

BEVERAGE MARKETING CORPORATION
OHIO BEER MARKET CATEGORIES
DECEMBER, 2009 -- TOTAL BARRELS --

ALL CATEGORIES

----- CATEGORY -----	--- CURRENT MONTH ---		----- CHANGE -----		MARKET SHARE %	
	-2008-	-2009-	-AMOUNT-	-%-	2008	2009
SUPER PREMIUMS	9,376	8,276	1,100-	11.7-	1.6	1.3
PREMIUMS	103,741	101,601	2,140-	2.1-	17.3	16.5
LIGHTS	331,572	352,317	20,745	6.3	55.1	57.3
POPULAR MID-PRICED	45,860	46,087	227	.5	7.6	7.5
POPULAR PRICED	19,789	21,095	1,306	6.6	3.3	3.4
MALT LIQUORS	19,603	16,633	2,970-	15.2-	3.3	2.7
ALES	10,177	9,307	870-	8.5-	1.7	1.5
LOW ALCOHOLS	23	8	15-	65.2-	.0	.0
NO ALCOHOLS	1,393	1,401	8	.6	.2	.2
IMPORTS	45,277	45,255	22-	.0	7.5	7.4
MALT COOLERS	2,699	1,467	1,232-	45.6-	.4	.2
MALTERNATIVE/FAB'S	11,731	11,941	210	1.8	2.0	1.9
TOTALS	601,241	615,388	14,147	2.4	100.0	100.0

