

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

----- WINERY -----	2009 RANK	----- CURRENT MONTH ----- 2008	----- MONTH ----- 2009	CHANGE -%-	----- YEAR TO DATE ----- 2008	----- YEAR TO DATE ----- 2009	----- CHANGE ----- -AMOUNT-	----- CHANGE ----- -%-	MARKET 2008	SHARE % 2009
GALLO, E & J WINERY	1	467,033	385,335	17.5-	4,000,035	4,200,143	200,108	5.0	22.1	21.5
WINE GROUP	2	259,037	194,607	24.9-	3,103,601	3,592,460	488,859	15.8	17.1	18.4
CONSTELLATION WINES	3	138,909	123,474	11.1-	2,386,096	2,333,292	52,804-	2.2-	13.2	12.0
SUTTER HOME WINERY	4	37,013	90,132	143.5	880,689	1,132,158	251,469	28.6	4.9	5.8
FOSTER'S WINE ESTATES	5	109,957	76,931	30.0-	930,315	940,020	9,705	1.0	5.1	4.8
BRONCO WINE COMPANY	6	91,997	70,861	23.0-	688,165	763,169	75,004	10.9	3.8	3.9
BANFI PRODUCTS CORPORATION	7	8,430	41,429	391.4	494,256	501,373	7,117	1.4	2.7	2.6
DEUTSCH & SONS LTD	8	22,060	26,396	19.7	294,587	472,769	178,182	60.5	1.6	2.4
VARIOUS IMPORTED WINES	9	20,847	19,032	8.7-	208,948	292,159	83,211	39.8	1.2	1.5
LEELANAU WINE CELLARS	10	32,461	35,444	9.2	185,511	245,203	59,692	32.2	1.0	1.3
CHATEAU GRAND TRAVERSE	11	17,358	18,656	7.5	168,577	197,770	29,193	17.3	.9	1.0
BROWN-FORMAN CORPORATION	12	14,934	10,556	29.3-	202,787	180,740	22,047-	10.9-	1.1	.9
DIAGEO NORTH AMERICA	13	8,363	5,875	29.8-	173,216	172,165	1,051-	.6-	1.0	.9
GREEN MOUNTAIN BEVERAGE	14	13,501	15,098	11.8	138,655	170,804	32,149	23.2	.8	.9
STE. MICHELLE WINE ESTATES	15	18,118	14,614	19.3-	172,444	169,888	2,556-	1.5-	1.0	.9
ST. JULIAN WINE COMPANY	16	17,421	1,625	90.7-	167,693	164,412	3,281-	2.0-	.9	.8
SHAW-ROSS IMPORTERS	17	15,582	13,338	14.4-	160,078	156,045	4,033-	2.5-	.9	.8
SIGNATURE IMPORTS	18	17,116	18,773	9.7	134,114	151,330	17,216	12.8	.7	.8
PALM BAY IMPORTS	19	1,376	14,538	956.5	116,672	148,483	31,811	27.3	.6	.8
DELICATO VINEYARDS	20	10,796	15,102	39.9	119,248	145,796	26,548	22.3	.7	.7
MAJESTIC FINE WINES	21	10,960	19,122	74.5	198,554	118,778	79,776-	40.2-	1.1	.6
TABOR HILL WINERY	22	8,704	9,212	5.8	8,704	116,824	108,120	999.9	.0	.6
MHW LTD	23	3,244	3,535	9.0	62,217	93,902	31,685	50.9	.3	.5
U S DISTILLED PRODUCTS	24	3,652	10,849	197.1	74,589	87,504	12,915	17.3	.4	.4
BACARDI USA, INC.	25	8,432	475	94.4-	84,789	83,386	1,403-	1.7-	.5	.4
MOET HENNESSY USA, INC.	26	4,762	931	80.4-	107,149	79,763	27,386-	25.6-	.6	.4
SLJ GROUP, INC.	27	7,937	5,626	29.1-	54,353	62,352	7,999	14.7	.3	.3
STRONG VINEYARDS	28	7,148	8,592	20.2	53,808	60,236	6,428	11.9	.3	.3
WILDMAN, FREDERICK & SONS	29	243	5,903	999.9	24,815	58,849	34,034	137.2	.1	.3
PERNOD RICARD USA, LLC	30	5,481	3,434	37.3-	95,058	58,098	36,960-	38.9-	.5	.3
KOBRAND CORPORATION	31	2,111	3,248	53.9	59,897	57,566	2,331-	3.9-	.3	.3
FRANCIS COPPOLA WINERY	32	3,442	7,546	119.2	50,151	53,843	3,692	7.4	.3	.3
SCHMITT SOHNE, INC.	33	362	0	100.0-	51,317	53,342	2,025	3.9	.3	.3
BOGLE VINEYARDS	34	4,787	4,760	.6-	44,831	48,770	3,939	8.8	.2	.2
PRESTIGE WINE IMPORTS	35	1,674	3,046	82.0	72,154	48,390	23,764-	32.9-	.4	.2
WINEBOW, INC.	36	218	1,778	715.6	35,172	47,940	12,768	36.3	.2	.2
ADMIRAL IMPORTS	37	193	4,011	999.9	36,798	47,662	10,864	29.5	.2	.2
TERLATO WINES INT'L	38	2,556	2,196	14.1-	92,581	45,538	47,043-	50.8-	.5	.2
FENN VALLEY VINEYARDS	39	2,198	2,434	10.7	48,399	43,609	4,790-	9.9-	.3	.2
WINERY AT BLACK STAR FARMS	40	3,028	1,013	66.5-	41,382	43,125	1,743	4.2	.2	.2
SEBASTIANI, DON & SONS	41	5,991	6,261	4.5	51,162	42,457	8,705-	17.0-	.3	.2
CIV (USA)	42	335	4,503	999.9	17,409	40,943	23,534	135.2	.1	.2
VINEYARD BRANDS	43	5,953	2,657	55.4-	48,351	40,111	8,240-	17.0-	.3	.2
MONDAVI, C & SONS	44	1,448	1,436	.8-	31,170	36,088	4,918	15.8	.2	.2

