

BEVERAGE MARKETING CORPORATION
INDIANA BEER MARKET
DECEMBER, 2009 -- TOTAL BARRELS --

----- BREWERY -----	2009 RANK	----- LAST 6 MONTHS ----- 2008	2009	CHANGE -%-	----- LAST 12 MONTHS ----- 2008	2009	CHANGE -%-	----- YEAR TO DATE ----- 2008	2009	----- CHANGE ----- -AMOUNT-	----- -%-	MARKET SHARE 2008	2009	%
ANHEUSER-BUSCH INC.	1	0	929,723	.0	0	929,723	.0	0	929,723	929,723	.0	.0	48.1	
SAB MILLER, PLC	2	0	638,519	.0	0	638,519	.0	0	638,519	638,519	.0	.0	33.0	
ADOLPH COORS BREWING CO.	3	0	150,598	.0	0	150,598	.0	0	150,598	150,598	.0	.0	7.8	
CROWN IMPORTS	4	0	52,610	.0	0	52,610	.0	0	52,610	52,610	.0	.0	2.7	
PABST BREWING COMPANY	5	0	49,278	.0	0	49,278	.0	0	49,278	49,278	.0	.0	2.5	
HEINEKEN USA	6	0	32,978	.0	0	32,978	.0	0	32,978	32,978	.0	.0	1.7	
DIAGEO-GUINNESS USA	7	0	20,480	.0	0	20,480	.0	0	20,480	20,480	.0	.0	1.1	
BOSTON BEER COMPANY	8	0	15,201	.0	0	15,201	.0	0	15,201	15,201	.0	.0	.8	
MARK ANTHONY BRANDS	9	0	5,513	.0	0	5,513	.0	0	5,513	5,513	.0	.0	.3	
MOUNTAIN CREST	10	0	4,072	.0	0	4,072	.0	0	4,072	4,072	.0	.0	.2	
HIGH FALLS BREWING COMPANY	11	0	3,673	.0	0	3,673	.0	0	3,673	3,673	.0	.0	.2	
SIERRA NEVADA BREWING	12	0	3,005	.0	0	3,005	.0	0	3,005	3,005	.0	.0	.2	
BELL'S BREWERY	13	0	2,817	.0	0	2,817	.0	0	2,817	2,817	.0	.0	.1	
LEINENKUGEL BREWING	14	0	2,222	.0	0	2,222	.0	0	2,222	2,222	.0	.0	.1	
LABATT USA OPERATING CO.	15	0	2,048	.0	0	2,048	.0	0	2,048	2,048	.0	.0	.1	
LABATT USA	16	0	1,578	.0	0	1,578	.0	0	1,578	1,578	.0	.0	.1	
E & J GALLO WINERY	17	0	1,543	.0	0	1,543	.0	0	1,543	1,543	.0	.0	.1	
SPATEN NORTH AMERICA	18	0	1,492	.0	0	1,492	.0	0	1,492	1,492	.0	.0	.1	
FOSTERS BREWERIES USA	19	0	1,429	.0	0	1,429	.0	0	1,429	1,429	.0	.0	.1	
MHW LTD.	20	0	1,060	.0	0	1,060	.0	0	1,060	1,060	.0	.0	.1	
DRINK BEER, LLC	21	0	882	.0	0	882	.0	0	882	882	.0	.0	.0	
GAMBRINUS COMPANY	22	0	834	.0	0	834	.0	0	834	834	.0	.0	.0	
FULTON STREET BREWERY	23	0	784	.0	0	784	.0	0	784	784	.0	.0	.0	
MILWAUKEE PREMIUM BREW CO.	24	0	709	.0	0	709	.0	0	709	709	.0	.0	.0	
WARSTEINER IMPORTERS	25	0	697	.0	0	697	.0	0	697	697	.0	.0	.0	
INDEPENDENT BREWERS UNITED	26	0	631	.0	0	631	.0	0	631	631	.0	.0	.0	
MELANIE BREWERY	27	0	595	.0	0	595	.0	0	595	595	.0	.0	.0	
HORNELL BREWING COMPANY	28	0	492	.0	0	492	.0	0	492	492	.0	.0	.0	
COPPER MOUNTAIN BEVERAGE	29	0	480	.0	0	480	.0	0	480	480	.0	.0	.0	
HAVEN IMPORTS, LLC	30	0	461	.0	0	461	.0	0	461	461	.0	.0	.0	
DOGFISH HEAD CRAFT BREWERY	31	0	457	.0	0	457	.0	0	457	457	.0	.0	.0	
MERCHANT DU VIN	32	0	448	.0	0	448	.0	0	448	448	.0	.0	.0	
BROWN-FORMAN CORPORATION	33	0	441	.0	0	441	.0	0	441	441	.0	.0	.0	
DRINK FOUR	34	0	356	.0	0	356	.0	0	356	356	.0	.0	.0	
SAPPORO USA	35	0	329	.0	0	329	.0	0	329	329	.0	.0	.0	
UNITED STATES DISTIL'D PROD	36	0	294	.0	0	294	.0	0	294	294	.0	.0	.0	
GLUNZ, LOUIS INC.	37	0	237	.0	0	237	.0	0	237	237	.0	.0	.0	
VICTORY BREWING CO.	38	0	235	.0	0	235	.0	0	235	235	.0	.0	.0	
BROOKLYN BREWERY	39	0	229	.0	0	229	.0	0	229	229	.0	.0	.0	
ABITA BREWING COMPANY	40	0	228	.0	0	228	.0	0	228	228	.0	.0	.0	
FLYING DOG BREWERY	41	0	224	.0	0	224	.0	0	224	224	.0	.0	.0	
BRECKENRIDGE BREWERY	42	0	223	.0	0	223	.0	0	223	223	.0	.0	.0	
SAINT LOUIS BREWERY	43	0	202	.0	0	202	.0	0	202	202	.0	.0	.0	
BELUKUS MARKETING	44	0	185	.0	0	185	.0	0	185	185	.0	.0	.0	

