

Food & Beverage



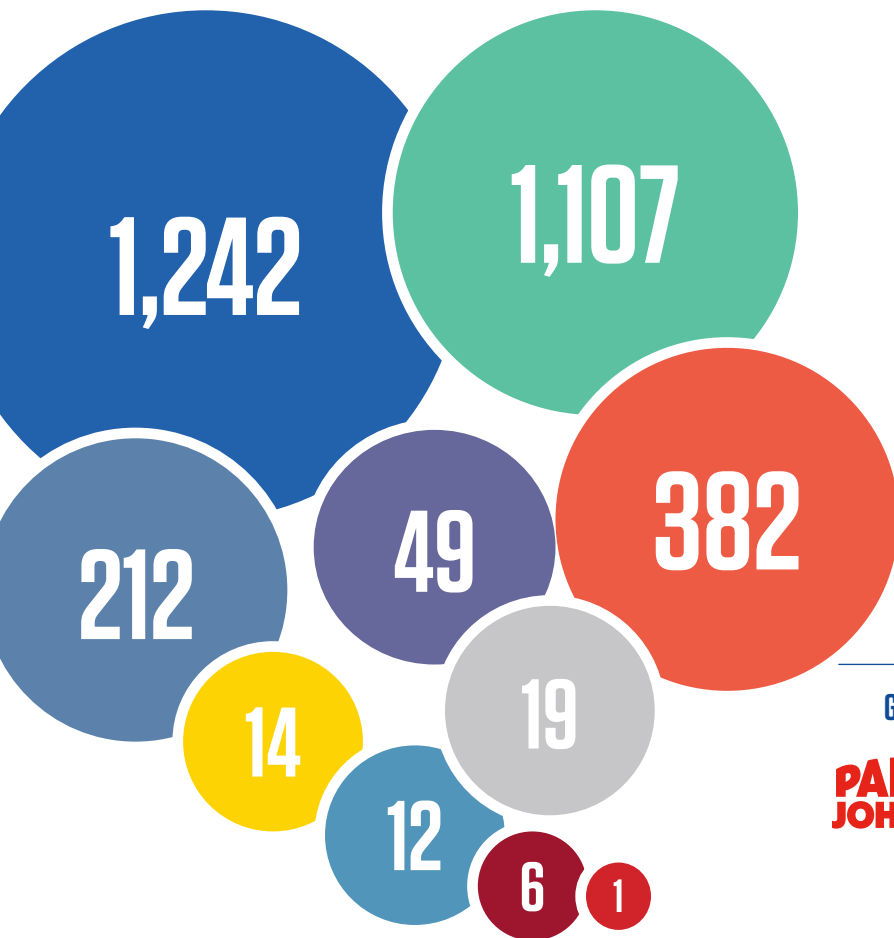
The Greater Louisville region is comprised of 15 counties across Kentucky and Southern Indiana. It is home to more than 1.5 million people and over 83,000 businesses. The region's central location affords it the logistical advantage of being within a day's drive of two-thirds of the U.S. population.

Additionally, the Greater Louisville region is a relatively inexpensive place to live with a ranking of 96.8 on the cost

of living index scale. Kentucky and Indiana rank 92.4 and 95.5 respectively on the scale.

The food and beverage industries represent 8.6% of total employment in the Kentucky-Indiana bi-state area. The Greater Louisville Region is comprised of 3,044 food and beverage businesses that employ over 70,000 people. From 2018-2024, the distilleries industry in Greater Louisville increased by 70.5%.

Number of Food & Beverage Businesses in Greater Louisville



- Limited-Service Restaurants
- Full-Service Restaurants
- Office Administrative Services
- Supermarkets and Other Grocery (except Convenience) Stores
- Distilleries
- Wineries
- Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)
- Meat and Meat Product Merchant Wholesalers
- Animal (except Poultry) Slaughtering
- Casinos (except Casino Hotels)

