

The Craft Beer Boom in the Pacific Northwest



Along with our exceptional pizza made with simple, quality ingredients, RESTAURANT XYZ is proud to support local breweries by serving some of the finest craft beers on the West Coast. How did this Craft Beer revolution happen, you ask? Why is the Northwest such a hub for independent brewing companies??

Here are some of the major reasons why:

The Business of Breweries

Today, more than [4,000 craft breweries](#) exist across the United States, with more than [900 of those breweries](#) operating on the sunny coast of California. That number has more than tripled in just the last 5 years. Seattle alone holds more than [70 successful](#)

[breweries](#) within its city limits, a world record that is constantly being challenged by the ever-expanding San Diego and Portland markets.

Here's the best part:

All of these passionate entrepreneurs' efforts are expected to pay off, with 2018's projected sales topping [\\$18 billion!](#)

What's the Secret?

What is really causing this beer boom and why is it on the West Coast?

Taxes and geography are the keys to success.

Oregon has one of the lowest beer excise taxes in the United States, at just [\\$0.08 per gallon sold](#). When paired with the growth hubs of California and Idaho, whose taxes are [\\$0.20](#) and [\\$0.15](#) respectively, it's inevitable that the region became a paradise for prospective brewers.

The soil of the West Coast, the Yakima Valley in particular, is rich and perfect for growing hops. [70% of all hops](#) grown in the United States come from Oregon, meaning that craft breweries not only have an area with incredibly low overhead but also lack the larger transportation costs that distanced companies would incur. They can also market the beer as a locally-sourced product to potential customers.

Let's Get Started!

RESTAURANT XYZ is proud to support many local entrepreneurs and help grow this industry, and we know it will only grow bigger from here! If you're interested in getting in on the ground floor of this industry, call us today at (555) 555-5555 to learn more about how a RESTAURANT XYZ franchise can work for you.

REFERENCES (DO NOT PUBLISH):

<https://crosscut.com/2015/07/what-craft-beer-means-for-washingtons-economy>
<https://brewminate.com/how-the-pacific-northwest-became-a-hotspot-for-craft-breweries/>

<https://taxfoundation.org/map-beer-excise-tax-rates-state-2014>

<http://allaboutbeer.com/article/booming-beer-culture%E2%80%94why-we-all-envy-the-northwest/>

<https://www.ironhorsebrewery.com/2018/04/our-take-on-growth-in-craft-beer/>

<https://www.telegraph.co.uk/travel/destinations/north-america/united-states/articles/craft-beer-trail-california-oregon/>

<http://www.californiacraftbeer.com/number-breweries-california-reaches-new-record/>

https://www.researchgate.net/publication/317570500_Neighborhood_Change_One_Pint_at_a_Time_The_Impact_of_Local_Characteristics_on_Craft_Breweries

<https://www.bizjournals.com/chicago/news/2013/01/23/craft-beer-sales-are-booming-per-mintel.html?page=all>