

More Than

40%

of the Cost of Every
Beer is Taxes...
Most of Them Hidden

22%

Excise,
sales &
direct
taxes

2%

State income
and payroll
taxes & other
state and
local taxes

17%

Federal
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VIRGINIA'S BEER EXCISE TAX IS HIGH ENOUGH!

- Virginia's beer excise tax is the nation's **16th highest**.
- On a regional basis, Virginia's beer excise tax is **higher than every other state except North Carolina**.
- Raising beer taxes **does** have consequences: Virginia's beer excise tax collections **declined by 9%** when Congress doubled the federal beer tax in 1991.
- The result of that federal beer tax increase rippled through Virginia's brewer, distributor and retail communities: jobs were lost, capital improvements were deferred—**all this on an industry that has averaged an annual growth rate of less than 1% over the past ten years**.
- Virginia distributors collected more than **\$44.4 million** in beer excise taxes in FY 2010—a contribution to the Commonwealth certain to decline if the beer excise tax is raised.
- **Six packs don't pay taxes**—You and I do! Beer taxes hurt working men and women the hardest. The average beer consumer's household income is \$53,000 a year.
- Federal and state beer excise taxes are already part of the purchase price when consumers reach the cash register—the sales tax is then added: **tax on tax** is the result.

This message brought to you by ... Anheuser-Busch, MillerCoors and the Virginia Beer Wholesalers Association.

For additional information, contact: Denny Gallagher of the Virginia Beer Wholesalers Association at 804-783-2655 (email: vbwa@aol.com).

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