

BEVERAGE MARKETING CORPORATION
MICHIGAN 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 2008	SHARE 2009	%
ANHEUSER-BUSCH INC.	1	1,846,021	1,750,947	5.2-	3,733,303	3,614,738	3.2-	3,733,303	3,614,738	118,565-	3.2-	56.9	56.3	
SAB MILLER, PLC	2	661,668	718,303	8.6	1,369,702	1,433,583	4.7	1,369,702	1,433,583	63,881	4.7	20.9	22.3	
LABATT USA	3	160,768	149,622	6.9-	323,887	309,332	4.5-	323,887	309,332	14,555-	4.5-	4.9	4.8	
ADOLPH COORS BREWING CO.	4	184,974	115,966	37.3-	360,319	279,188	22.5-	360,319	279,188	81,131-	22.5-	5.5	4.3	
PABST BREWING COMPANY	5	81,460	79,504	2.4-	171,018	171,796	.5	171,018	171,796	778	.5	2.6	2.7	
CROWN IMPORTS	6	61,793	56,171	9.1-	134,953	127,232	5.7-	134,953	127,232	7,721-	5.7-	2.1	2.0	
HEINEKEN USA	7	49,817	48,381	2.9-	97,123	97,844	.7	97,123	97,844	721	.7	1.5	1.5	
DIAGEO-GUINNESS USA	8	33,077	31,895	3.6-	78,558	73,635	6.3-	78,558	73,635	4,923-	6.3-	1.2	1.1	
BELL'S BREWERY	9	25,297	24,956	1.3-	60,216	56,966	5.4-	60,216	56,966	3,250-	5.4-	.9	.9	
BOSTON BEER COMPANY	10	27,551	31,288	13.6	50,553	53,564	6.0	50,553	53,564	3,011	6.0	.8	.8	
MARK ANTHONY BRANDS	11	14,306	20,714	44.8	40,626	48,442	19.2	40,626	48,442	7,816	19.2	.6	.8	
HIGH FALLS BREWING COMPANY	12	5,978	6,488	8.5	12,952	12,946	.0	12,952	12,946	6-	.0	.2	.2	
SIERRA NEVADA BREWING	13	3,693	4,592	24.3	7,760	9,489	22.3	7,760	9,489	1,729	22.3	.1	.1	
LEINENKUGEL BREWING	14	4,195	4,292	2.3	7,755	9,224	18.9	7,755	9,224	1,469	18.9	.1	.1	
FOSTERS BREWERIES USA	15	4,581	3,642	20.5-	9,355	7,826	16.3-	9,355	7,826	1,529-	16.3-	.1	.1	
UNITED BRANDS COMPANY	16	614	4,169	579.0	773	7,549	876.6	773	7,549	6,776	876.6	.0	.1	
CANAL STREET BREWING	17	2,201	3,381	53.6	4,142	6,194	49.5	4,142	6,194	2,052	49.5	.1	.1	
DRINK FOUR	18	580	4,440	665.5	1,060	5,578	426.2	1,060	5,578	4,518	426.2	.0	.1	
INDEPENDENT BREWERS UNITED	19	0	3,346	.0	0	5,045	.0	0	5,045	5,045	.0	.0	.1	
SHORTS BREWING COMPANY	20	776	2,970	282.7	1,197	4,800	301.0	1,197	4,800	3,603	301.0	.0	.1	
MICHIGAN BREWING COMPANY	21	1,695	2,975	75.5	2,802	4,646	65.8	2,802	4,646	1,844	65.8	.0	.1	
NEW HOLLAND BREWING CO.	22	1,957	2,378	21.5	3,669	4,211	14.8	3,669	4,211	542	14.8	.1	.1	
CAMO BREWING COMPANY	23	2,922	2,214	24.2-	5,451	4,158	23.7-	5,451	4,158	1,293-	23.7-	.1	.1	
GJS SALES INC.	24	2,476	1,452	41.4-	4,778	3,781	20.9-	4,778	3,781	997-	20.9-	.1	.1	
