

**ECONOMIC IMPACT OF WINE AND GRAPES IN THE  
PASO ROBLES AVA  
AND GREATER SAN LUIS OBISPO COUNTY 2007**



distinct. different.

FULL ECONOMIC IMPACT OF WINEGRAPES AND WINE IN THE  
PASO ROBLES AVA AND GREATER  
SAN LUIS OBISPO COUNTY  
**\$ 1.785 Billion<sup>1</sup>**

PASO ROBLES AVA + GREATER SAN LUIS OBISPO WINE	ECONOMIC IMPACT
Full-time Equivalent Jobs	8114
Wages Paid	\$241 million
Retail Value of Paso Robles AVA Wine	\$657 million
Retail Value of Greater San Luis Obispo County Wine	\$803 million
Number of Bonded Wineries	217
Wine Produced (9 liter cases)	3.2 million
Winegrape Bearing Acres	29,000
Value of Winegrape Crop	\$151 million
Allied Industry Revenues	\$51 million
Tourism Expenditures	\$113 million
Winery Tourists Visits	1.2 million
Charitable Contributions	\$1.1 million
Taxes Paid (State and Local)	\$86 million

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