BEVERAGE MARKETING CORPORATION
INDIANA BREWERY-DISTRIBUTOR REPORT
DECEMBER, 2009 -- TOTAL 24-12 OZ. CASE EQUIVALENTS --

-- BREWERY-DISTRIBUTOR --	-- CURRENT TWO MONTHS --			----- YEAR TO DATE -----			YTD BREWERY %	
	-2008-	-2009-	% CHG	-2008-	-2009-	% CHG	2008	2009
ABITA BREWING COMPANY - ABITA SPRINGS, LA								
MONARCH BEV-INDIANAPOLIS	0	926	.0	0	3,146	.0	.0	100.0
TOTAL	0	926	.0	0	3,146	.0	.0	100.0
ADOLPH COORS BREWING CO. - GOLDEN, CO								
FIVE STAR DIST-COLUMBIA CI	0	74,989	.0	0	273,033	.0	.0	14.8
INDIANA BEER-SOUTH BEND	0	101,792	.0	0	327,100	.0	.0	17.7
MONARCH BEV-INDIANAPOLIS	0	392,871	.0	0	1,038,390	.0	.0	56.2
NORTH COAST-VALPARAISO	0	71,727	.0	0	207,748	.0	.0	11.3
TOTAL	0	641,379	.0	0	1,846,271	.0	.0	100.0
ALTA MARKETING COMPANY - REDLANDS, CA								
CAVALIER DIST-INDIANAPOLIS	0	0	.0	0	60	.0	.0	100.0
TOTAL	0	0	.0	0	60	.0	.0	100.0
AMTEC INT'L OF NY CORP - BROOKLYN, NY								
BEER GUY DIST-MISHAWAKA	0	0	.0	0	55	.0	.0	20.1
WINDING ROAD BEV-ELKHART	0	162	.0	0	218	.0	.0	79.9
TOTAL	0	162	.0	0	273	.0	.0	100.0
ANCHOR BREWING COMPANY - SAN FRANCISCO, CA								
MONARCH BEV-INDIANAPOLIS	0	551	.0	0	1,989	.0	.0	100.0
TOTAL	0	551	.0	0	1,989	.0	.0	100.0
ANHEUSER-BUSCH INC. - ST. LOUIS, MO								
AALCO DIST-FORT WAYNE	0	208,594	.0	0	861,028	.0	.0	7.4
BARTHOLOMEW CTY BEV-COLUMB	0	75,329	.0	0	256,475	.0	.0	2.2
BEST BEERS-BLOOMINGTON	0	114,631	.0	0	390,547	.0	.0	3.4
BOONE BEVERAGE-LEBANON	0	36,804	.0	0	120,851	.0	.0	1.0
CALUMET BREWERIES-HAMMOND	0	125,305	.0	0	423,568	.0	.0	3.7
DEKALB DISTRIBUTING-AUBURN	0	92,657	.0	0	326,209	.0	.0	2.8
DEVER DIST-TERRE HAUTE	0	190,808	.0	0	663,996	.0	.0	5.7
GREENFIELD BEV-GREENFIELD	0	49,806	.0	0	158,605	.0	.0	1.4
HEDINGER BEV DIST-JASPER	0	154,296	.0	0	562,182	.0	.0	4.8
JAY CTY BEVERAGE-PORTLAND	0	29,398	.0	0	93,565	.0	.0	.8
LITTLE BEVERAGE-ATTICA	0	16,321	.0	0	61,287	.0	.0	.5
MIAMI BEVERAGE-PERU	0	15,999	.0	0	50,040	.0	.0	.4
MID AMERICA BEV-KOKOMO	0	244,988	.0	0	808,023	.0	.0	7.0
NADORFF & SONS-NEW ALBANY	0	61,370	.0	0	195,675	.0	.0	1.7
NELSON BEVERAGE-WARSAW	0	90,404	.0	0	337,523	.0	.0	2.9
NORTH VERNON BEV-NORTH VER	0	198,270	.0	0	710,665	.0	.0	6.1
ORANGE CTY BEV-FRENCH LICK	0	36,013	.0	0	113,779	.0	.0	1.0
SMITH, T A DIST-ANDERSON	0	219,297	.0	0	788,750	.0	.0	6.8
SOUTHEASTERN BEV-AURORA	0	92,794	.0	0	344,597	.0	.0	3.0

