

BEVERAGE MARKETING CORPORATION  
MICHIGAN WINE MARKET  
DECEMBER, 2009      -- TOTAL GALLONS --

----- WINERY -----	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
GALLO, E & J WINERY	1	2,086,233	2,260,515	8.4	4,000,035	4,200,143	5.0	4,000,035	4,200,143	200,108	5.0	22.1	21.5
WINE GROUP	2	1,581,501	1,781,265	12.6	3,103,601	3,592,460	15.8	3,103,601	3,592,460	488,859	15.8	17.1	18.4
CONSTELLATION WINES	3	1,177,124	1,148,351	2.4-	2,386,096	2,333,292	2.2-	2,386,096	2,333,292	52,804-	2.2-	13.2	12.0
SUTTER HOME WINERY	4	436,628	607,091	39.0	880,689	1,132,158	28.6	880,689	1,132,158	251,469	28.6	4.9	5.8
FOSTER'S WINE ESTATES	5	488,960	470,288	3.8-	930,315	940,020	1.0	930,315	940,020	9,705	1.0	5.1	4.8
BRONCO WINE COMPANY	6	428,564	393,527	8.2-	688,165	763,169	10.9	688,165	763,169	75,004	10.9	3.8	3.9
BANFI PRODUCTS CORPORATION	7	266,306	258,452	2.9-	494,256	501,373	1.4	494,256	501,373	7,117	1.4	2.7	2.6
DEUTSCH & SONS LTD	8	147,123	239,578	62.8	294,587	472,769	60.5	294,587	472,769	178,182	60.5	1.6	2.4
VARIOUS IMPORTED WINES	9	133,883	185,638	38.7	208,948	292,159	39.8	208,948	292,159	83,211	39.8	1.2	1.5
LEELANAU WINE CELLARS	10	118,770	174,639	47.0	185,511	245,203	32.2	185,511	245,203	59,692	32.2	1.0	1.3
CHATEAU GRAND TRAVERSE	11	95,100	112,700	18.5	168,577	197,770	17.3	168,577	197,770	29,193	17.3	.9	1.0
BROWN-FORMAN CORPORATION	12	111,289	97,555	12.3-	202,787	180,740	10.9-	202,787	180,740	22,047-	10.9-	1.1	.9
DIAGEO NORTH AMERICA	13	83,131	101,794	22.5	173,216	172,165	.6-	173,216	172,165	1,051-	.6-	1.0	.9
GREEN MOUNTAIN BEVERAGE	14	84,693	97,732	15.4	138,655	170,804	23.2	138,655	170,804	32,149	23.2	.8	.9
STE. MICHELLE WINE ESTATES	15	91,181	99,870	9.5	172,444	169,888	1.5-	172,444	169,888	2,556-	1.5-	1.0	.9
ST. JULIAN WINE COMPANY	16	96,044	78,330	18.4-	167,693	164,412	2.0-	167,693	164,412	3,281-	2.0-	.9	.8
SHAW-ROSS IMPORTERS	17	105,752	101,541	4.0-	160,078	156,045	2.5-	160,078	156,045	4,033-	2.5-	.9	.8
SIGNATURE IMPORTS	18	82,286	83,768	1.8	134,114	151,330	12.8	134,114	151,330	17,216	12.8	.7	.8
PALM BAY IMPORTS	19	58,290	82,088	40.8	116,672	148,483	27.3	116,672	148,483	31,811	27.3	.6	.8
DELICATO VINEYARDS	20	69,460	71,576	3.0	119,248	145,796	22.3	119,248	145,796	26,548	22.3	.7	.7