BEVERAGE MARKETING CORPORATION
OHIO BEER BRAND RANKING -- ALL BRANDS --
DECEMBER, 2009 -- TOTAL BARRELS --

BRAND	BREWER / IMPORTER	2009 RANK	--- CURRENT MONTH ---		----- CHANGE -----		MARKET SHARE %	
			-2008-	-2009-	-AMOUNT-	-%-	2008	2009
BUD LIGHT **(EST)**	ANHEUSER-BUSCH INC.	1	125,192	141,365	16,173	12.9	20.8	23.0
MILLER LITE	SAB MILLER, PLC	2	61,794	57,862	3,932-	6.4-	10.3	9.4
BUDWEISER **(EST)**	ANHEUSER-BUSCH INC.	3	51,385	50,351	1,034-	2.0-	8.5	8.2
BUSCH LIGHT **(EST)**	ANHEUSER-BUSCH INC.	4	37,706	40,875	3,169	8.4	6.3	6.6
NATURAL LIGHT **(EST)**	ANHEUSER-BUSCH INC.	5	32,898	35,700	2,802	8.5	5.5	5.8
BUSCH **(EST)**	ANHEUSER-BUSCH INC.	6	29,659	30,528	869	2.9	4.9	5.0
COORS LIGHT	ADOLPH COORS BREWING CO.	7	27,494	25,929	1,565-	5.7-	4.6	4.2
MILLER HIGH LIFE	SAB MILLER, PLC	8	17,419	18,245	826	4.7	2.9	3.0
MILWAUKEE'S BEST ICE	SAB MILLER, PLC	9	13,269	13,832	563	4.2	2.2	2.2
KEYSTONE LIGHT	ADOLPH COORS BREWING CO.	10	10,176	10,936	760	7.5	1.7	1.8
BUD ICE **(EST)**	ANHEUSER-BUSCH INC.	11	10,560	10,792	232	2.2	1.8	1.8
MICHELOB ULTRA **(EST)**	ANHEUSER-BUSCH INC.	12	10,297	9,874	423-	4.1-	1.7	1.6
MILWAUKEE'S BEST LIGHT	SAB MILLER, PLC	13	8,364	8,683	319	3.8	1.4	1.4
HEINEKEN **(EST)**	HEINEKEN USA	14	7,720	7,032	688-	8.9-	1.3	1.1
LABATT BLUE	LABATT USA	15	7,413	6,612	801-	10.8-	1.2	1.1
MILLER GENUINE DRAFT	SAB MILLER, PLC	16	7,052	6,413	639-	9.1-	1.2	1.0
CORONA EXTRA	CROWN IMPORTS	17	6,401	6,295	106-	1.7-	1.1	1.0
BUDWEISER SELECT **(EST)**	ANHEUSER-BUSCH INC.	18	6,570	5,998	572-	8.7-	1.1	1.0
BUD LIGHT LIME **(EST)**	ANHEUSER-BUSCH INC.	19	3,533	5,921	2,388	67.6	.6	1.0
MILWAUKEE'S BEST	SAB MILLER, PLC	20	5,923	5,866	57-	1.0-	1.0	1.0
PABST	PABST BREWING COMPANY	21	5,130	5,489	359	7.0	.9	.9
NATURAL ICE **(EST)**	ANHEUSER-BUSCH INC.	22	5,061	5,166	105	2.1	.8	.8
STEEL RESERVE HIGH GRAVITY	SAB MILLER, PLC	23	4,848	4,718	130-	2.7-	.8	.8
MIKE'S BRANDS **(EST)**	MARK ANTHONY BRANDS	24	3,760	4,554	794	21.1	.6	.7
LABATT ICE	LABATT USA	25	3,420	4,532	1,112	32.5	.6	.7
SMIRNOFF **(EST)**	DIAGEO-GUINNESS USA	26	4,749	4,438	311-	6.5-	.8	.7
MICHELOB LIGHT **(EST)**	ANHEUSER-BUSCH INC.	27	4,767	4,167	600-	12.6-	.8	.7
ICEHOUSE	SAB MILLER, PLC	28	3,829	3,700	129-	3.4-	.6	.6
KING COBRA **(EST)**	ANHEUSER-BUSCH INC.	29	3,147	3,098	49-	1.6-	.5	.5
GUINNESS STOUT **(EST)**	DIAGEO-GUINNESS USA	30	3,073	2,954	119-	3.9-	.5	.5
KILLIAN LAGER	ADOLPH COORS BREWING CO.	31	3,214	2,859	355-	11.0-	.5	.5
ROLLING ROCK **(EST)**	ANHEUSER-BUSCH INC.	32	2,662	2,801	139	5.2	.4	.5
COLT 45	PABST BREWING COMPANY	33	4,858	2,705	2,153-	44.3-	.8	.4
GENESEE BEER	HIGH FALLS BREWING COMPANY	34	2,545	2,502	43-	1.7-	.4	.4
BLUE MOON BELGN WHITE ALE	ADOLPH COORS BREWING CO.	35	2,442	2,481	39	1.6	.4	.4
MILLER HIGH LIFE LIGHT	SAB MILLER, PLC	36	2,161	2,104	57-	2.6-	.4	.3
OLD MILWAUKEE LIGHT	PABST BREWING COMPANY	37	2,455	2,031	424-	17.3-	.4	.3
LABATT BLUE LIGHT	LABATT USA	38	1,704	1,779	75	4.4	.3	.3
MODELO ESPECIAL	CROWN IMPORTS	39	1,144	1,716	572	50.0	.2	.3
MGD64	SAB MILLER, PLC	40	930	1,625	695	74.7	.2	.3
OLDE ENGLISH	SAB MILLER, PLC	41	1,662	1,620	42-	2.5-	.3	.3
MICHELOB AMBER **(EST)**	ANHEUSER-BUSCH INC.	42	1,749	1,564	185-	10.6-	.3	.3
OLD MILWAUKEE	PABST BREWING COMPANY	43	2,096	1,410	686-	32.7-	.3	.2
STELLA ARTOIS **(EST)**	ANHEUSER-BUSCH INC.	44	1,298	1,397	99	7.6	.2	.2

