

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

----- BREWERY -----	2009 RANK	---- LAST 6 MONTHS ---- 2008	---- 2009	CHANGE --%	---- LAST 12 MONTHS ---- 2008	---- 2009	CHANGE --%	---- YEAR TO DATE ---- 2008	---- 2009	----- CHANGE ----- -AMOUNT-	----- --%	MARKET SHARE 2008	MARKET SHARE 2009	%
ANHEUSER-BUSCH **(ESTIMATE)**	1	2,556,648	2,447,637	4.3-	5,049,936	4,968,474	1.6-	5,049,936	4,968,474	81,462-	1.6-	58.3	58.1	
SAB MILLER, PLC	2	921,970	900,690	2.3-	1,875,217	1,835,315	2.1-	1,875,217	1,835,315	39,902-	2.1-	21.6	21.5	
ADOLPH COORS BREWING CO.	3	339,625	319,627	5.9-	668,353	652,068	2.4-	668,353	652,068	16,285-	2.4-	7.7	7.6	
PABST BREWING COMPANY	4	130,299	118,029	9.4-	259,998	246,441	5.2-	259,998	246,441	13,557-	5.2-	3.0	2.9	
LABATT USA	5	70,637	84,157	19.1	126,557	158,187	25.0	126,557	158,187	31,630	25.0	1.5	1.8	
CROWN IMPORTS	6	71,204	75,067	5.4	149,895	152,880	2.0	149,895	152,880	2,985	2.0	1.7	1.8	
DIAGEO-GUINNESS **(EST)**	7	68,255	60,990	10.6-	139,549	128,578	7.9-	139,549	128,578	10,971-	7.9-	1.6	1.5	
HEINEKEN **(EST)**	8	61,582	60,644	1.5-	123,592	120,057	2.9-	123,592	120,057	3,535-	2.9-	1.4	1.4	
BOSTON BEER COMPANY	9	37,377	38,507	3.0	67,858	68,719	1.3	67,858	68,719	861	1.3	.8	.8	
HIGH FALLS BREWING COMPANY	10	36,238	35,071	3.2-	72,061	68,319	5.2-	72,061	68,319	3,742-	5.2-	.8	.8	
MARK ANTHONY BRANDS **(EST)**	11	25,593	29,710	16.1	55,083	61,673	12.0	55,083	61,673	6,590	12.0	.6	.7	
SIERRA NEVADA BREWING	12	6,154	7,579	23.2	12,242	14,320	17.0	12,242	14,320	2,078	17.0	.1	.2	
FOSTERS BREWERIES USA	13	5,988	5,926	1.0-	12,085	12,169	.7	12,085	12,169	84	.7	.1	.1	
CHRISTIAN MOERLEIN BREWING	14	2,478	7,268	193.3	4,127	11,401	176.3	4,127	11,401	7,274	176.3	.0	.1	
E & J GALLO WINERY	15	4,906	3,678	25.0-	9,851	7,646	22.4-	9,851	7,646	2,205-	22.4-	.1	.1	
BELL'S BREWERY	16	0	3,307	.0	0	6,891	.0	0	6,891	6,891	.0	.0	.1	
FULTON STREET BREWERY	17	3,610	4,407	22.1	5,696	6,573	15.4	5,696	6,573	877	15.4	.1	.1	
WARSTEINER IMPORTERS	18	4,474	3,496	21.9-	8,031	5,821	27.5-	8,031	5,821	2,210-	27.5-	.1	.1	
INDEPENDENT BREWERS UNITED	19	663	3,368	408.0	1,053	5,766	447.6	1,053	5,766	4,713	447.6	.0	.1	
GAMBRINUS COMPANY	20	1,679	1,758	4.7	3,479	3,430	1.4-	3,479	3,430	49-	1.4-	.0	.0	
IRON CITY BREWING COMPANY	21	1,567	1,457	7.0-	3,002	2,761	8.0-	3,002	2,761	241-	8.0-	.0	.0	
ROGUE ALES	22	1,070	1,248	16.6	2,085	2,273	9.0	2,085	2,273	188	9.0	.0	.0	
SPATEN NORTH AMERICA	23	1,468	1,223	16.7-	2,421	2,142	11.5-	2,421	2,142	279-	11.5-	.0	.0	
FLYING DOG BREWERY	24	663	759	14.5	1,330	1,579	18.7	1,330	1,579	249	18.7	.0	.0	
DRINK FOUR	25	0	1,378	.0	0	1,378	.0	0	1,378	1,378	.0	.0	.0	