FIVE STAR BREWING	25	2,110	1,920	9.0-	4,116	3,710	9.9-	4,116	3,710	406-	9.9-	.1	.1	
E & J GALLO WINERY	26	2,069	1,410	31.9-	4,524	3,241	28.4-	4,524	3,241	1,283-	28.4-	.1	.1	
MHW LTD.	27	1,349	1,717	27.3	2,694	2,855	6.0	2,694	2,855	161	6.0	.0	.0	
FULTON STREET BREWERY	28	1,328	1,489	12.1	2,125	2,853	34.3	2,125	2,853	728	34.3	.0	.0	
ARCADIA BREWING COMPANY	29	1,268	1,656	30.6	2,315	2,777	20.0	2,315	2,777	462	20.0	.0	.0	
KEWEENAW BREWING COMPANY	30	1,128	1,640	45.4	2,156	2,734	26.8	2,156	2,734	578	26.8	.0	.0	
GAMBRINUS COMPANY	31	1,214	1,143	5.8-	2,417	2,717	12.4	2,417	2,717	300	12.4	.0	.0	
BROWN-FORMAN CORPORATION	32	1,183	1,076	9.0-	3,050	2,679	12.2-	3,050	2,679	371-	12.2-	.0	.0	
MELANIE BREWERY	33	335	922	175.2	474	2,612	451.1	474	2,612	2,138	451.1	.0	.0	
MAGIC HAT BREWING COMPANY	34	2,760	0	100.0-	4,896	2,237	54.3-	4,896	2,237	2,659-	54.3-	.1	.0	
GREAT LAKES BREWING COMPANY	35	955	1,046	9.5	1,772	2,089	17.9	1,772	2,089	317	17.9	.0	.0	
STAR BRAND IMPORTS	36	1,353	202	85.1-	3,227	2,043	36.7-	3,227	2,043	1,184-	36.7-	.0	.0	
SAPPORO USA	37	1,041	813	21.9-	2,181	1,622	25.6-	2,181	1,622	559-	25.6-	.0	.0	
HAVEN IMPORTS, LLC	38	290	1,339	361.7	826	1,595	93.1	826	1,595	769	93.1	.0	.0	
DARK HORSE BREWING COMPANY	39	320	953	197.8	851	1,569	84.4	851	1,569	718	84.4	.0	.0	
RAVE ASSOCIATES	40	582	989	69.9	1,319	1,456	10.4	1,319	1,456	137	10.4	.0	.0	
SPATEN NORTH AMERICA	41	830	729	12.2-	1,562	1,397	10.6-	1,562	1,397	165-	10.6-	.0	.0	
STAATLICHES HOFBRAU HAUS	42	1,225	984	19.7-	1,457	1,389	4.7-	1,457	1,389	68-	4.7-	.0	.0	
CORNER BREWERY, LLC	43	840	598	28.8-	1,757	1,326	24.5-	1,757	1,326	431-	24.5-	.0	.0	
TOTAL BEVERAGE SOLUTION	44	466	597	28.1	902	1,325	46.9	902	1,325	423	46.9	.0	.0	

BEVERAGE MARKETING CORPORATION
MICHIGAN 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
ADOLPH COORS BREWING CO. - GOLDEN, CO								
ALPENA BEVERAGE-ALPENA	10,032	153	98.5-	70,156	67,205	4.2-	1.7	2.1
ANDERSON DIST-JACKSON	25,136	8,806	65.0-	162,352	169,594	4.5	4.0	5.3
BAYSIDE BEVERAGE-PETOSKEY	8,871	3,251	63.4-	65,758	68,187	3.7	1.6	2.1
COX & SON-TRAVERSE CITY	12,756	12,966	1.6	100,484	108,369	7.8	2.5	3.4
CUSTER BEER-MONROE	624	0	100.0-	8,312	10,010	20.4	.2	.3
EASTOWN DIST-DETROIT	11,964	16,255	35.9	100,099	104,810	4.7	2.5	3.3
FABIANO BROTHERS-BAY CITY	14,271	14,624	2.5	105,230	118,685	12.8	2.6	3.7
