

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

----- BREWERY -----	2009 RANK	----- CURRENT MONTH ----- 2008	----- 2009	CHANGE -%-	----- YEAR TO DATE ----- 2008	----- 2009	----- CHANGE ----- -AMOUNT-	----- -%-	MARKET 2008	SHARE % 2009
ANHEUSER-BUSCH INC.	1	255,949	252,362	1.4-	3,733,303	3,614,738	118,565-	3.2-	56.9	56.3
SAB MILLER, PLC	2	95,467	110,645	15.9	1,369,702	1,433,583	63,881	4.7	20.9	22.3
LABATT USA	3	28,248	22,447	20.5-	323,887	309,332	14,555-	4.5-	4.9	4.8
ADOLPH COORS BREWING CO.	4	28,807	12,702	55.9-	360,319	279,188	81,131-	22.5-	5.5	4.3
PABST BREWING COMPANY	5	12,532	11,065	11.7-	171,018	171,796	778	.5	2.6	2.7
CROWN IMPORTS	6	7,374	8,382	13.7	134,953	127,232	7,721-	5.7-	2.1	2.0
HEINEKEN USA	7	8,814	7,996	9.3-	97,123	97,844	721	.7	1.5	1.5
DIAGEO-GUINNESS USA	8	4,987	3,841	23.0-	78,558	73,635	4,923-	6.3-	1.2	1.1
BELL'S BREWERY	9	2,692	3,017	12.1	60,216	56,966	3,250-	5.4-	.9	.9
BOSTON BEER COMPANY	10	4,383	5,186	18.3	50,553	53,564	3,011	6.0	.8	.8
MARK ANTHONY BRANDS	11	1,966	1,595	18.9-	40,626	48,442	7,816	19.2	.6	.8
HIGH FALLS BREWING COMPANY	12	873	1,583	81.3	12,952	12,946	6-	.0	.2	.2
SIERRA NEVADA BREWING	13	377	530	40.6	7,760	9,489	1,729	22.3	.1	.1
LEINENKUGEL BREWING	14	1,041	572	45.1-	7,755	9,224	1,469	18.9	.1	.1
FOSTERS BREWERIES USA	15	603	450	25.4-	9,355	7,826	1,529-	16.3-	.1	.1
UNITED BRANDS COMPANY	16	0	620	.0	773	7,549	6,776	876.6	.0	.1
CANAL STREET BREWING	17	266	665	150.0	4,142	6,194	2,052	49.5	.1	.1
DRINK FOUR	18	0	408	.0	1,060	5,578	4,518	426.2	.0	.1
INDEPENDENT BREWERS UNITED	19	0	496	.0	0	5,045	5,045	.0	.0	.1
SHORTS BREWING COMPANY	20	132	782	492.4	1,197	4,800	3,603	301.0	.0	.1
MICHIGAN BREWING COMPANY	21	204	240	17.6	2,802	4,646	1,844	65.8	.0	.1
NEW HOLLAND BREWING CO.	22	0	371	.0	3,669	4,211	542	14.8	.1	.1
CAMO BREWING COMPANY	23	279	189	32.3-	5,451	4,158	1,293-	23.7-	.1	.1
GJS SALES INC.	24	0	0	.0	4,778	3,781	997-	20.9-	.1	.1
FIVE STAR BREWING	25	180	296	64.4	4,116	3,710	406-	9.9-	.1	.1
E & J GALLO WINERY	26	269	126	53.2-	4,524	3,241	1,283-	28.4-	.1	.1
MHW LTD.	27	222	641	188.7	2,694	2,855	161	6.0	.0	.0
FULTON STREET BREWERY	28	174	293	68.4	2,125	2,853	728	34.3	.0	.0
ARCADIA BREWING COMPANY	29	0	318	.0	2,315	2,777	462	20.0	.0	.0
KEWEENAW BREWING COMPANY	30	163	281	72.4	2,156	2,734	578	26.8	.0	.0
GAMBRINUS COMPANY	31	122	134	9.8	2,417	2,717	300	12.4	.0	.0
BROWN-FORMAN CORPORATION	32	208	178	14.4-	3,050	2,679	371-	12.2-	.0	.0
