

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

----- BREWERY -----	2009 RANK	----- CURRENT MONTH ----- 2008	----- CHANGE ----- 2009	----- CHANGE ----- -%-	----- YEAR TO DATE ----- 2008	----- YEAR TO DATE ----- 2009	----- CHANGE ----- -AMOUNT-	----- CHANGE ----- -%-	MARKET 2008	MARKET 2009	SHARE %
ANHEUSER-BUSCH **(ESTIMATE)**	1	338,136	361,748	7.0	5,049,936	4,968,474	81,462-	1.6-	58.3	58.1	
SAB MILLER, PLC	2	132,764	129,939	2.1-	1,875,217	1,835,315	39,902-	2.1-	21.6	21.5	
ADOLPH COORS BREWING CO.	3	47,400	45,964	3.0-	668,353	652,068	16,285-	2.4-	7.7	7.6	
PABST BREWING COMPANY	4	19,684	15,338	22.1-	259,998	246,441	13,557-	5.2-	3.0	2.9	
LABATT USA	5	12,660	12,939	2.2	126,557	158,187	31,630	25.0	1.5	1.8	
CROWN IMPORTS	6	9,298	9,972	7.2	149,895	152,880	2,985	2.0	1.7	1.8	
DIAGEO-GUINNESS **(EST)**	7	9,528	8,959	6.0-	139,549	128,578	10,971-	7.9-	1.6	1.5	
HEINEKEN **(EST)**	8	11,261	10,777	4.3-	123,592	120,057	3,535-	2.9-	1.4	1.4	
BOSTON BEER COMPANY	9	6,020	3,795	37.0-	67,858	68,719	861	1.3	.8	.8	
HIGH FALLS BREWING COMPANY	10	5,871	5,986	2.0	72,061	68,319	3,742-	5.2-	.8	.8	
MARK ANTHONY BRANDS **(EST)**	11	3,761	4,554	21.1	55,083	61,673	6,590	12.0	.6	.7	
SIERRA NEVADA BREWING	12	879	1,130	28.6	12,242	14,320	2,078	17.0	.1	.2	
FOSTERS BREWERIES USA	13	857	860	.4	12,085	12,169	84	.7	.1	.1	
CHRISTIAN MOERLEIN BREWING	14	234	234	.0	4,127	11,401	7,274	176.3	.0	.1	
E & J GALLO WINERY	15	1,332	596	55.3-	9,851	7,646	2,205-	22.4-	.1	.1	
BELL'S BREWERY	16	0	432	.0	0	6,891	6,891	.0	.0	.1	
FULTON STREET BREWERY	17	192	244	27.1	5,696	6,573	877	15.4	.1	.1	
WARSTEINER IMPORTERS	18	150	109	27.3-	8,031	5,821	2,210-	27.5-	.1	.1	
INDEPENDENT BREWERS UNITED	19	48	399	731.3	1,053	5,766	4,713	447.6	.0	.1	
GAMBRINUS COMPANY	20	185	221	19.5	3,479	3,430	49-	1.4-	.0	.0	
IRON CITY BREWING COMPANY	21	214	221	3.3	3,002	2,761	241-	8.0-	.0	.0	
ROGUE ALES	22	96	134	39.6	2,085	2,273	188	9.0	.0	.0	
SPATEN NORTH AMERICA	23	206	124	39.8-	2,421	2,142	279-	11.5-	.0	.0	
FLYING DOG BREWERY	24	92	196	113.0	1,330	1,579	249	18.7	.0	.0	
DRINK FOUR	25	0	0	.0	0	1,378	1,378	.0	.0	.0	
WEST END BREWING COMPANY	26	89	260	192.1	939	1,360	421	44.8	.0	.0	
BELUKUS MARKETING	27	0	20	.0	0	1,159	1,159	.0	.0	.0	
MELANIE BREWERY	28	116	0	100.0-	3,650	1,021	2,629-	72.0-	.0	.0	
