

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

ALL CATEGORIES

----- CATEGORY -----	--- YEAR TO DATE --- -2008-	--- YEAR TO DATE --- -2009-	----- CHANGE ----- -AMOUNT-	----- -%-	MARKET SHARE % 2008	MARKET SHARE % 2009
SUPER PREMIUMS	112,115	114,428	2,313	2.1	1.3	1.3
PREMIUMS	1,520,767	1,437,205	83,562-	5.5-	17.6	16.8
LIGHTS	4,883,730	4,847,670	36,060-	.7-	56.4	56.7
POPULAR MID-PRICED	661,163	658,802	2,361-	.4-	7.6	7.7
POPULAR PRICED	278,713	277,191	1,522-	.5-	3.2	3.2
MALT LIQUORS	266,121	252,239	13,882-	5.2-	3.1	2.9
ALES	127,009	130,540	3,531	2.8	1.5	1.5
LOW ALCOHOLS	114	127	13	11.4	.0	.0
NO ALCOHOLS	19,797	19,849	52	.3	.2	.2
IMPORTS	587,029	610,046	23,017	3.9	6.8	7.1
MALT COOLERS	29,740	27,944	1,796-	6.0-	.3	.3
MALTERNATIVE/FAB'S	177,223	175,751	1,472-	.8-	2.0	2.1
TOTALS	8,663,521	8,551,792	111,729-	1.3-	100.0	100.0