BEVERAGE MARKETING CORPORATION
OHIO BEER BRAND RANKING -- ALL BRANDS --
DECEMBER, 2009 -- 24/12 OZ. CASE EQUIVALENTS --

BRAND	BREWER / IMPORTER	2009 RANK	--- CURRENT MONTH ---		----- CHANGE -----		MARKET SHARE %	
			-2008-	-2009-	-AMOUNT-	-%-	2008	2009
BUD LIGHT **(EST)**	ANHEUSER-BUSCH INC.	1	1,475,612	1,692,360	216,748	14.7	19.6	21.9
MILLER LITE	SAB MILLER, PLC	2	723,004	671,989	51,015-	7.1-	9.6	8.7
BUDWEISER **(EST)**	ANHEUSER-BUSCH INC.	3	645,938	633,186	12,752-	2.0-	8.6	8.2
BUSCH LIGHT **(EST)**	ANHEUSER-BUSCH INC.	4	515,710	558,772	43,062	8.4	6.8	7.2
NATURAL LIGHT **(EST)**	ANHEUSER-BUSCH INC.	5	439,474	475,472	35,998	8.2	5.8	6.1
BUSCH **(EST)**	ANHEUSER-BUSCH INC.	6	404,628	416,002	11,374	2.8	5.4	5.4
COORS LIGHT	ADOLPH COORS BREWING CO.	7	343,275	325,770	17,505-	5.1-	4.6	4.2
MILLER HIGH LIFE	SAB MILLER, PLC	8	237,312	248,518	11,206	4.7	3.1	3.2
MILWAUKEE'S BEST ICE	SAB MILLER, PLC	9	182,755	190,500	7,745	4.2	2.4	2.5
KEYSTONE LIGHT	ADOLPH COORS BREWING CO.	10	138,987	149,419	10,432	7.5	1.8	1.9
BUD ICE **(EST)**	ANHEUSER-BUSCH INC.	11	145,085	148,332	3,247	2.2	1.9	1.9
MICHELOB ULTRA **(EST)**	ANHEUSER-BUSCH INC.	12	130,040	124,490	5,550-	4.3-	1.7	1.6
MILWAUKEE'S BEST LIGHT	SAB MILLER, PLC	13	113,313	117,597	4,284	3.8	1.5	1.5
HEINEKEN **(EST)**	HEINEKEN USA	14	100,872	93,569	7,303-	7.2-	1.3	1.2
CORONA EXTRA	CROWN IMPORTS	15	88,229	86,765	1,464-	1.7-	1.2	1.1
MILLER GENUINE DRAFT	SAB MILLER, PLC	16	91,151	82,854	8,297-	9.1-	1.2	1.1
BUD LIGHT LIME **(EST)**	ANHEUSER-BUSCH INC.	17	48,688	81,600	32,912	67.6	.6	1.1
MILWAUKEE'S BEST	SAB MILLER, PLC	18	80,943	80,090	853-	1.1-	1.1	1.0
BUDWEISER SELECT **(EST)**	ANHEUSER-BUSCH INC.	19	83,464	75,984	7,480-	9.0-	1.1	1.0
