



BEVERAGE PRODUCTION INDUSTRY

Jefferson County pioneered the nation's beverage production industry in 1873 when Coors Brewery was established in Golden. Now known as the Molson Coors Beverage Company, it continues to be one of the county's largest primary employers with over 2,000 employees.

Today, Colorado is home to more than 400 breweries and ranks #1 for industry output per capita. Jefferson County continues to have the highest concentration of beverage production employees in Metro Denver, accounting for nearly 25% of the region's total industry employment.



Industry Snapshot



Companies
50



Jobs
2,706



Average Wage
\$102,100



Jobs Multiplier
2.98



Location Quotient
3.44

- With a location quotient of 3.44, the concentration of beverage production employees in Jefferson County is over **3 times the national average**.
- Jefferson County is home to the **world's largest single-site brewery**, which has been in operation for 150 years by Molson Coors and produces 9.7 million barrels of beer each year at this site.
- With a growing number of distilleries, Jefferson County is helping position Colorado with the **6th highest** number of craft distilleries in the nation. This industry contributes over \$3.5 billion to the state's GDP each year.
- Colorado has the **2nd highest concentration** of beverage production employment in the nation.
- Jefferson County's **highly educated workforce** is growing. Residents with a bachelor's degree or higher increased by more than 11% from 2000 to 2023. Today, 51.9% of the residents in the county have a bachelor's degree or higher, helping position Colorado as the nation's **2nd most educated workforce**. The county ranks 44th in the nation for the highest concentration of residents with a bachelor's degree.
- To **support the business community**, Jefferson County recently eliminated its portion of the business personal property tax, becoming one of the first counties in Colorado to eliminate this tax.