WEST END BREWING COMPANY	26	549	899	63.8	939	1,360	44.8	939	1,360	421	44.8	.0	.0	
BELUKUS MARKETING	27	0	547	.0	0	1,159	.0	0	1,159	1,159	.0	.0	.0	
MELANIE BREWERY	28	1,429	0	100.0-	3,650	1,021	72.0-	3,650	1,021	2,629-	72.0-	.0	.0	
MERCHANT DU VIN **(EST)**	29	419	429	2.4	999	1,007	.8	999	1,007	8	.8	.0	.0	
BRECKENRIDGE BREWERY	30	363	525	44.6	647	920	42.2	647	920	273	42.2	.0	.0	
NEW HOLLAND BREWING CO.	31	0	416	.0	0	700	.0	0	700	700	.0	.0	.0	
UNITED STATES BEV **(EST)**	32	385	282	26.8-	883	583	34.0-	883	583	300-	34.0-	.0	.0	
PETE'S BREWING COMPANY	33	287	298	3.8	611	494	19.1-	611	494	117-	19.1-	.0	.0	
STAR BRAND IMPORTS	34	0	0	.0	334	457	36.8	334	457	123	36.8	.0	.0	
NORTH COAST BREWING COMPANY	35	167	215	28.7	294	435	48.0	294	435	141	48.0	.0	.0	
AUGUST SCHELL BREWING CO.	36	222	189	14.9-	506	294	41.9-	506	294	212-	41.9-	.0	.0	
MOUNTAIN CREST	37	0	150	.0	0	272	.0	0	272	272	.0	.0	.0	
UNITED STATES DISTIL'D PROD	38	106	94	11.3-	215	184	14.4-	215	184	31-	14.4-	.0	.0	
STOUDT BREWERY	39	96	66	31.3-	209	155	25.8-	209	155	54-	25.8-	.0	.0	
ANDERSON VALLEY BREWING CO.	40	61	64	4.9	143	132	7.7-	143	132	11-	7.7-	.0	.0	
SIGNATURE IMPORTS	41	22	89	304.5	30	94	213.3	30	94	64	213.3	.0	.0	
GLUNZ, LOUIS INC.	42	45	28	37.8-	96	55	42.7-	96	55	41-	42.7-	.0	.0	
STEVENS POINT BREWERY	43	0	43	.0	0	43	.0	0	43	43	.0	.0	.0	
B. UNITED INT'L	44	0	0	.0	0	40	.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 QUARTER ---			----- YEAR TO DATE -----			YTD BREWERY %	
	-2008-	-2009-	% CHG	-2008-	-2009-	% CHG	2008	2009
ADOLPH COORS BREWING CO. - GOLDEN, CO								
BONBRIGHT DIST-DAYTON	150,496	151,544	.7	713,164	676,252	5.2-	8.7	8.5
BROWN DISTRIBUTING-NEWARK	102,462	105,386	2.9	385,409	365,738	5.1-	4.7	4.6
FISHER, BOB INC-SPRINGFLD	62,854	65,932	4.9	290,047	287,403	.9-	3.6	3.6
HEIDELBERG DIST-PERRYSBURG	80,884	83,748	3.5	318,045	303,701	4.5-	3.9	3.8
HERITAGE BEVERAGE-MENTOR	76,917	30,558	60.3-	415,800	369,178	11.2-	5.1	4.6
HOBERG DIST-BATAVIA	72,163	0	100.0-	302,805	232,023	23.4-	3.7	2.9
KERR BEVERAGE-LORAIN	65,808	0	100.0-	320,395	219,888	31.4-	3.9	2.8
KERR DISTRIBUTING-ATHENS	67,815	66,833	1.4-	341,904	325,159	4.9-	4.2	4.1
KERR WHOLESALE-CHILLICOTHE	51,906	53,349	2.8	246,334	244,811	.6-	3.0	3.1
MUXIE DIST-BELLAIRE	6,672	6,894	3.3	31,124	31,349	.7	.4	.4
NWO DIST-TOLEDO	61,655	90,527	46.8	266,284	303,197	13.9	3.3	3.8
STAGNARO/DENNERT DIST-CINN	133,559	175,578	31.5	588,357	584,188	.7-	7.2	7.3
SUPERIOR BEV-COLUMBUS	245,427	250,698	2.1	1,048,765	1,039,781	.9-	12.8	13.0
SUPERIOR BEV-MAYFIELD	153,438	219,133	42.8	716,389	796,649	11.2	8.8	10.0
SUPERIOR BEV-YOUNGSTOWN	367,108	383,528	4.5	1,644,182	1,669,608	1.5	20.1	20.9