FOUR SEASONS-IRON MOUNTAIN	2,713	966	64.4-	20,066	24,236	20.8	.5	.8
GERRY'S DIST-PORT HURON	17,555	6,443	63.3-	128,982	125,056	3.0-	3.2	3.9
HAUTALA DIST-WAKEFIELD	0	0	.0	0	168	.0	.0	.0
HENRY DISTRIBUTING-LANSING	23,793	10,929	54.1-	163,234	176,295	8.0	4.0	5.5
IMPERIAL BEVERAGE-KALAMAZO	18,180	13,813	24.0-	143,233	144,715	1.0	3.5	4.5
JOHNSON DIST-ESCANABA	3,483	3,693	6.0	18,657	24,813	33.0	.5	.8
JOZAITIS DIST-MENOMINEE	456	815	78.7	3,518	5,410	53.8	.1	.2
KENT BEVERAGE-WYOMING	82,399	26,750	67.5-	532,304	281,948	47.0-	13.2	8.8
LAKESHORE BEV-MANISTEE	5,006	4,642	7.3-	43,538	48,071	10.4	1.1	1.5
LUDINGTON BEV CO-LUDINGTON	0	0	.0	999	0	100.0-	.0	.0
MC CABE DIST-LAURIUM	0	251	.0	2,997	3,896	30.0	.1	.1
MARCHETTI DIST-SAULT STE M	6,185	1,781	71.2-	59,228	49,282	16.8-	1.5	1.5
MUEHLENBECK DIST-SAGINAW	20,400	8,742	57.1-	131,503	138,910	5.6	3.3	4.3
NORTHERN BEV-WEST BRANCH	1,344	0	100.0-	9,104	6,060	33.4-	.2	.2
O K DISTRIBUTORS-ST. JOSEP	11,212	3,202	71.4-	11,212	112,143	900.2	.3	3.5
O & W DIST-YPSILANTI	11,147	11,097	.4-	79,983	83,361	4.2	2.0	2.6
O'SULLIVAN, J P DIST-FLINT	33,270	10,007	69.9-	203,799	189,136	7.2-	5.0	5.9
PETITPREN INC-MT.CLEMENS	9,378	15,066	60.7	98,497	107,525	9.2	2.4	3.4
PISANI CO-IRONWOOD	5,393	8,142	51.0	49,761	57,850	16.3	1.2	1.8
POWERS DIST-LAKE ORION	72,482	32,992	54.5-	457,123	301,594	34.0-	11.3	9.4
SILVER FOAM DIST-JACKSON	47,937	20,552	57.1-	331,179	181,425	45.2-	8.2	5.7
SOUTH END BEV-ST. JOSEPH	5,895	0	100.0-	111,236	0	100.0-	2.8	.0
TASSON DIST-ISHPEMING	11,715	9,682	17.4-	65,813	67,611	2.7	1.6	2.1
TRI-COUNTY BEV-WARREN	38,415	18,074	53.0-	254,001	178,111	29.9-	6.3	5.6
TRI-COUNTY BEV-DEARBORN	71,475	25,544	64.3-	478,978	223,923	53.2-	11.9	7.0
WICKSALL DIST-TRAVERSE CIT	3,037	4,441	46.2	24,589	24,419	.7-	.6	.8
TOTAL	586,524	293,679	49.9-	4,035,925	3,202,818	20.6-	99.9	100.1
AIKO IMPORTERS - MT. PLEASANT, SC								
CANA DIST-DETROIT	0	0	.0	0	175	.0	.0	100.0
WINE DIMENSIONS-MT. CLEMEN	0	0	.0	815	0	100.0-	100.0	.0
TOTAL	0	0	.0	815	175	78.5-	100.0	100.0
ALTA MARKETING COMPANY - REDLANDS, CA								
A H D VINTNERS-WARREN	0	0	.0	3,780	1,312	65.3-	100.0	91.6
TRI-COUNTY BEV-WARREN	0	0	.0	0	120	.0	.0	8.4
TOTAL	0	0	.0	3,780	1,432	62.1-	100.0	100.0

BEVERAGE MARKETING CORPORATION
MICHIGAN 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
A H D VINTNERS-WARREN								