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

BRAND	BREWER / IMPORTER	2009 RANK	--- YEAR TO DATE ---		----- CHANGE -----		MARKET SHARE %	
			-2008-	-2009-	-AMOUNT-	-%-	2008	2009
BUD LIGHT **(EST)**	ANHEUSER-BUSCH INC.	1	1,881,810	1,850,192	31,618-	1.7-	21.7	21.6
MILLER LITE	SAB MILLER, PLC	2	872,015	845,806	26,209-	3.0-	10.1	9.9
BUDWEISER **(EST)**	ANHEUSER-BUSCH INC.	3	818,786	754,337	64,449-	7.9-	9.5	8.8
BUSCH LIGHT **(EST)**	ANHEUSER-BUSCH INC.	4	584,252	614,700	30,448	5.2	6.7	7.2
NATURAL LIGHT **(EST)**	ANHEUSER-BUSCH INC.	5	479,986	492,484	12,498	2.6	5.5	5.8
BUSCH **(EST)**	ANHEUSER-BUSCH INC.	6	443,393	437,564	5,829-	1.3-	5.1	5.1
COORS LIGHT	ADOLPH COORS BREWING CO.	7	401,549	388,132	13,417-	3.3-	4.6	4.5
MILLER HIGH LIFE	SAB MILLER, PLC	8	244,925	246,777	1,852	.8	2.8	2.9
MILWAUKEE'S BEST ICE	SAB MILLER, PLC	9	186,585	186,500	85-	.0	2.2	2.2
MICHELOB ULTRA **(EST)**	ANHEUSER-BUSCH INC.	10	151,770	142,835	8,935-	5.9-	1.8	1.7
KEYSTONE LIGHT	ADOLPH COORS BREWING CO.	11	123,053	127,315	4,262	3.5	1.4	1.5
BUD ICE **(EST)**	ANHEUSER-BUSCH INC.	12	116,972	118,121	1,149	1.0	1.4	1.4
MILWAUKEE'S BEST LIGHT	SAB MILLER, PLC	13	117,592	117,672	80	.1	1.4	1.4
CORONA EXTRA	CROWN IMPORTS	14	101,878	98,454	3,424-	3.4-	1.2	1.2
MILLER GENUINE DRAFT	SAB MILLER, PLC	15	99,115	94,763	4,352-	4.4-	1.1	1.1
LABATT BLUE	LABATT USA	16	86,078	93,305	7,227	8.4	1.0	1.1
BUDWEISER SELECT **(EST)**	ANHEUSER-BUSCH INC.	17	93,702	84,285	9,417-	10.0-	1.1	1.0
MILWAUKEE'S BEST	SAB MILLER, PLC	18	83,289	82,241	1,048-	1.3-	1.0	1.0
HEINEKEN **(EST)**	HEINEKEN USA	19	86,588	78,943	7,645-	8.8-	1.0	.9
BUD LIGHT LIME **(EST)**	ANHEUSER-BUSCH INC.	20	67,412	78,269	10,857	16.1	.8	.9
PABST	PABST BREWING COMPANY	21	68,641	76,597	7,956	11.6	.8	.9
NATURAL ICE **(EST)**	ANHEUSER-BUSCH INC.	22	77,579	76,354	1,225-	1.6-	.9	.9
STEEL RESERVE HIGH GRAVITY	SAB MILLER, PLC	23	68,176	66,576	1,600-	2.3-	.8	.8
SMIRNOFF **(EST)**	DIAGEO-GUINNESS USA	24	69,341	64,367	4,974-	7.2-	.8	.8
MIKE'S BRANDS **(EST)**	MARK ANTHONY BRANDS	25	55,073	61,665	6,592	12.0	.6	.7
COLT 45	PABST BREWING COMPANY	26	60,164	53,937	6,227-	10.4-	.7	.6
ICEHOUSE	SAB MILLER, PLC	27	53,840	52,228	1,612-	3.0-	.6	.6
KING COBRA **(EST)**	ANHEUSER-BUSCH INC.	28	48,845	49,363	518	1.1	.6	.6
MICHELOB LIGHT **(EST)**	ANHEUSER-BUSCH INC.	29	56,749	48,174	8,575-	15.1-	.7	.6
GUINNESS STOUT **(EST)**	DIAGEO-GUINNESS USA	30	47,741	43,603	4,138-	8.7-	.6	.5
LABATT ICE	LABATT USA	31	17,100	39,523	22,423	131.1	.2	.5
OLD MILWAUKEE LIGHT	PABST BREWING COMPANY	32	41,421	38,143	3,278-	7.9-	.5	.4
ROLLING ROCK **(EST)**	ANHEUSER-BUSCH INC.	33	34,828	35,255	427	1.2	.4	.4
KILLIAN LAGER	ADOLPH COORS BREWING CO.	34	37,332	35,214	2,118-	5.7-	.4	.4
BLUE MOON BELGN WHITE ALE	ADOLPH COORS BREWING CO.	35	32,343	31,665	678-	2.1-	.4	.4
MILLER HIGH LIFE LIGHT	SAB MILLER, PLC	36	30,722	29,974	748-	2.4-	.4	.4
GENESEE BEER	HIGH FALLS BREWING COMPANY	37	28,392	26,908	1,484-	5.2-	.3	.3
OLD MILWAUKEE	PABST BREWING COMPANY	38	28,444	24,784	3,660-	12.9-	.3	.3
LABATT BLUE LIGHT	LABATT USA	39	19,288	24,198	4,910	25.5	.2	.3
OLDE ENGLISH	SAB MILLER, PLC	40	23,366	22,863	503-	2.2-	.3	.3
CORONA LIGHT	CROWN IMPORTS	41	16,719	22,211	5,492	32.8	.2	.3
MOLSON CANADIAN	ADOLPH COORS BREWING CO.	42	22,435	21,641	794-	3.5-	.3	.3
MODELO ESPECIAL	CROWN IMPORTS	43	15,960	20,462	4,502	28.2	.2	.2
SAMUEL ADAMS LAGER	BOSTON BEER COMPANY	44	22,548	20,291	2,257-	10.0-	.3	.2