MERCHANT DU VIN **(EST)**	29	27	32	18.5	999	1,007	8	.8	.0	.0	
BRECKENRIDGE BREWERY	30	84	92	9.5	647	920	273	42.2	.0	.0	
NEW HOLLAND BREWING CO.	31	0	71	.0	0	700	700	.0	.0	.0	
UNITED STATES BEV **(EST)**	32	54	41	24.1-	883	583	300-	34.0-	.0	.0	
PETE'S BREWING COMPANY	33	0	42	.0	611	494	117-	19.1-	.0	.0	
STAR BRAND IMPORTS	34	0	0	.0	334	457	123	36.8	.0	.0	
NORTH COAST BREWING COMPANY	35	55	48	12.7-	294	435	141	48.0	.0	.0	
AUGUST SCHELL BREWING CO.	36	94	0	100.0-	506	294	212-	41.9-	.0	.0	
MOUNTAIN CREST	37	0	80	.0	0	272	272	.0	.0	.0	
UNITED STATES DISTIL'D PROD	38	16	20	25.0	215	184	31-	14.4-	.0	.0	
STOUDT BREWERY	39	19	0	100.0-	209	155	54-	25.8-	.0	.0	
ANDERSON VALLEY BREWING CO.	40	10	0	100.0-	143	132	11-	7.7-	.0	.0	
SIGNATURE IMPORTS	41	0	0	.0	30	94	64	213.3	.0	.0	
GLUNZ, LOUIS INC.	42	21	0	100.0-	96	55	41-	42.7-	.0	.0	
STEVENS POINT BREWERY	43	0	0	.0	0	43	43	.0	.0	.0	
B. UNITED INT'L	44	0	0	.0	0	40	40	.0	.0	.0	

BEVERAGE MARKETING CORPORATION
OHIO 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								
BONBRIGHT DIST-DAYTON	44,732	44,449	.6-	713,164	676,252	5.2-	8.7	8.5
BROWN DISTRIBUTING-NEWARK	32,685	32,766	.2	385,409	365,738	5.1-	4.7	4.6
FISHER, BOB INC-SPRINGFLD	14,618	15,493	6.0	290,047	287,403	.9-	3.6	3.6
HEIDELBERG DIST-PERRYSBURG	22,369	22,776	1.8	318,045	303,701	4.5-	3.9	3.8
HERITAGE BEVERAGE-MENTOR	22,567	0	100.0-	415,800	369,178	11.2-	5.1	4.6
HOBERG DIST-BATAVIA	30,878	0	100.0-	302,805	232,023	23.4-	3.7	2.9
KERR BEVERAGE-LORAIN	20,493	0	100.0-	320,395	219,888	31.4-	3.9	2.8
KERR DISTRIBUTING-ATHENS	25,674	25,340	1.3-	341,904	325,159	4.9-	4.2	4.1
KERR WHOLESALE-CHILLICOTHE	19,897	20,016	.6	246,334	244,811	.6-	3.0	3.1
MUXIE DIST-BELLAIRE	2,857	2,791	2.3-	31,124	31,349	.7	.4	.4
NWO DIST-TOLEDO	15,789	24,406	54.6	266,284	303,197	13.9	3.3	3.8
STAGNARO/DENNERT DIST-CINN	49,961	69,785	39.7	588,357	584,188	.7-	7.2	7.3
SUPERIOR BEV-COLUMBUS	67,047	66,332	1.1-	1,048,765	1,039,781	.9-	12.8	13.0
SUPERIOR BEV-MAYFIELD	43,648	72,538	66.2	716,389	796,649	11.2	8.8	10.0
SUPERIOR BEV-YOUNGSTOWN	112,436	116,579	3.7	1,644,182	1,669,608	1.5	20.1	20.9
SUPERIOR DIST-LIMA	17,243	17,095	.9-	225,327	218,780	2.9-	2.8	2.7
SUPERIOR DIST-TIFFIN	22,202	22,259	.3	223,786	222,701	.5-	2.7	2.8
TRAMONTE DIST-AKRON	7,789	8,195	5.2	83,724	80,795	3.5-	1.0	1.0