MAJESTIC FINE WINES	21	117,259	52,853	54.9-	198,554	118,778	40.2-	198,554	118,778	79,776-	40.2-	1.1	.6
TABOR HILL WINERY	22	8,704	67,093	670.8	8,704	116,824	999.9	8,704	116,824	108,120	999.9	.0	.6
MHW LTD	23	32,943	54,656	65.9	62,217	93,902	50.9	62,217	93,902	31,685	50.9	.3	.5
U S DISTILLED PRODUCTS	24	39,584	53,025	34.0	74,589	87,504	17.3	74,589	87,504	12,915	17.3	.4	.4
BACARDI USA, INC.	25	63,055	52,275	17.1-	84,789	83,386	1.7-	84,789	83,386	1,403-	1.7-	.5	.4
MOET HENNESSY USA, INC.	26	60,957	41,504	31.9-	107,149	79,763	25.6-	107,149	79,763	27,386-	25.6-	.6	.4
SLJ GROUP, INC.	27	30,117	21,387	29.0-	54,353	62,352	14.7	54,353	62,352	7,999	14.7	.3	.3
STRONG VINEYARDS	28	30,161	33,964	12.6	53,808	60,236	11.9	53,808	60,236	6,428	11.9	.3	.3
WILDMAN, FREDERICK & SONS	29	13,612	33,533	146.3	24,815	58,849	137.2	24,815	58,849	34,034	137.2	.1	.3
PERNOD RICARD USA, LLC	30	34,331	20,037	41.6-	95,058	58,098	38.9-	95,058	58,098	36,960-	38.9-	.5	.3
KOBRAND CORPORATION	31	31,839	30,155	5.3-	59,897	57,566	3.9-	59,897	57,566	2,331-	3.9-	.3	.3
FRANCIS COPPOLA WINERY	32	28,080	28,796	2.5	50,151	53,843	7.4	50,151	53,843	3,692	7.4	.3	.3
SCHMITT SOHNE, INC.	33	18,743	23,452	25.1	51,317	53,342	3.9	51,317	53,342	2,025	3.9	.3	.3
BOGLE VINEYARDS	34	25,425	25,945	2.0	44,831	48,770	8.8	44,831	48,770	3,939	8.8	.2	.2
PRESTIGE WINE IMPORTS	35	37,843	21,321	43.7-	72,154	48,390	32.9-	72,154	48,390	23,764-	32.9-	.4	.2
WINEBOW, INC.	36	11,363	34,540	204.0	35,172	47,940	36.3	35,172	47,940	12,768	36.3	.2	.2
ADMIRAL IMPORTS	37	31,282	40,786	30.4	36,798	47,662	29.5	36,798	47,662	10,864	29.5	.2	.2
TERLATO WINES INT'L	38	24,235	24,336	.4	92,581	45,538	50.8-	92,581	45,538	47,043-	50.8-	.5	.2
FENN VALLEY VINEYARDS	39	32,094	27,645	13.9-	48,399	43,609	9.9-	48,399	43,609	4,790-	9.9-	.3	.2
WINERY AT BLACK STAR FARMS	40	26,503	25,452	4.0-	41,382	43,125	4.2	41,382	43,125	1,743	4.2	.2	.2
SEBASTIANI, DON & SONS	41	24,099	27,240	13.0	51,162	42,457	17.0-	51,162	42,457	8,705-	17.0-	.3	.2
CIV (USA)	42	9,563	23,482	145.6	17,409	40,943	135.2	17,409	40,943	23,534	135.2	.1	.2
VINEYARD BRANDS	43	29,787	28,131	5.6-	48,351	40,111	17.0-	48,351	40,111	8,240-	17.0-	.3	.2
MONDAVI, C & SONS	44	15,773	16,686	5.8	31,170	36,088	15.8	31,170	36,088	4,918	15.8	.2	.2