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

BRAND	BREWER / IMPORTER	2009 RANK	--- YEAR TO DATE ---		----- CHANGE -----		MARKET SHARE %	
			-2008-	-2009-	-AMOUNT-	-%-	2008	2009
BUD LIGHT **(EST)**	ANHEUSER-BUSCH INC.	1	22,637,795	22,148,157	489,638-	2.2-	20.7	20.5
MILLER LITE	SAB MILLER, PLC	2	10,226,523	9,862,576	363,947-	3.6-	9.3	9.1
BUDWEISER **(EST)**	ANHEUSER-BUSCH INC.	3	10,407,563	9,572,562	835,001-	8.0-	9.5	8.9
BUSCH LIGHT **(EST)**	ANHEUSER-BUSCH INC.	4	7,996,771	8,412,057	415,286	5.2	7.3	7.8
NATURAL LIGHT **(EST)**	ANHEUSER-BUSCH INC.	5	6,479,916	6,647,219	167,303	2.6	5.9	6.2
BUSCH **(EST)**	ANHEUSER-BUSCH INC.	6	6,058,260	5,974,784	83,476-	1.4-	5.5	5.5
COORS LIGHT	ADOLPH COORS BREWING CO.	7	5,068,918	4,889,454	179,464-	3.5-	4.6	4.5
MILLER HIGH LIFE	SAB MILLER, PLC	8	3,337,119	3,360,978	23,859	.7	3.0	3.1
MILWAUKEE'S BEST ICE	SAB MILLER, PLC	9	2,569,933	2,568,533	1,400-	.1-	2.3	2.4
MICHELOB ULTRA **(EST)**	ANHEUSER-BUSCH INC.	10	1,944,674	1,829,299	115,375-	5.9-	1.8	1.7
KEYSTONE LIGHT	ADOLPH COORS BREWING CO.	11	1,675,443	1,735,500	60,057	3.6	1.5	1.6
BUD ICE **(EST)**	ANHEUSER-BUSCH INC.	12	1,604,400	1,619,646	15,246	1.0	1.5	1.5
MILWAUKEE'S BEST LIGHT	SAB MILLER, PLC	13	1,593,432	1,593,872	440	.0	1.5	1.5
CORONA EXTRA	CROWN IMPORTS	14	1,404,037	1,356,940	47,097-	3.4-	1.3	1.3
MILLER GENUINE DRAFT	SAB MILLER, PLC	15	1,281,786	1,221,608	60,178-	4.7-	1.2	1.1
MILWAUKEE'S BEST	SAB MILLER, PLC	16	1,138,234	1,123,597	14,637-	1.3-	1.0	1.0
BUD LIGHT LIME **(EST)**	ANHEUSER-BUSCH INC.	17	928,994	1,078,678	149,684	16.1	.8	1.0
NATURAL ICE **(EST)**	ANHEUSER-BUSCH INC.	18	1,068,747	1,051,522	17,225-	1.6-	1.0	1.0
BUDWEISER SELECT **(EST)**	ANHEUSER-BUSCH INC.	19	1,176,722	1,049,042	127,680-	10.9-	1.1	1.0
HEINEKEN **(EST)**	HEINEKEN USA	20	1,144,086	1,045,560	98,526-	8.6-	1.0	1.0