MELANIE BREWERY	33	3	0	100.0-	474	2,612	2,138	451.1	.0	.0
MAGIC HAT BREWING COMPANY	34	482	0	100.0-	4,896	2,237	2,659-	54.3-	.1	.0
GREAT LAKES BREWING COMPANY	35	133	103	22.6-	1,772	2,089	317	17.9	.0	.0
STAR BRAND IMPORTS	36	89	0	100.0-	3,227	2,043	1,184-	36.7-	.0	.0
SAPPORO USA	37	109	121	11.0	2,181	1,622	559-	25.6-	.0	.0
HAVEN IMPORTS, LLC	38	46	477	937.0	826	1,595	769	93.1	.0	.0
DARK HORSE BREWING COMPANY	39	0	145	.0	851	1,569	718	84.4	.0	.0
RAVE ASSOCIATES	40	70	362	417.1	1,319	1,456	137	10.4	.0	.0
SPATEN NORTH AMERICA	41	65	136	109.2	1,562	1,397	165-	10.6-	.0	.0
STAATLICHES HOFBRAU HAUS	42	0	96	.0	1,457	1,389	68-	4.7-	.0	.0
CORNER BREWERY, LLC	43	110	128	16.4	1,757	1,326	431-	24.5-	.0	.0
TOTAL BEVERAGE SOLUTION	44	35	44	25.7	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 MONTH --			----- YEAR TO DATE -----			YTD BREWERY %	
	-2008-	-2009-	% CHG	-2008-	-2009-	% CHG	2008	2009
ADOLPH COORS BREWING CO. - GOLDEN, CO								
ALPENA BEVERAGE-ALPENA	5,667	85	98.5-	70,156	67,205	4.2-	1.7	2.1
ANDERSON DIST-JACKSON	10,675	2,862	73.2-	162,352	169,594	4.5	4.0	5.3
BAYSIDE BEVERAGE-PETOSKEY	5,965	1,877	68.5-	65,758	68,187	3.7	1.6	2.1
COX & SON-TRAVERSE CITY	6,597	7,271	10.2	100,484	108,369	7.8	2.5	3.4
CUSTER BEER-MONROE	0	0	.0	8,312	10,010	20.4	.2	.3
EASTOWN DIST-DETROIT	5,532	6,956	25.7	100,099	104,810	4.7	2.5	3.3
FABIANO BROTHERS-BAY CITY	8,183	8,668	5.9	105,230	118,685	12.8	2.6	3.7
FOUR SEASONS-IRON MOUNTAIN	979	486	50.4-	20,066	24,236	20.8	.5	.8
GERRY'S DIST-PORT HURON	8,273	4,507	45.5-	128,982	125,056	3.0-	3.2	3.9
HAUTALA DIST-WAKEFIELD	0	0	.0	0	168	.0	.0	.0
HENRY DISTRIBUTING-LANSING	10,907	7,716	29.3-	163,234	176,295	8.0	4.0	5.5
IMPERIAL BEVERAGE-KALAMAZO	13,135	2,234	83.0-	143,233	144,715	1.0	3.5	4.5
JOHNSON DIST-ESCANABA	2,443	1,733	29.1-	18,657	24,813	33.0	.5	.8
JOZAITIS DIST-MENOMINEE	312	0	100.0-	3,518	5,410	53.8	.1	.2
KENT BEVERAGE-WYOMING	40,539	15,596	61.5-	532,304	281,948	47.0-	13.2	8.8
LAKESHORE BEV-MANISTEE	379	3,026	698.4	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	0	.0	2,997	3,896	30.0	.1	.1
MARCHETTI DIST-SAULT STE M	4,681	0	100.0-	59,228	49,282	16.8-	1.5	1.5
MUEHLENBECK DIST-SAGINAW	9,282	5,489	40.9-	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. JOSEPH	11,212	1,493	86.7-	11,212	112,143	900.2	.3	3.5
O & W DIST-YPSILANTI	4,463	6,968	56.1	79,983	83,361	4.2	2.0	2.6