Greater Louisville Area Distributors/Distilleries/Wholesalers



Food & Beverage

Food & Beverage Ecosystem

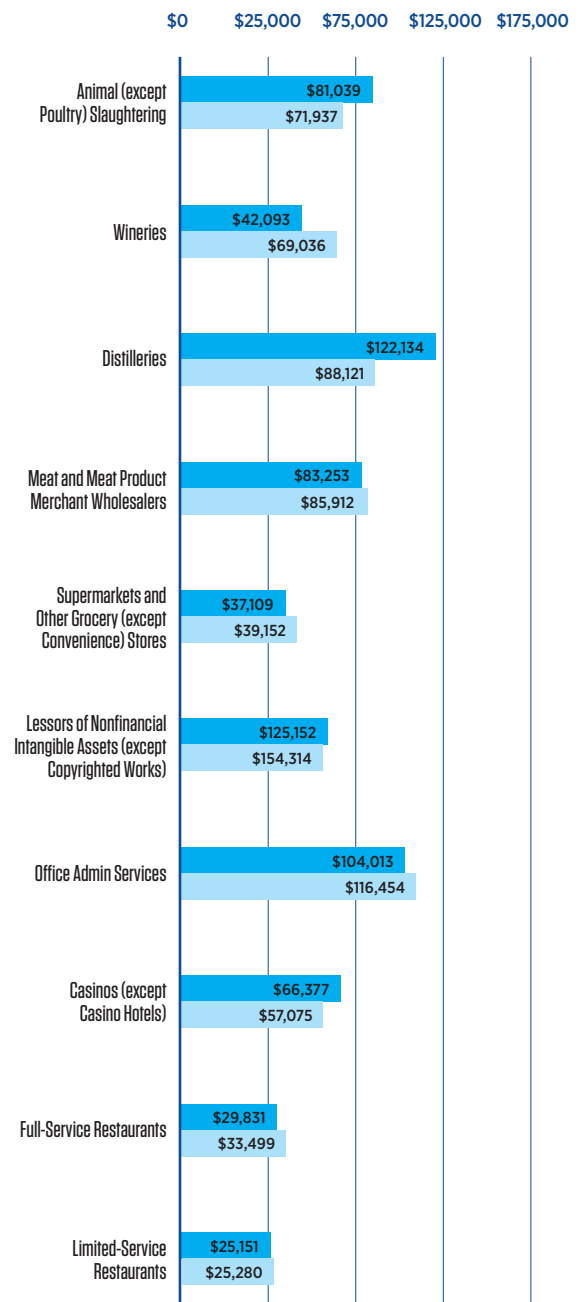
Louisville is a foodie’s dream. Beyond our unique and multicultural dining scene, we also help food and beverage companies quickly go from concept to consumer. Kentucky Fried Chicken is our claim to fame, but you may not know that Yum! Brands and Papa Johns Pizza also have roots in Greater Louisville. In October 2023, Stellar Snacks, a pretzel manufacturer, announced a \$137 million investment in west Louisville, which is expected to create 350 full-time jobs.

Greater Louisville is internationally known for our signature spirit – bourbon – and those aging barrels are also a key part of the regional economy. Home to Brown-Forman Corp., Jim Beam, Heaven Hill, Angel’s Envy, and more, bourbon is more than a tourist attraction. Greater Louisville-based companies produce and ship across the globe and employ thousands of Louisvillians. The craft beer scene is also continuing to grow in Greater Louisville, with new breweries and taprooms popping up each year and expanding their reach beyond the region.

Number of Employees

NAICS	Food & Beverage Sectors	Greater Louisville	Kentucky	Indiana
311611	Animal (except Poultry) Slaughtering	699	1,558	3,053
312130	Wineries	176	217	1,222
312140	Distilleries	4,852	7,474	1,265
424470	Meat and Meat Product Merchant Wholesalers	44	431	587
445110	Supermarkets and Other Grocery (except Convenience) Stores	9,674	27,281	34,371
533110	Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	33	63	195
561110	Office Administrative Services	3,280	7,012	6,774
713210	Casinos (except Casino Hotels)	107	12	6,118
722511	Full-Service Restaurants	25,394	65,871	103,843
722513	Limited-Service Restaurants	26,170	78,166	105,553

Average Wages for Food & Beverage Sectors



R1 Universities Within 200 Mile Radius



- Indiana University Bloomington
- The Ohio State University
- Purdue University
- University of Cincinnati
- University of Kentucky
- University of Louisville
- University of Tennessee
- Vanderbilt University

Louisville is within 200 miles of 186 colleges/universities, including eight Research 1 (R1) universities.