LABATT BLUE	LABATT USA	21	864,632	967,470	102,838	11.9	.8	.9
PABST	PABST BREWING COMPANY	22	874,279	963,999	89,720	10.3	.8	.9
STEEL RESERVE HIGH GRAVITY	SAB MILLER, PLC	23	939,534	917,511	22,023-	2.3-	.9	.9
SMIRNOFF **(EST)**	DIAGEO-GUINNESS USA	24	955,581	887,067	68,514-	7.2-	.9	.8
MIKE'S BRANDS **(EST)**	MARK ANTHONY BRANDS	25	759,040	849,854	90,814	12.0	.7	.8
COLT 45	PABST BREWING COMPANY	26	829,399	743,586	85,813-	10.3-	.8	.7
ICEHOUSE	SAB MILLER, PLC	27	724,257	701,707	22,550-	3.1-	.7	.7
KING COBRA **(EST)**	ANHEUSER-BUSCH INC.	28	673,162	680,346	7,184	1.1	.6	.6
MICHELOB LIGHT **(EST)**	ANHEUSER-BUSCH INC.	29	674,338	574,338	100,000-	14.8-	.6	.5
LABATT ICE	LABATT USA	30	235,845	544,890	309,045	131.0	.2	.5
OLD MILWAUKEE LIGHT	PABST BREWING COMPANY	31	515,624	513,302	2,322-	.5-	.5	.5
ROLLING ROCK **(EST)**	ANHEUSER-BUSCH INC.	32	470,708	476,052	5,344	1.1	.4	.4
MILLER HIGH LIFE LIGHT	SAB MILLER, PLC	33	421,511	411,215	10,296-	2.4-	.4	.4
OLD MILWAUKEE	PABST BREWING COMPANY	34	385,067	335,890	49,177-	12.8-	.4	.3
GENESEE BEER	HIGH FALLS BREWING COMPANY	35	334,218	320,261	13,957-	4.2-	.3	.3
OLDE ENGLISH	SAB MILLER, PLC	36	322,065	315,137	6,928-	2.2-	.3	.3
CORONA LIGHT	CROWN IMPORTS	37	230,481	306,238	75,757	32.9	.2	.3
KILLIAN LAGER	ADOLPH COORS BREWING CO.	38	294,906	279,444	15,462-	5.2-	.3	.3
MODELO ESPECIAL	CROWN IMPORTS	39	220,087	278,754	58,667	26.7	.2	.3
GUINNESS STOUT **(EST)**	DIAGEO-GUINNESS USA	40	266,663	247,807	18,856-	7.1-	.2	.2
MAGNUM MALT	SAB MILLER, PLC	41	251,647	245,335	6,312-	2.5-	.2	.2
LABATT BLUE LIGHT	LABATT USA	42	198,556	243,382	44,826	22.6	.2	.2
MOLSON CANADIAN	ADOLPH COORS BREWING CO.	43	243,244	239,813	3,431-	1.4-	.2	.2
MOLSON ICE	ADOLPH COORS BREWING CO.	44	227,123	224,175	2,948-	1.3-	.2	.2