ALTA MARKETING COMPANY	0	0	.0	3,780	1,312	65.3-	22.4	8.0
FULTON STREET BREWERY	600	600	.0	2,400	3,120	30.0	14.2	18.9
GLOBAL VILLAGE IMPORTS	0	192	.0	1,608	1,632	1.5	9.5	9.9
MOUNTAIN CREST	0	0	.0	3,745	7,308	95.1	22.2	44.3
PUGSLEY BREWING LLC	0	0	.0	3,811	1,680	55.9-	22.6	10.2
SIGNATURE IMPORTS	963	0	100.0-	1,502	1,451	3.4-	8.9	8.8
TOTAL	1,563	792	49.3-	16,846	16,503	2.0-	99.8	100.1
ALPENA BEVERAGE-ALPENA								
ADOLPH COORS BREWING CO.	10,032	153	98.5-	70,156	67,205	4.2-	13.8	13.4
BOSTON BEER COMPANY	576	768	33.3	4,848	5,342	10.2	1.0	1.1
BROWN-FORMAN CORPORATION	0	0	.0	1,368	1,440	5.3	.3	.3
CROWN IMPORTS	0	1,286	.0	12,642	15,244	20.6	2.5	3.0
DETROIT RIVERTOWN BREWING	0	8	.0	43	8	81.4-	.0	.0
E & J GALLO WINERY	72	106	47.2	1,920	1,402	27.0-	.4	.3
FULTON STREET BREWERY	30	0	100.0-	217	263	21.2	.0	.1
HIGH FALLS BREWING COMPANY	0	0	.0	2,736	2,736	.0	.5	.5
INDEPENDENT BREWERS UNITED	0	12	.0	0	18	.0	.0	.0
IRON CITY BREWING COMPANY	0	0	.0	147	0	100.0-	.0	.0
LEINENKUGEL BREWING	0	0	.0	0	538	.0	.0	.1
MARK ANTHONY BRANDS	1,074	1,332	24.0	11,897	15,395	29.4	2.3	3.1
MT. PLEASANT BREWING CO.	20	65	225.0	20	225	999.9	.0	.0
SAB MILLER, PLC	44,795	55,773	24.5	402,574	389,906	3.1-	79.1	77.9
SIERRA NEVADA BREWING	0	0	.0	210	1,099	423.3	.0	.2
TOTAL	56,599	59,503	5.1	508,778	500,821	1.6-	99.9	100.0
ANDERSON DIST-JACKSON								
ADOLPH COORS BREWING CO.	25,136	8,806	65.0-	162,352	169,594	4.5	42.8	41.1
ANHEUSER-BUSCH INC.	627	1,526	143.4	7,222	7,347	1.7	1.9	1.8
BROWN-FORMAN CORPORATION	0	216	.0	1,080	1,212	12.2	.3	.3
CHRISTIAN MOERLEIN BREWING	0	0	.0	0	62	.0	.0	.0
CROWN IMPORTS	3,934	1,364	65.3-	35,856	29,875	16.7-	9.4	7.2
DIAGEO-GUINNESS USA	4,096	1,497	63.5-	29,354	26,655	9.2-	7.7	6.5
DRINK FOUR	0	944	.0	397	2,936	639.5	.1	.7
E & J GALLO WINERY	72	82	13.9	1,512	1,054	30.3-	.4	.3
HEINEKEN USA	901	1,905	111.4	10,720	11,087	3.4	2.8	2.7
HIGH FALLS BREWING COMPANY	0	1,643	.0	5,328	9,515	78.6	1.4	2.3
LABATT USA	13,364	19,440	45.5	80,275	87,148	8.6	21.2	21.1
MARK ANTHONY BRANDS	2,731	1,467	46.3-	17,585	16,849	4.2-	4.6	4.1
MICHIGAN BREWING COMPANY	165	0	100.0-	827	1,088	31.6	.2	.3
PABST BREWING COMPANY	2,300	2,706	17.7	25,522	24,564	3.8-	6.7	5.9
SBT CORPORATION	62	0	100.0-	62	0	100.0-	.0	.0
SAB MILLER, PLC	231	22,426	999.9	1,245	23,517	999.9	.3	5.7

BEVERAGE MARKETING CORPORATION
