

NORTH CAROLINA

ANNUAL ECONOMIC CONTRIBUTION OF THE BEVERAGE INDUSTRY

The Beverage Industry is a Major Contributor to North Carolina's Economy

North Carolina's beverage companies manufacture and distribute some of the most popular non-alcoholic beverages in the world. From products in your neighborhood store to our support of local community initiatives, our presence is felt in every community across the state. We play an important role in the state's economy by providing good-paying jobs, paying significant tax dollars to the state and federal government and making generous charitable contributions to organizations across the state.

14,107
JOBS

PROVIDED BY NORTH
CAROLINA'S
BEVERAGE INDUSTRY



3,997
soft drink
jobs



2,313
bottled
water jobs



1,082
100 percent juice/
juice drinks jobs



2,644
other
beverages jobs



4,071
distribution
jobs



BENEFITING LOCAL BUSINESSES

America's beverage industry supports a number of other business sectors and their employees throughout the state.

In fact, nearly 46,000 workers in restaurants, grocery stores, convenience stores, movie theaters and more depend, in part, on beverage sales for their livelihoods.



MAKING AN ECONOMIC IMPACT

- **\$14.3 billion** direct economic impact
- **\$1.2 billion** in wages and benefits
- **\$716.5 million** contributed in state taxes
- **\$1.7 billion** contributed in federal taxes



SUPPORTING LOCAL CHARITIES

North Carolina beverage companies and their employees also generously contribute **\$66.7 million to charitable causes across the state.**