BEVERAGE MARKETING CORPORATION
INDIANA DISTRIBUTOR-BREWERY REPORT
DECEMBER, 2009 -- TOTAL 24-12 OZ. CASE EQUIVALENTS --

-- DISTRIBUTOR-BREWERY --	-- CURRENT TWO MONTHS --			----- YEAR TO DATE -----			YTD BREWERY %	
	-2008-	-2009-	% CHG	-2008-	-2009-	% CHG	2008	2009
AALCO DIST-FORT WAYNE								
ANHEUSER-BUSCH INC.	0	208,594	.0	0	861,028	.0	.0	92.0
CROWN IMPORTS	0	11,395	.0	0	36,151	.0	.0	3.9
DIAGEO-GUINNESS USA	0	5,057	.0	0	18,350	.0	.0	2.0
HEINEKEN USA	0	6,139	.0	0	15,063	.0	.0	1.6
LABATT USA	0	0	.0	0	1,473	.0	.0	.2
SAPPORO USA	0	0	.0	0	323	.0	.0	.0
SIERRA NEVADA BREWING	0	730	.0	0	3,220	.0	.0	.3
UNITED STATES BEVERAGE	0	0	.0	0	56	.0	.0	.0
TOTAL	0	231,915	.0	0	935,664	.0	.0	100.0
ALLIED BEVERAGE-HAUBSTADT								
HORNELL BREWING COMPANY	0	0	.0	0	899	.0	.0	100.0
TOTAL	0	0	.0	0	899	.0	.0	100.0
BARTHOLOMEW CTY BEV-COLUMB								
ANHEUSER-BUSCH INC.	0	75,329	.0	0	256,475	.0	.0	100.0
TOTAL	0	75,329	.0	0	256,475	.0	.0	100.0
BEST BEERS-BLOOMINGTON								
ANHEUSER-BUSCH INC.	0	114,631	.0	0	390,547	.0	.0	85.9
CROWN IMPORTS	0	7,828	.0	0	16,732	.0	.0	3.7
DIAGEO-GUINNESS USA	0	3,223	.0	0	10,020	.0	.0	2.2
HEINEKEN USA	0	4,667	.0	0	12,414	.0	.0	2.7
MARK ANTHONY BRANDS	0	0	.0	0	2,610	.0	.0	.6
MERCHANT DU VIN	0	156	.0	0	569	.0	.0	.1
MHW LTD.	0	1,368	.0	0	2,736	.0	.0	.6
PABST BREWING COMPANY	0	2,811	.0	0	13,469	.0	.0	3.0
SAPPORO USA	0	0	.0	0	920	.0	.0	.2
SIERRA NEVADA BREWING	0	1,357	.0	0	4,758	.0	.0	1.0
TOTAL	0	136,041	.0	0	454,775	.0	.0	100.0
BEER GUY DIST-MISHAWAKA								
AMTEC INT'L OF NY CORP	0	0	.0	0	55	.0	.0	.3
DRINK BEER, LLC	0	4,823	.0	0	12,147	.0	.0	55.3
MILWAUKEE PREMIUM BREW CO.	0	3,006	.0	0	9,777	.0	.0	44.5
TOTAL	0	7,829	.0	0	21,979	.0	.0	100.1
BOONE BEVERAGE-LEBANON								
ANHEUSER-BUSCH INC.	0	36,804	.0	0	120,851	.0	.0	100.0
TOTAL	0	36,804	.0	0	120,851	.0	.0	100.0
CALUMET BREWERIES-HAMMOND								
ANHEUSER-BUSCH INC.	0	125,305	.0	0	423,568	.0	.0	72.0

