

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: Phil Boykin of the Virginia Beer Wholesalers Association at 804-783-2655 (email: Phil.Boykin@vbwa.org).*

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