NATURAL ICE **(EST)**	ANHEUSER-BUSCH INC.	20	69,746	71,200	1,454	2.1	.9	.9
LABATT BLUE	LABATT USA	21	77,701	69,154	8,547-	11.0-	1.0	.9
PABST	PABST BREWING COMPANY	22	64,476	66,945	2,469	3.8	.9	.9
STEEL RESERVE HIGH GRAVITY	SAB MILLER, PLC	23	66,813	65,020	1,793-	2.7-	.9	.8
MIKE'S BRANDS **(EST)**	MARK ANTHONY BRANDS	24	51,825	62,760	10,935	21.1	.7	.8
LABATT ICE	LABATT USA	25	47,152	62,465	15,313	32.5	.6	.8
SMIRNOFF **(EST)**	DIAGEO-GUINNESS USA	26	65,444	61,162	4,282-	6.5-	.9	.8
ICEHOUSE	SAB MILLER, PLC	27	51,504	49,727	1,777-	3.5-	.7	.6
MICHELOB LIGHT **(EST)**	ANHEUSER-BUSCH INC.	28	55,360	47,860	7,500-	13.5-	.7	.6
KING COBRA **(EST)**	ANHEUSER-BUSCH INC.	29	43,370	42,694	676-	1.6-	.6	.6
ROLLING ROCK **(EST)**	ANHEUSER-BUSCH INC.	30	35,886	37,830	1,944	5.4	.5	.5
COLT 45	PABST BREWING COMPANY	31	66,976	37,306	29,670-	44.3-	.9	.5
GENESEE BEER	HIGH FALLS BREWING COMPANY	32	30,733	31,026	293	1.0	.4	.4
MILLER HIGH LIFE LIGHT	SAB MILLER, PLC	33	29,650	28,850	800-	2.7-	.4	.4
OLD MILWAUKEE LIGHT	PABST BREWING COMPANY	34	33,369	27,337	6,032-	18.1-	.4	.4
KILLIAN LAGER	ADOLPH COORS BREWING CO.	35	25,597	23,150	2,447-	9.6-	.3	.3
MODELO ESPECIAL	CROWN IMPORTS	36	15,784	22,908	7,124	45.1	.2	.3
OLDE ENGLISH	SAB MILLER, PLC	37	22,903	22,333	570-	2.5-	.3	.3
MGD64	SAB MILLER, PLC	38	12,825	21,980	9,155	71.4	.2	.3
OLD MILWAUKEE	PABST BREWING COMPANY	39	28,406	18,835	9,571-	33.7-	.4	.2
CORONA LIGHT	CROWN IMPORTS	40	13,250	18,353	5,103	38.5	.2	.2
LABATT BLUE LIGHT	LABATT USA	41	16,676	18,039	1,363	8.2	.2	.2
HEINEKEN LIGHT **(EST)**	HEINEKEN USA	42	22,716	17,861	4,855-	21.4-	.3	.2
MAGNUM MALT	SAB MILLER, PLC	43	17,895	17,386	509-	2.8-	.2	.2
GUINNESS STOUT **(EST)**	DIAGEO-GUINNESS USA	44	16,784	16,377	407-	2.4-	.2	.2