O'SULLIVAN, J P DIST-FLINT	18,680	4,608	75.3-	203,799	189,136	7.2-	5.0	5.9
PETITPREN INC-MT.CLEMENS	6,308	7,622	20.8	98,497	107,525	9.2	2.4	3.4
PISANI CO-IRONWOOD	4,769	5,046	5.8	49,761	57,850	16.3	1.2	1.8
POWERS DIST-LAKE ORION	31,557	18,206	42.3-	457,123	301,594	34.0-	11.3	9.4
SILVER FOAM DIST-JACKSON	25,229	8,577	66.0-	331,179	181,425	45.2-	8.2	5.7
SOUTH END BEV-ST. JOSEPH	0	0	.0	111,236	0	100.0-	2.8	.0
TASSON DIST-ISHPEMING	8,454	6,870	18.7-	65,813	67,611	2.7	1.6	2.1
TRI-COUNTY BEV-WARREN	18,680	11,895	36.3-	254,001	178,111	29.9-	6.3	5.6
TRI-COUNTY BEV-DEARBORN	41,509	9,786	76.4-	478,978	223,923	53.2-	11.9	7.0
WICKSALL DIST-TRAVERSE CIT	1,416	1,431	1.1	24,589	24,419	.7-	.6	.8
TOTAL	307,170	151,008	50.8-	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 MONTH --			----- 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	0	.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	30	0	100.0-	1,502	1,451	3.4-	8.9	8.8
TOTAL	630	600	4.8-	16,846	16,503	2.0-	99.8	100.1
ALPENA BEVERAGE-ALPENA								
ADOLPH COORS BREWING CO.	5,667	85	98.5-	70,156	67,205	4.2-	13.8	13.4
BOSTON BEER COMPANY	336	192	42.9-	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	0	.0	43	8	81.4-	.0	.0
E & J GALLO WINERY	12	46	283.3	1,920	1,402	27.0-	.4	.3
FULTON STREET BREWERY	0	0	.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	0	.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	0	0	.0	11,897	15,395	29.4	2.3	3.1
MT. PLEASANT BREWING CO.	20	0	100.0-	20	225	999.9	.0	.0
SAB MILLER, PLC	18,666	21,782	16.7	402,574	389,906	3.1-	79.1	77.9
SIERRA NEVADA BREWING	0	0	.0	210	1,099	423.3	.0	.2
TOTAL	24,701	23,391	5.3-	508,778	500,821	1.6-	99.9	100.0
ANDERSON DIST-JACKSON								
ADOLPH COORS BREWING CO.	10,675	2,862	73.2-	162,352	169,594	4.5	42.8	41.1
ANHEUSER-BUSCH INC.	336	528	57.1	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	1,342	1,364	1.6	35,856	29,875	16.7-	9.4	7.2
DIAGEO-GUINNESS USA	2,679	574	78.6-	29,354	26,655	9.2-	7.7	6.5
DRINK FOUR	0	0	.0	397	2,936	639.5	.1	.7
E & J GALLO WINERY	60	82	36.7	1,512	1,054	30.3-	.4	.3
HEINEKEN USA	0	912	.0	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	7,028	10,481	49.1	80,275	87,148	8.6	21.2	21.1
MARK ANTHONY BRANDS	1,366	1,467	7.4	17,585	16,849	4.2-	4.6	4.1
MICHIGAN BREWING COMPANY	83	0	100.0-	827	1,088	31.6	.2	.3
PABST BREWING COMPANY	1,041	803	22.9-	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	160	6,987	999.9	1,245	23,517	999.9	.3	5.7