BEVERAGE MARKETING CORPORATION
MICHIGAN WINERY-DISTRIBUTOR REPORT
DECEMBER, 2009 -- TOTAL GALLONS --

-- WINERY-DISTRIBUTOR --	-- CURRENT MONTH --			----- 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	138	0	100.0-	432	0	100.0-	100.0	.0
TOTAL	138	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	0	100.0-	3,999	6,750	68.8	15.9	28.6
COOPER, J L CO-DEARBORN	138	1,141	726.8	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	632	33	94.8-	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	1,302	1,174	9.8-	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	266	.0	4,094	5,103	24.6	91.3	91.1
TOTAL	0	399	.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	1,767	0	100.0-	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	250	.0	2,292	3,513	53.3	12.5	16.1
VINTAGE WINE CO-ROSEVILLE	0	83	.0	8,286	15,054	81.7	45.3	68.8
TOTAL	1,767	333	81.2-	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	0	0	.0	625	245	60.8-	100.0	71.0
IMPERIAL BEVERAGE-KALAMAZO	0	17	.0	0	100	.0	.0	29.0
TOTAL	0	17	.0	625	345	44.8-	100.0	100.0

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DECEMBER, 2009 -- TOTAL GALLONS --

-- DISTRIBUTOR-WINERY --	-- CURRENT MONTH --			----- YEAR TO DATE -----			YTD WINERY %	
	-2008-	-2009-	-%-	-2008-	-2009-	-%-	2008	2009
A H D VINTNERS-WARREN								
GOLDSCHMIDT VINEYARDS	0	0	.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	0	0	.0	266	0	100.0-	.0	.0
DOMAINE COTEAU, LLC	0	0	.0	166	0	100.0-	.0	.0
NICHOLAS COLE CELLARS	0	0	.0	599	171	71.5-	.1	.0
ORLEANS HILL WINERY	0	0	.0	1,598	1,332	16.6-	.3	.2
STONEHEDGE CELLARS	0	0	.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	0	0	.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	0	100.0-	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	0	0	.0	1,915	5,118	167.3	.3	.8
DNA VINEYARDS	0	1,065	.0	2,397	1,997	16.7-	.4	.3
I & B IMPORTS	161	133	17.4-	1,257	1,643	30.7	.2	.3
ROBERT YOUNG WINERY	0	0	.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	0	2,007	.0	5,249	9,712	85.0	.9	1.5
EVAKI INC.	0	0	.0	266	666	150.4	.0	.1
ROCCA FAMILY VYDS, LLC	0	0	.0	86	0	100.0-	.0	.0
HOOPES WINERY	0	67	.0	67	333	397.0	.0	.1
TRES SABORES	0	0	.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	266	.0	0	3,462	.0	.0	.5
CENTRAL COAST WINE	0	0	.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	36	.0	0	122	.0	.0	.0
SULLIVAN VINEYARDS	0	0	.0	0	100	.0	.0	.0
BRONCO WINE COMPANY	42,187	46,637	10.5	350,800	376,792	7.4	60.4	59.9
CASTORO CELLARS	414	932	125.1	5,828	10,329	77.2	1.0	1.6
CEAGO VINEGARDEN	0	0	.0	266	799	200.4	.0	.1
CORNERSTONE CELLARS	0	0	.0	106	17	84.0-	.0	.0
DELICATO VINEYARDS	533	1,065	99.8	19,577	19,439	.7-	3.4	3.1