BEVERAGE MARKETING CORPORATION  
MICHIGAN WINERY-DISTRIBUTOR REPORT  
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-- WINERY-DISTRIBUTOR --	-- CURRENT TWO MONTHS --			----- YEAR TO DATE -----			YTD WINERY %	
	-2008-	-2009-	% CHG	-2008-	-2009-	% CHG	2008	2009
A & B ESTATE WINES, LLC - FORESTVILLE, CA								
JOSULETE WINES-REDFORD	0	0	.0	0	300	.0	.0	100.0
TOTAL	0	0	.0	0	300	.0	.0	100.0
A FRENCH PARADOX, INC. - HUNTINGTON BEACH, CA								
JOSULETE WINES-REDFORD	277	0	100.0-	432	0	100.0-	100.0	.0
TOTAL	277	0	100.0-	432	0	100.0-	100.0	.0
A I G IMPORT COMPANY - NEW YORK, NY								
COOPER, J L CO-DEARBORN	0	0	.0	0	67	.0	.0	79.8
GREAT LAKES W & S-DETROIT	100	0	100.0-	366	17	95.4-	100.0	20.2
TOTAL	100	0	100.0-	366	84	77.0-	100.0	100.0
A S V WINES, INC. - MC FARLAND, CA								
A H D VINTNERS-WARREN	266	666	150.4	3,999	6,750	68.8	15.9	28.6
COOPER, J L CO-DEARBORN	2,582	1,835	28.9-	2,582	10,485	306.1	10.2	44.4
GREAT LAKES W & S-DETROIT	0	0	.0	11,714	0	100.0-	46.4	.0
IMPERIAL BEVERAGE-KALAMAZO	1,165	133	88.6-	4,028	3,695	8.3-	16.0	15.7
JOSULETE WINES-REDFORD	266	0	100.0-	2,896	2,663	8.0-	11.5	11.3
TOTAL	4,279	2,634	38.4-	25,219	23,593	6.4-	100.0	100.0
A TO Z WINE WORKS - DUNDEE, OR								
ARBOR BEVERAGE-ANN ARBOR	0	133	.0	390	499	27.9	8.7	8.9
COOPER, J L CO-DEARBORN	0	1,308	.0	4,094	5,103	24.6	91.3	91.1
TOTAL	0	1,441	.0	4,484	5,602	24.9	100.0	100.0
A V BRANDS, INC. - BALTIMORE, MD								
BAYSIDE BEVERAGE-PETOSKEY	0	0	.0	200	25	87.5-	1.1	.1
COOPER, J L CO-DEARBORN	2,299	388	83.1-	2,299	3,117	35.6	12.6	14.2
GREAT LAKES W & S-DETROIT	0	0	.0	4,815	166	96.6-	26.3	.8
KENT BEVERAGE-WYOMING	0	0	.0	331	0	100.0-	1.8	.0
MIDWEST WINE EXCHANGE-NOVI	0	0	.0	67	0	100.0-	.4	.0
NWS WINE WORLD-BROWNSTOWN	0	445	.0	2,292	3,513	53.3	12.5	16.1
VINTAGE WINE CO-ROSEVILLE	0	250	.0	8,286	15,054	81.7	45.3	68.8
TOTAL	2,299	1,083	52.9-	18,290	21,875	19.6	100.0	100.0
A. HARDY USA - DES PLAINES, IL								
GREAT LAKES W & S-DETROIT	0	0	.0	17	0	100.0-	100.0	.0
TOTAL	0	0	.0	17	0	100.0-	100.0	.0
ABUNDANCE VINEYARDS - LODI, CA								
ESTATE WINE & SPIRITS-TROY	133	0	100.0-	625	245	60.8-	100.0	71.0
IMPERIAL BEVERAGE-KALAMAZO	0	33	.0	0	100	.0	.0	29.0
TOTAL	133	33	75.2-	625	345	44.8-	100.0	100.0

