



Jefferson County pioneered the nation's beverage production industry in 1873 when Coors Brewery was established in the the county. Now known as the Molson Coors Beverage Company, its brewery operations in Jeffco is ranked as the largest single-site brewery in the world with over 2,000 employees. Today, Colorado is home to more than 10% of the nation's craft breweries and ranks #1 for output per capita. Jefferson County has the highest concentration of beverage production employees in metro Denver, accounting for nearly 25% of the region's total.



### Why Jeffco for Beverage Production



Companies  
47



Jobs  
2,588



Average Wage  
\$105,610



Jobs Multiplier  
3.23



Location Quotient  
3.24

- With a location quotient of 3.24, the concentration of beverage production jobs in Jeffco is over **3x the national average** (2022).
- Colorado has the nation's **4th highest** concentration of craft breweries per capita and is home to over 400 establishments (2022).
- Colorado craft beer has the **highest economic impact** per capita in the nation, nearly tripling since 2014 to a \$3.4 billion industry (2021).
- Jefferson County has a **business-friendly environment**. To support the business community, the county recently eliminated its portion of the business personal property tax, becoming the first county in Colorado to completely eliminate this tax.
- 48% of the residents in Jefferson County have a bachelor's degree or higher, helping position Colorado as the **second most educated workforce** in the nation (2022).

