



MISSION

The Washington Beverage Association represents beverage producers, bottlers, and distributors across Washington state.

PURPOSE

For more than 100 years, our industry has been committed to making quality beverages for customers and offering them a choice. The beverage industry is making it easier for customers to choose beverages that are right for them with clear calorie labels, fewer calorie options, and smaller portions.

MEMBER BENEFITS

Here are just a few ways the Washington Beverage Association is benefiting their members:

- **Support** “Keep Seattle Livable” in their opposition to the Seattle beverage tax. Our industry is dedicated to supporting small businesses as well as the local communities they serve. Washington’s beverage companies and their employees contribute \$29.6 million to charitable causes across the state.
- **Contribute** significant tax dollars to the state and the federal government which plays an important role in the state’s economy. Our industry provides 4,580 jobs to the local community and has a direct economic impact of \$3.5 billion in Washington state.
- **Transform** the beverage landscape in communities nationwide with our “Balance Calories” Initiative. The “Balance Calories” Initiative is the single-largest voluntary effort by an industry to help fight obesity by providing customers smaller portions and few calorie options.
- **Launch** the “Clear on Calories” Initiative in conjunction with First Lady Michelle Obama’s “Let’s Move!” program to increase the transparency of our products by adding new, easy to understand labels to the front of every can, bottle and pack we produce.
- **Support** and empower the local economy and communities.
- **Work** diligently to oppose discriminatory taxes that unfairly single out our industry, and can have tough repercussions on local small businesses and low-income families.
- **Provide** beverage jobs that create \$410.90 million in wages and benefits in Washington. Our industry also contributes \$253 million in state taxes and \$468.20 in federal taxes.
- **Work** in coordination with the American Beverage Association (ABA), the trade association that represents America's non-alcoholic beverage industry.

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