MICHIGAN 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
- ANN ARBOR -							
SAB MILLER, PLC	1	1,885,141	1,804,130	81,011-	4.3-	43.8	43.3
ANHEUSER-BUSCH INC.	2	1,314,541	1,256,228	58,313-	4.4-	30.5	30.2
CROWN IMPORTS	3	240,132	236,514	3,618-	1.5-	5.6	5.7
BELL'S BREWERY	4	174,276	162,223	12,053-	6.9-	4.0	3.9
HEINEKEN USA	5	161,456	154,151	7,305-	4.5-	3.7	3.7
MARK ANTHONY BRANDS	6	87,534	98,267	10,733	12.3	2.0	2.4
ADOLPH COORS BREWING CO.	7	79,983	83,361	3,378	4.2	1.9	2.0
PABST BREWING COMPANY	8	64,682	60,987	3,695-	5.7-	1.5	1.5
DIAGEO-GUINNESS USA	9	67,828	54,909	12,919-	19.0-	1.6	1.3
BOSTON BEER COMPANY	10	42,180	39,727	2,453-	5.8-	1.0	1.0
LEINENKUGEL BREWING	11	14,912	24,331	9,419	63.2	.3	.6
SIERRA NEVADA BREWING	12	14,479	17,614	3,135	21.7	.3	.4
RAVE ASSOCIATES	13	14,904	16,413	1,509	10.1	.3	.4
FOSTERS BREWERIES USA	14	17,817	14,345	3,472-	19.5-	.4	.3
CANAL STREET BREWING	15	7,170	13,540	6,370	88.8	.2	.3
FLYING DOG BREWERY	16	10,719	10,637	82-	.8-	.2	.3
CORNER BREWERY, LLC	17	12,606	9,959	2,647-	21.0-	.3	.2
NEW HOLLAND BREWING CO.	18	8,847	9,948	1,101	12.4	.2	.2
ARCADIA BREWING COMPANY	19	8,813	9,917	1,104	12.5	.2	.2
DRINK FOUR	20	980	9,818	8,838	901.8	.0	.2
ANCHOR BREWING COMPANY	21	9,176	7,817	1,359-	14.8-	.2	.2
TOTAL BEVERAGE SOLUTION	22	8,384	7,524	860-	10.3-	.2	.2
STONE BREWING COMPANY	23	6,876	7,403	527	7.7	.2	.2
UNITED BRANDS COMPANY	24	0	6,906	6,906	.0	.0	.2
DARK HORSE BREWING COMPANY	25	3,310	5,833	2,523	76.2	.1	.1
STAR BRAND IMPORTS	26	8,046	5,062	2,984-	37.1-	.2	.1
INDEPENDENT BREWERS UNITED	27	0	3,930	3,930	.0	.0	.1
B. UNITED INT'L	28	4,888	3,070	1,818-	37.2-	.1	.1
HARPOON BREWERY	29	4,039	2,870	1,169-	28.9-	.1	.1
HAVEN IMPORTS, LLC	30	0	2,839	2,839	.0	.0	.1
WARSTEINER IMPORTERS	31	4,629	2,785	1,844-	39.8-	.1	.1
MAGIC HAT BREWING COMPANY	32	1,050	2,100	1,050	100.0	.0	.1
ASAHI USA	33	3,031	1,987	1,044-	34.4-	.1	.0
KEWEENAW BREWING COMPANY	34	1,536	1,870	334	21.7	.0	.0
MHW LTD.	35	1,080	1,584	504	46.7	.0	.0
BROOKLYN BREWERY	36	1,035	1,545	510	49.3	.0	.0
BROWN-FORMAN CORPORATION	37	2,088	1,506	582-	27.9-	.0	.0
E & J GALLO WINERY	38	1,512	1,354	158-	10.4-	.0	.0
MT. PLEASANT BREWING CO.	39	0	1,275	1,275	.0	.0	.0
AMTEC INT'L OF NY CORP	40	937	969	32	3.4	.0	.0
MICHIGAN BREWING COMPANY	41	716	705	11-	1.5-	.0	.0
LAGUNITAS BREWING COMPANY	42	2,449	693	1,756-	71.7-	.1	.0