TOTAL	572,885	560,820	2.1-	8,161,841	7,971,201	2.3-	99.9	99.9
ANDERSON VALLEY BREWING CO. - BOONVILLE, CA								
OHIO VLY WINE/BEER-EVENDLE	144	0	100.0-	1,862	1,813	2.6-	100.0	100.0
TOTAL	144	0	100.0-	1,862	1,813	2.6-	100.0	100.0
ANHEUSER-BUSCH **(ESTIMATE)** - ST. LOUIS, MO								
ANHEUSER-BUSCH DIST-CANTON	224,000	246,625	10.1	3,013,975	2,974,175	1.3-	4.7	4.7
BEERCO-FOSTORIA	99,275	109,125	9.9	1,511,650	1,502,025	.6-	2.3	2.4
C & G DISTRIBUTING-LIMA	295,350	318,590	7.9	3,258,275	3,244,115	.4-	5.1	5.1
CHOICE BRANDS-MINGO JCT.	80,176	81,686	1.9	903,379	915,756	1.4	1.4	1.4
CITY BEVERAGE-DEFIANCE	73,675	79,575	8.0	1,088,800	1,050,075	3.6-	1.7	1.7
CLASSIC BRANDS-ATHENS	93,375	100,850	8.0	1,219,775	1,222,225	.2	1.9	1.9
CLASSIC BRANDS-CHILLICOTHE	126,250	135,600	7.4	2,192,525	2,146,525	2.1-	3.4	3.4
CLERMONT DIST-BATAVIA	85,650	93,425	9.1	1,617,775	1,597,225	1.3-	2.5	2.5
COLUMBUS DIST-COLUMBUS	420,275	449,500	7.0	6,857,625	6,672,100	2.7-	10.7	10.6
DELMAR DIST-WALDO	90,650	99,525	9.8	1,656,250	1,609,475	2.8-	2.6	2.5
DICKERSON DIST-MONROE	210,525	224,450	6.6	3,234,086	3,144,350	2.8-	5.0	5.0
EAGLE BEVERAGE-SPRINGFIELD	124,225	0	100.0-	1,887,100	1,715,525	9.1-	2.9	2.7
ESBER BEVERAGE-CANTON	0	0	.0	925	0	100.0-	.0	.0
HEIDELBERG DIST-CINCINNATI	230,525	247,675	7.4	3,816,975	3,769,650	1.2-	5.9	6.0
HEIDELBERG DIST-DAYTON	259,050	415,375	60.3	3,921,275	3,994,200	1.9	6.1	6.3
HERITAGE BEVERAGE-MENTOR	0	0	.0	10,025	0	100.0-	.0	.0
HILL DIST-COLUMBUS	12,100	8,850	26.9-	109,550	94,550	13.7-	.2	.1
HOUSE LA ROSE-CLEVELAND	716,971	772,688	7.8	10,721,671	10,548,127	1.6-	16.7	16.7

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-- DISTRIBUTOR-BREWERY --	---- CURRENT MONTH ----			----- YEAR TO DATE -----			YTD BREWERY %	
	-2008-	-2009-	% CHG	-2008-	-2009-	% CHG	2008	2009
ANHEUSER-BUSCH DIST-CANTON								
ANHEUSER-BUSCH **(ESTIMATE)**	224,000	246,625	10.1	3,013,975	2,974,175	1.3-	100.0	99.9
FULTON STREET BREWERY	128	162	26.6	1,052	3,921	272.7	.0	.1
TOTAL	224,128	246,787	10.1	3,015,027	2,978,096	1.2-	100.0	100.0
BEERCO-FOSTORIA								
ANHEUSER-BUSCH **(ESTIMATE)**	99,275	109,125	9.9	1,511,650	1,502,025	.6-	100.0	99.9
FULTON STREET BREWERY	72	67	6.9-	742	1,619	118.2	.0	.1
TOTAL	99,347	109,192	9.9	1,512,392	1,503,644	.6-	100.0	100.0
BELLAS CO-MINGO JCT.								