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

BRAND	BREWER / IMPORTER	2009 RANK	--- YEAR TO DATE ---		----- CHANGE -----		MARKET SHARE %	
			-2008-	-2009-	-AMOUNT-	-%-	2008	2009
BUD LIGHT **(EST)**	ANHEUSER-BUSCH INC.	1	239,030	242,935	3,905	1.6	33.0	33.7
MILLER LITE	SAB MILLER, PLC	2	129,891	130,097	206	.2	17.9	18.0
BUDWEISER **(EST)**	ANHEUSER-BUSCH INC.	3	63,530	59,674	3,856-	6.1-	8.8	8.3
COORS LIGHT	ADOLPH COORS BREWING CO.	4	33,731	33,314	417-	1.2-	4.7	4.6
GUINNESS STOUT **(EST)**	DIAGEO-GUINNESS USA	5	28,396	25,627	2,769-	9.8-	3.9	3.6
LABATT BLUE	LABATT USA	6	23,348	23,118	230-	1.0-	3.2	3.2
BLUE MOON BELGN WHITE ALE	ADOLPH COORS BREWING CO.	7	19,181	18,785	396-	2.1-	2.6	2.6
KILLIAN LAGER	ADOLPH COORS BREWING CO.	8	15,939	14,942	997-	6.3-	2.2	2.1
NATURAL LIGHT **(EST)**	ANHEUSER-BUSCH INC.	9	9,759	10,112	353	3.6	1.3	1.4
MICHELOB ULTRA **(EST)**	ANHEUSER-BUSCH INC.	10	10,659	10,096	563-	5.3-	1.5	1.4
MICHELOB AMBER **(EST)**	ANHEUSER-BUSCH INC.	11	10,843	9,502	1,341-	12.4-	1.5	1.3
STELLA ARTOIS **(EST)**	ANHEUSER-BUSCH INC.	12	7,542	8,321	779	10.3	1.0	1.2
BUDWEISER SELECT **(EST)**	ANHEUSER-BUSCH INC.	13	8,324	8,162	162-	1.9-	1.1	1.1
SAMUEL ADAMS LAGER	BOSTON BEER COMPANY	14	6,714	7,068	354	5.3	.9	1.0
PABST	PABST BREWING COMPANY	15	5,220	6,668	1,448	27.7	.7	.9
LABATT BLUE LIGHT	LABATT USA	16	4,894	6,560	1,666	34.0	.7	.9
MICHELOB LIGHT **(EST)**	ANHEUSER-BUSCH INC.	17	7,815	6,502	1,313-	16.8-	1.1	.9
MILLER GENUINE DRAFT	SAB MILLER, PLC	18	6,103	6,118	15	.2	.8	.8
BASS **(EST)**	ANHEUSER-BUSCH INC.	19	5,482	5,519	37	.7	.8	.8
HARP LAGER **(EST)**	DIAGEO-GUINNESS USA	20	5,582	4,888	694-	12.4-	.8	.7
BUSCH LIGHT **(EST)**	ANHEUSER-BUSCH INC.	21	3,945	4,256	311	7.9	.5	.6
MOLSON CANADIAN	ADOLPH COORS BREWING CO.	22	4,798	4,244	554-	11.5-	.7	.6
BUSCH **(EST)**	ANHEUSER-BUSCH INC.	23	3,750	3,988	238	6.3	.5	.6
GENESEE BEER	HIGH FALLS BREWING COMPANY	24	4,155	3,682	473-	11.4-	.6	.5
BELL'S BEERS	BELL'S BREWERY	25	0	3,336	3,336	.0	.0	.5
HEINEKEN **(EST)**	HEINEKEN USA	26	3,563	3,075	488-	13.7-	.5	.4
S ADAMS SUMMER ALE	BOSTON BEER COMPANY	27	2,646	3,047	401	15.2	.4	.4
LEINENKUGEL SUNSET WHEAT	SAB MILLER, PLC	28	2,918	2,988	70	2.4	.4	.4
S ADAMS WINTER	BOSTON BEER COMPANY	29	2,440	2,980	540	22.1	.3	.4
MILLER HIGH LIFE	SAB MILLER, PLC	30	2,760	2,880	120	4.3	.4	.4
S ADAMS OCTOBERFEST	BOSTON BEER COMPANY	31	2,254	2,666	412	18.3	.3	.4
FOSTER'S LAGER	FOSTERS BREWERIES USA	32	2,064	2,076	12	.6	.3	.3
MILWAUKEE'S BEST LIGHT	SAB MILLER, PLC	33	1,963	2,012	49	2.5	.3	.3
SIERRA NEVADA PALE ALE	SIERRA NEVADA BREWING	34	1,902	1,891	11-	.6-	.3	.3
SHOCK TOP **(EST)**	ANHEUSER-BUSCH INC.	35	1,676	1,858	182	10.9	.2	.3
HONEY LAGER	HIGH FALLS BREWING COMPANY	36	1,608	1,841	233	14.5	.2	.3
GOOSE ISL. BRANDS	FULTON STREET BREWERY	37	1,405	1,748	343	24.4	.2	.2
SMITHWICKS **(EST)**	DIAGEO-GUINNESS USA	38	1,878	1,743	135-	7.2-	.3	.2
HOEGAARDEN **(EST)**	ANHEUSER-BUSCH INC.	39	1,431	1,525	94	6.6	.2	.2
MICHELOB **(EST)**	ANHEUSER-BUSCH INC.	40	1,691	1,410	281-	16.6-	.2	.2
KEYSTONE LIGHT	ADOLPH COORS BREWING CO.	41	1,490	1,378	112-	7.5-	.2	.2
MAGIC HAT #9	INDEPENDENT BREWERS UNITED	42	0	1,369	1,369	.0	.0	.2
S ADAMS WHITE ALE	BOSTON BEER COMPANY	43	1,182	1,324	142	12.0	.2	.2
ICEHOUSE	SAB MILLER, PLC	44	1,288	1,312	24	1.9	.2	.2

