texas Alcohol Beverage Code

Overall objectives:

- Gain the ability for packaging breweries to sell their products to consumers on the premise of their breweries
- Gain the ability for brewpubs to sell their products into the wholesale tier
- Protect small brewer's existing rights to self-distribute
- Achieve these goals while protecting the integrity and viability of the 3-tier system

Why are these changes good business?

Texas craft brewers get a fair chance to compete with out-of-state craft breweries.

Out-of-state breweries and brewpubs use their tasting rooms and restaurants to fund their marketing efforts in Texas. Texas breweries need these changes for a chance at a fair fight.

Tax revenue will increase. As Texas craft breweries and businesses essential to brewing, distribution, sales and marketing grow, so does tax revenue.

Craft breweries create more jobs. Craft brewing is relatively labor intensive compared to the large breweries, which typically rely on automation. Demand for craft beer stimulates ancillary job growth as channel capacity and support businesses, like the breweries themselves, expand to keep up.

Craft breweries invest in their businesses and their communities. Texas craft breweries directly contribute to the economic health of the communities they serve by actively investing in growth and keeping dollars within the local economy. They regularly donate time and resources to the betterment of these communities.

Craft breweries fuel tourism and the flow of tourism dollars. "Beer tourism" is making headlines as one of 2012's emerging travel trends. Craft breweries deliver tourist dollars and are essential for establishing Texas cities as national destinations for food and beverage enthusiasts.