BEVERAGE MARKETING CORPORATION
INDIANA METRO/COUNTY BEER MARKETS
DECEMBER, 2009 -- TOTAL 24-12 OZ. CASE EQUIVALENTS --

----- BREWERY -----	2009 RANK	--- YEAR TO DATE ---		----- CHANGE -----		MARKET SHARE %	
		-2008-	-2009-	-AMOUNT-	-%-	2008	2009
- ANDERSON -							
ANHEUSER-BUSCH INC.	1	0	788,750	788,750	.0	100.0-	97.9
CROWN IMPORTS	2	0	16,792	16,792	.0	100.0-	2.1
TOTALS		0	805,542	805,542	100.0-		
- BLOOMINGTON -							
ANHEUSER-BUSCH INC.	1	0	390,547	390,547	.0	100.0-	85.9
CROWN IMPORTS	2	0	16,732	16,732	.0	100.0-	3.7
PABST BREWING COMPANY	3	0	13,469	13,469	.0	100.0-	3.0
HEINEKEN USA	4	0	12,414	12,414	.0	100.0-	2.7
DIAGEO-GUINNESS USA	5	0	10,020	10,020	.0	100.0-	2.2
SIERRA NEVADA BREWING	6	0	4,758	4,758	.0	100.0-	1.0
MHW LTD.	7	0	2,736	2,736	.0	100.0-	.6
MARK ANTHONY BRANDS	8	0	2,610	2,610	.0	100.0-	.6
SAPPORO USA	9	0	920	920	.0	100.0-	.2
MERCHANT DU VIN	10	0	569	569	.0	100.0-	.1
TOTALS		0	454,775	454,775	100.0-		
- EVANSVILLE -							
ANHEUSER-BUSCH INC.	1	0	869,798	869,798	.0	100.0-	97.0
CROWN IMPORTS	2	0	20,477	20,477	.0	100.0-	2.3
HEINEKEN USA	3	0	5,933	5,933	.0	100.0-	.7
HORNELL BREWING COMPANY	4	0	899	899	.0	100.0-	.1
TOTALS		0	897,107	897,107	100.0-		
- FORT WAYNE -							
ANHEUSER-BUSCH INC.	1	0	1,187,237	1,187,237	.0	100.0-	48.7
SAB MILLER, PLC	2	0	823,112	823,112	.0	100.0-	33.8
ADOLPH COORS BREWING CO.	3	0	273,033	273,033	.0	100.0-	11.2
PABST BREWING COMPANY	4	0	43,649	43,649	.0	100.0-	1.8
CROWN IMPORTS	5	0	42,617	42,617	.0	100.0-	1.7
DIAGEO-GUINNESS USA	6	0	21,031	21,031	.0	100.0-	.9
HEINEKEN USA	7	0	18,161	18,161	.0	100.0-	.7
BOSTON BEER COMPANY	8	0	16,472	16,472	.0	100.0-	.7