BOSTON BEER COMPANY	624	928	48.7	7,070	6,308	10.8-	6.2	5.9
DIAGEO-GUINNESS **(EST)**	1,440	1,460	1.4	21,105	18,486	12.4-	18.6	17.2
E & J GALLO WINERY	97	130	34.0	2,901	2,646	8.8-	2.6	2.5
HEINEKEN **(EST)**	1,034	1,030	.4-	11,833	11,361	4.0-	10.4	10.6
HIGH FALLS BREWING COMPANY	1,935	1,633	15.6-	20,717	14,232	31.3-	18.3	13.3
IRON CITY BREWING COMPANY	1,129	1,717	52.1	18,239	17,590	3.6-	16.1	16.4
LABATT USA	0	3,702	.0	0	7,153	.0	.0	6.7
MARK ANTHONY BRANDS **(EST)**	0	0	.0	5,294	7,678	45.0	4.7	7.2
PABST BREWING COMPANY	1,960	4,032	105.7	26,165	21,748	16.9-	23.1	20.3
UNITED STATES DISTIL'D PROD	54	54	.0	108	162	50.0	.1	.2
TOTAL	8,273	14,686	77.5	113,432	107,364	5.3-	100.1	100.3
BEVERAGE DIST-CLEVELAND								
BOSTON BEER COMPANY	7,369	3,441	53.3-	83,754	76,287	8.9-	2.1	1.9
DIAGEO-GUINNESS **(EST)**	17,898	17,123	4.3-	272,950	254,164	6.9-	6.8	6.5
HEINEKEN **(EST)**	27,922	33,447	19.8	362,093	347,142	4.1-	9.0	8.9
MARK ANTHONY BRANDS **(EST)**	6,450	7,300	13.2	85,555	94,375	10.3	2.1	2.4
PABST BREWING COMPANY	1,093	1,780	62.9	21,035	21,528	2.3	.5	.5
SAB MILLER, PLC	226,020	222,611	1.5-	3,195,872	3,122,635	2.3-	79.5	79.7
TOTAL	286,752	285,702	.4-	4,021,259	3,916,131	2.6-	100.0	99.9
BONBRIGHT DIST-DAYTON								
ADOLPH COORS BREWING CO.	44,732	44,449	.6-	713,164	676,252	5.2-	15.5	15.1
CHRISTIAN MOERLEIN BREWING	540	240	55.6-	6,129	10,492	71.2	.1	.2
CROWN IMPORTS	4,140	4,382	5.8	86,814	95,957	10.5	1.9	2.1
DIAGEO-GUINNESS **(EST)**	6,338	6,264	1.2-	63,225	61,325	3.0-	1.4	1.4
DRINK FOUR	0	0	.0	0	3,401	.0	.0	.1
FOSTERS BREWERIES USA	1,642	1,653	.7	23,233	23,329	.4	.5	.5
HEINEKEN **(EST)**	12,268	9,172	25.2-	145,222	140,547	3.2-	3.2	3.1
INDEPENDENT BREWERS UNITED	0	350	.0	0	4,370	.0	.0	.1
PABST BREWING COMPANY	25,518	15,135	40.7-	318,045	293,025	7.9-	6.9	6.5
SAB MILLER, PLC	228,201	223,328	2.1-	3,226,727	3,151,426	2.3-	70.1	70.4
SPATEN NORTH AMERICA	288	509	76.7	2,670	3,377	26.5	.1	.1