The Vermont Food & Beverage Industry
1999

- The food and beverage industry economic impact was $1.6 billion
- On average each food and beverage establishment served 60.8 thousand customers in 1999
- Sales receipts were $949 million
- 60% of guests were from the local area
- The industry employed 19,373 individuals

Business Profile
- 33% of establishments have 1-50 seats, 36% have 50-100, 14% have 100-200, 17% have more than 200 seats.
- On average each food and beverage establishment served 60.8 thousand customers in 1999.
- 84% of dairy products sold in eating and drinking places were produced in Vermont, 35% of condiments, 34% of poultry, 33% of fresh produce & fruit, 25% beer, 10% beef, and 9% lamb sold in eating and drinking places was produced in Vermont.

Patron Profile
- 60% of guests were from the local area, 12% were from other parts of Vermont, 23% were from other states, 5% were from other countries.
- 30% were pleasure travelers, 10% were business travelers, 60% were non-travelers.
- Travelers spent significantly more on a per-party basis.
- The average food bill for pleasure travelers was $19.91, business travelers $15.38 & non-travelers $14.62.

Employment
- Of the 19,373 individuals employed in the food & beverage industry 42% were full-time employees & 58% were part-time employees.
- 73% of employees were employed year-round, while 27% were employed on a seasonal basis.
- One third of the positions were managerial, while two thirds were "support" positions including cooks, wait staff, and dishwashers.
- For part-time positions the average hourly wage rate was $7.78.

Economic Impact
- Sales receipts were $949 million.
- 78% of total income was from food, 4% was from non-alcoholic beverages, 14% from alcoholic beverages and the other 4% from other products.
- Food and beverage establishments contributed $612 million to the personal income of industry proprietors and employees and $128 million to business taxes.
- Total economic impact was $1.6 billion, including $949 million of direct impact and $608 million of indirect and induced impact.

Vermont Tourism Data Center, UVM & Vermont Department of Tourism and Marketing