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

BREWER/IMPORTER - BRAND	--- YEAR TO DATE ---		----- CHANGE -----		BREWER SHARE %	
	-2008-	-2009-	-AMOUNT-	-%-	2008	2009
ADOLPH COORS BREWING CO.						
COORS LIGHT	401,549	388,132	13,417-	3.3-	60.1	59.5
KEYSTONE LIGHT	123,053	127,315	4,262	3.5	18.4	19.5
KILLIAN LAGER	37,332	35,214	2,118-	5.7-	5.6	5.4
BLUE MOON BELGN WHITE ALE	32,343	31,665	678-	2.1-	4.8	4.9
MOLSON CANADIAN	22,435	21,641	794-	3.5-	3.4	3.3
MOLSON ICE	16,462	16,261	201-	1.2-	2.5	2.5
COORS	12,053	11,730	323-	2.7-	1.8	1.8
MOLSON XXX	5,024	4,456	568-	11.3-	.8	.7
MOLSON GOLDEN	4,078	3,905	173-	4.2-	.6	.6
BLUE MOON SUMMER	2,037	2,463	426	20.9	.3	.4
KEYSTONE ICE	2,104	2,134	30	1.4	.3	.3
KEYSTONE	1,410	1,435	25	1.8	.2	.2
COORS EXTRA GOLD	1,377	1,335	42-	3.1-	.2	.2
MOLSON LIGHT	1,451	1,285	166-	11.4-	.2	.2
BLUE MOON FALL	1,522	1,228	294-	19.3-	.2	.2
BLUE MOON WINTER	1,224	1,025	199-	16.3-	.2	.2
BLUE MOON SPRING	828	756	72-	8.7-	.1	.1
ZIMA	1,779	0	1,779-	100.0-	.3	.0
TOTALS	668,061	651,980	16,081-	2.4-	100.0	100.0
ANDERSON VALLEY BREWING CO.						
HOP OTTIN' I P A	60	55	5-	8.3-	48.4	50.9
BARNEY FLATS	29	23	6-	20.7-	23.4	21.3
WINTER SOLSTICE ALE	6	10	4	66.7	4.8	9.3
SUMMER SOLSTICE	12	9	3-	25.0-	9.7	8.3
BOONT AMBER ALE	5	5	0	.0	4.0	4.6
BELKS ESB	2	3	1	50.0	1.6	2.8
BROTHER DAVIDS	0	2	2	.0	.0	1.9
POLEEKO GOLD ALE	10	1	9-	90.0-	8.1	.9
TOTALS	124	108	16-	12.9-	100.0	100.0
ANHEUSER-BUSCH INC.						
BUD LIGHT **(EST)**	1,881,810	1,850,192	31,618-	1.7-	37.3	37.2
BUDWEISER **(EST)**	818,786	754,337	64,449-	7.9-	16.2	15.2
BUSCH LIGHT **(EST)**	584,252	614,700	30,448	5.2	11.6	12.4
NATURAL LIGHT **(EST)**	479,986	492,484	12,498	2.6	9.5	9.9
BUSCH **(EST)**	443,393	437,564	5,829-	1.3-	8.8	8.8
MICHELOB ULTRA **(EST)**	151,770	142,835	8,935-	5.9-	3.0	2.9
BUD ICE **(EST)**	116,972	118,121	1,149	1.0	2.3	2.4
BUDWEISER SELECT **(EST)**	93,702	84,285	9,417-	10.0-	1.9	1.7
BUD LIGHT LIME **(EST)**	67,412	78,269	10,857	16.1	1.3	1.6
NATURAL ICE **(EST)**	77,579	76,354	1,225-	1.6-	1.5	1.5
KING COBRA **(EST)**	48,845	49,363	518	1.1	1.0	1.0