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-- DISTRIBUTOR-WINERY --	-- CURRENT TWO MONTHS --			----- YEAR TO DATE -----			YTD WINERY %	
	-2008-	-2009-	-%-	-2008-	-2009-	-%-	2008	2009
A H D VINTNERS-WARREN								
GOLDSCHMIDT VINEYARDS	0	2,132	.0	0	2,399	.0	.0	.4
ADLER FELS WINERY	399	0	100.0-	932	666	28.5-	.2	.1
WINDSOR VINEYARDS	0	0	.0	799	3,849	381.7	.1	.6
BROCCO WINE IMPORTS	0	0	.0	32,434	0	100.0-	5.6	.0
AUSA PACIFIC, LLC	133	0	100.0-	735	67	90.9-	.1	.0
CORTE RIVA VINEYARDS	133	0	100.0-	266	0	100.0-	.0	.0
DOMAINE COTEAU, LLC	0	0	.0	166	0	100.0-	.0	.0
NICHOLAS COLE CELLARS	0	71	.0	599	171	71.5-	.1	.0
ORLEANS HILL WINERY	533	0	100.0-	1,598	1,332	16.6-	.3	.2
STONEHEDGE CELLARS	0	266	.0	2,530	2,672	5.6	.4	.4
AMERICAN WINE DISTRIBUTORS	0	0	.0	0	1	.0	.0	.0
JOMAGRHA WINERY	0	0	.0	119	0	100.0-	.0	.0
ARBIOUS CELLARS	67	71	6.0	376	373	.8-	.1	.1
ARCADIAN WINERY	65	0	100.0-	65	133	104.6	.0	.0
ARCIERO WINERY	0	0	.0	1,902	0	100.0-	.3	.0
A S V WINES, INC.	266	666	150.4	3,999	6,750	68.8	.7	1.1
AXIOM WINE COMPANY	0	0	.0	0	2,663	.0	.0	.4
GLOBAL VILLAGE IMPORTS, LLC	663	496	25.2-	1,915	5,118	167.3	.3	.8
DNA VINEYARDS	533	1,065	99.8	2,397	1,997	16.7-	.4	.3
I & B IMPORTS	161	266	65.2	1,257	1,643	30.7	.2	.3
ROBERT YOUNG WINERY	0	67	.0	0	67	.0	.0	.0
SAPPHIRE BRANDS	0	117	.0	1,332	1,321	.8-	.2	.2
VISION CELLARS	0	0	.0	126	273	116.7	.0	.0
EUROPVIN USA	0	0	.0	342	150	56.1-	.1	.0
NEAL, JIM WINES	0	0	.0	0	3,196	.0	.0	.5
VARIOUS IMPORTED WINES	2,259	4,435	96.3	5,249	9,712	85.0	.9	1.5
EVAKI INC.	0	133	.0	266	666	150.4	.0	.1
ROCCA FAMILY VYDS, LLC	19	0	100.0-	86	0	100.0-	.0	.0
HOOPES WINERY	0	67	.0	67	333	397.0	.0	.1
TRES SABORES	0	100	.0	133	100	24.8-	.0	.0
E O S ESTATE WINERY	376	0	100.0-	376	615	63.6	.1	.1
OREANA WINERY, LLC	0	533	.0	0	3,462	.0	.0	.5
CENTRAL COAST WINE	0	932	.0	0	4,794	.0	.0	.8
QUADY WINERY	0	0	.0	0	799	.0	.0	.1
BLACK DIAMOND, LLC	0	0	.0	0	533	.0	.0	.1
MEYER CELLARS	0	0	.0	0	36	.0	.0	.0
ALPHA OMEGA	0	37	.0	0	122	.0	.0	.0
SULLIVAN VINEYARDS	0	100	.0	0	100	.0	.0	.0
BRONCO WINE COMPANY	89,566	81,668	8.8-	350,800	376,792	7.4	60.4	59.9
CASTORO CELLARS	414	1,731	318.1	5,828	10,329	77.2	1.0	1.6
CEAGO VINEGARDEN	0	0	.0	266	799	200.4	.0	.1
CORNERSTONE CELLARS	0	17	.0	106	17	84.0-	.0	.0
DELICATO VINEYARDS	1,864	2,663	42.9	19,577	19,439	.7-	3.4	3.1