BEVERAGE MARKETING CORPORATION
OHIO BEER BRAND RANKING -- ALL BRANDS --
DECEMBER, 2009 -- TOTAL DRAFT --

BRAND	BREWER / IMPORTER	2009 RANK	--- CURRENT MONTH ---		----- CHANGE -----		MARKET SHARE %	
			-2008-	-2009-	-AMOUNT-	-%-	2008	2009
BUD LIGHT **(EST)**	ANHEUSER-BUSCH INC.	1	18,110	18,553	443	2.4	33.4	34.6
MILLER LITE	SAB MILLER, PLC	2	9,327	9,097	230-	2.5-	17.2	17.0
BUDWEISER **(EST)**	ANHEUSER-BUSCH INC.	3	4,510	4,402	108-	2.4-	8.3	8.2
COORS LIGHT	ADOLPH COORS BREWING CO.	4	2,583	2,289	294-	11.4-	4.8	4.3
GUINNESS STOUT **(EST)**	DIAGEO-GUINNESS USA	5	1,856	1,766	90-	4.8-	3.4	3.3
LABATT BLUE	LABATT USA	6	1,776	1,596	180-	10.1-	3.3	3.0
BLUE MOON BELGN WHITE ALE	ADOLPH COORS BREWING CO.	7	1,532	1,467	65-	4.2-	2.8	2.7
NATURAL LIGHT **(EST)**	ANHEUSER-BUSCH INC.	8	1,006	1,196	190	18.9	1.9	2.2
KILLIAN LAGER	ADOLPH COORS BREWING CO.	9	1,357	1,180	177-	13.0-	2.5	2.2
S ADAMS WINTER	BOSTON BEER COMPANY	10	970	876	94-	9.7-	1.8	1.6
MICHELOB ULTRA **(EST)**	ANHEUSER-BUSCH INC.	11	861	840	21-	2.4-	1.6	1.6
MICHELOB AMBER **(EST)**	ANHEUSER-BUSCH INC.	12	808	772	36-	4.5-	1.5	1.4
MICHELOB LIGHT **(EST)**	ANHEUSER-BUSCH INC.	13	750	694	56-	7.5-	1.4	1.3
SAMUEL ADAMS LAGER	BOSTON BEER COMPANY	14	750	690	60-	8.0-	1.4	1.3
STELLA ARTOIS **(EST)**	ANHEUSER-BUSCH INC.	15	598	637	39	6.5	1.1	1.2
PABST	PABST BREWING COMPANY	16	454	634	180	39.6	.8	1.2
BASS **(EST)**	ANHEUSER-BUSCH INC.	17	530	503	27-	5.1-	1.0	.9
BUDWEISER SELECT **(EST)**	ANHEUSER-BUSCH INC.	18	514	484	30-	5.8-	.9	.9
LABATT BLUE LIGHT	LABATT USA	19	496	472	24-	4.8-	.9	.9
MILLER GENUINE DRAFT	SAB MILLER, PLC	20	438	401	37-	8.4-	.8	.7
BUSCH **(EST)**	ANHEUSER-BUSCH INC.	21	296	340	44	14.9	.5	.6
HARP LAGER **(EST)**	DIAGEO-GUINNESS USA	22	374	339	35-	9.4-	.7	.6
BUSCH LIGHT **(EST)**	ANHEUSER-BUSCH INC.	23	282	326	44	15.6	.5	.6
GENESEE BEER	HIGH FALLS BREWING COMPANY	24	316	251	65-	20.6-	.6	.5
HEINEKEN **(EST)**	HEINEKEN USA	25	401	242	159-	39.7-	.7	.5
LEINENKUGEL SUNSET WHEAT	SAB MILLER, PLC	26	209	219	10	4.8	.4	.4
MILLER HIGH LIFE	SAB MILLER, PLC	27	198	211	13	6.6	.4	.4
MOLSON CANADIAN	ADOLPH COORS BREWING CO.	28	228	203	25-	11.0-	.4	.4
BELL'S BEERS	BELL'S BREWERY	29	0	178	178	.0	.0	.3
MICHELOB **(EST)**	ANHEUSER-BUSCH INC.	30	171	152	19-	11.1-	.3	.3
MILWAUKEE'S BEST LIGHT	SAB MILLER, PLC	31	141	150	9	6.4	.3	.3
FOSTER'S LAGER	FOSTERS BREWERIES USA	32	148	145	3-	2.0-	.3	.3
HONEY LAGER	HIGH FALLS BREWING COMPANY	33	154	140	14-	9.1-	.3	.3
S ADAMS NOBLE PILS	BOSTON BEER COMPANY	34	0	136	136	.0	.0	.3
SIERRA NEVADA PALE ALE	SIERRA NEVADA BREWING	35	115	105	10-	8.7-	.2	.2
HOEGAARDEN **(EST)**	ANHEUSER-BUSCH INC.	36	98	101	3	3.1	.2	.2
KEYSTONE LIGHT	ADOLPH COORS BREWING CO.	37	90	93	3	3.3	.2	.2
ICEHOUSE	SAB MILLER, PLC	38	92	92	0	.0	.2	.2
DOS EQUIS AMBER **(EST)**	HEINEKEN USA	39	158	88	70-	44.3-	.3	.2
MAGIC HAT #9	INDEPENDENT BREWERS UNITED	40	0	79	79	.0	.0	.1
SHINER BOCK	GAMBRINUS COMPANY	41	46	73	27	58.7	.1	.1
SMITHWICKS **(EST)**	DIAGEO-GUINNESS USA	42	59	58	1-	1.7-	.1	.1
ROLLING ROCK **(EST)**	ANHEUSER-BUSCH INC.	43	58	56	2-	3.4-	.1	.1
MODELO ESPECIAL	CROWN IMPORTS	44	0	56	56	.0	.0	.1

BEVERAGE MARKETING CORPORATION
OHIO BREWER/IMPORTER ANALYSIS
DECEMBER, 2009 -- TOTAL BARRELS --

BREWER/IMPORTER - BRAND	--- CURRENT MONTH ---		----- CHANGE -----		BREWER SHARE %	
	-2008-	-2009-	-AMOUNT-	-%-	2008	2009
ADOLPH COORS BREWING CO.						
COORS LIGHT	27,494	25,929	1,565-	5.7-	58.0	56.4
KEYSTONE LIGHT	10,176	10,936	760	7.5	21.5	23.8
KILLIAN LAGER	3,214	2,859	355-	11.0-	6.8	6.2
BLUE MOON BELGN WHITE ALE	2,442	2,481	39	1.6	5.2	5.4
MOLSON CANADIAN	1,236	1,124	112-	9.1-	2.6	2.4
COORS	837	774	63-	7.5-	1.8	1.7
MOLSON ICE	707	657	50-	7.1-	1.5	1.4
MOLSON XXX	392	332	60-	15.3-	.8	.7
KEYSTONE ICE	252	248	4-	1.6-	.5	.5
MOLSON GOLDEN	234	212	22-	9.4-	.5	.5
BLUE MOON WINTER	182	201	19	10.4	.4	.4
COORS EXTRA GOLD	93	85	8-	8.6-	.2	.2
KEYSTONE	70	65	5-	7.1-	.1	.1
MOLSON LIGHT	64	55	9-	14.1-	.1	.1
TOTALS	47,393	45,958	1,435-	3.0-	100.0	100.0
ANDERSON VALLEY BREWING CO.						
BARNEY FLATS	5	0	5-	100.0-	55.6	.0
HOP OTTIN' I P A	4	0	4-	100.0-	44.4	.0
TOTALS	9	0	9-	100.0-	100.0	100.0
ANHEUSER-BUSCH INC.						
BUD LIGHT **(EST)**	125,192	141,365	16,173	12.9	37.0	39.1
BUDWEISER **(EST)**	51,385	50,351	1,034-	2.0-	15.2	13.9
BUSCH LIGHT **(EST)**	37,706	40,875	3,169	8.4	11.2	11.3
NATURAL LIGHT **(EST)**	32,898	35,700	2,802	8.5	9.7	9.9
BUSCH **(EST)**	29,659	30,528	869	2.9	8.8	8.4
BUD ICE **(EST)**	10,560	10,792	232	2.2	3.1	3.0
MICHELOB ULTRA **(EST)**	10,297	9,874	423-	4.1-	3.0	2.7
BUDWEISER SELECT **(EST)**	6,570	5,998	572-	8.7-	1.9	1.7
BUD LIGHT LIME **(EST)**	3,533	5,921	2,388	67.6	1.0	1.6
NATURAL ICE **(EST)**	5,061	5,166	105	2.1	1.5	1.4
MICHELOB LIGHT **(EST)**	4,767	4,167	600-	12.6-	1.4	1.2
KING COBRA **(EST)**	3,147	3,098	49-	1.6-	.9	.9
ROLLING ROCK **(EST)**	2,662	2,801	139	5.2	.8	.8
MICHELOB AMBER **(EST)**	1,749	1,564	185-	10.6-	.5	.4
STELLA ARTOIS **(EST)**	1,298	1,397	99	7.6	.4	.4
MICHELOB **(EST)**	1,495	1,246	249-	16.7-	.4	.3
BASS **(EST)**	951	929	22-	2.3-	.3	.3
LAND SHARK **(EST)**	1,215	869	346-	28.5-	.4	.2
SELECT 55 **(EST)**	0	834	834	.0	.0	.2
BUD LIGHT GLDN WHEAT **(EST)**	0	761	761	.0	.0	.2
HURRICANE HI GRAVITY **(EST)**	746	734	12-	1.6-	.2	.2