SUPERIOR DIST-LIMA	52,640	52,897	.5	225,327	218,780	2.9-	2.8	2.7
SUPERIOR DIST-TIFFIN	53,759	54,476	1.3	223,786	222,701	.5-	2.7	2.8
TRAMONTE DIST-AKRON	17,927	18,880	5.3	83,724	80,795	3.5-	1.0	1.0
TOTAL	1,823,490	1,809,961	.7-	8,161,841	7,971,201	2.3-	99.9	99.9
ANDERSON VALLEY BREWING CO. - BOONVILLE, CA								
OHIO VLY WINE/BEER-EVENDLE	492	504	2.4	1,862	1,813	2.6-	100.0	100.0
TOTAL	492	504	2.4	1,862	1,813	2.6-	100.0	100.0
ANHEUSER-BUSCH **(ESTIMATE)** - ST. LOUIS, MO								
ANHEUSER-BUSCH DIST-CANTON	698,750	714,125	2.2	3,013,975	2,974,175	1.3-	4.7	4.7
BEERCO-FOSTORIA	332,000	337,775	1.7	1,511,650	1,502,025	.6-	2.3	2.4
C & G DISTRIBUTING-LIMA	836,650	846,615	1.2	3,258,275	3,244,115	.4-	5.1	5.1
CHOICE BRANDS-MINGO JCT.	220,887	224,036	1.4	903,379	915,756	1.4	1.4	1.4
CITY BEVERAGE-DEFIANCE	252,950	241,675	4.5-	1,088,800	1,050,075	3.6-	1.7	1.7
CLASSIC BRANDS-ATHENS	301,975	306,225	1.4	1,219,775	1,222,225	.2	1.9	1.9
CLASSIC BRANDS-CHILLICOTHE	467,550	459,875	1.6-	2,192,525	2,146,525	2.1-	3.4	3.4
CLERMONT DIST-BATAVIA	322,625	325,725	1.0	1,617,775	1,597,225	1.3-	2.5	2.5
COLUMBUS DIST-COLUMBUS	1,560,650	1,555,200	.3-	6,857,625	6,672,100	2.7-	10.7	10.6
DELMAR DIST-WALDO	350,125	337,075	3.7-	1,656,250	1,609,475	2.8-	2.6	2.5
DICKERSON DIST-MONROE	713,100	689,075	3.4-	3,234,086	3,144,350	2.8-	5.0	5.0
EAGLE BEVERAGE-SPRINGFIELD	421,875	289,175	31.5-	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	824,450	830,975	.8	3,816,975	3,769,650	1.2-	5.9	6.0
HEIDELBERG DIST-DAYTON	913,625	1,058,475	15.9	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	31,700	22,950	27.6-	109,550	94,550	13.7-	.2	.1
HOUSE LA ROSE-CLEVELAND	2,491,686	2,512,966	.9	10,721,671	10,548,127	1.6-	16.7	16.7

BEVERAGE MARKETING CORPORATION  
OHIO DISTRIBUTOR-BREWERY REPORT  
DECEMBER, 2009 -- TOTAL 24-12 OZ. CASE EQUIVALENTS --

-- DISTRIBUTOR-BREWERY --	--- CURRENT QUARTER ---			----- YEAR TO DATE -----			YTD BREWERY %	
	-2008-	-2009-	% CHG	-2008-	-2009-	% CHG	2008	2009
<b>ANHEUSER-BUSCH DIST-CANTON</b>								
ANHEUSER-BUSCH **(ESTIMATE)**	698,750	714,125	2.2	3,013,975	2,974,175	1.3-	100.0	99.9
FULTON STREET BREWERY	676	956	41.4	1,052	3,921	272.7	.0	.1
TOTAL	699,426	715,081	2.2	3,015,027	2,978,096	1.2-	100.0	100.0
<b>BEERCO-FOSTORIA</b>								
ANHEUSER-BUSCH **(ESTIMATE)**	332,000	337,775	1.7	1,511,650	1,502,025	.6-	100.0	99.9
FULTON STREET BREWERY	462	395	14.5-	742	1,619	118.2	.0	.1
TOTAL	332,462	338,170	1.7	1,512,392	1,503,644	.6-	100.0	100.0
<b>BELLAS CO-MINGO JCT.</b>								
BOSTON BEER COMPANY	1,344	2,123	58.0	7,070	6,308	10.8-	6.2	5.9
DIAGEO-GUINNESS **(EST)**	4,697	4,845	3.2	21,105	18,486	12.4-	18.6	17.2
E & J GALLO WINERY	589	470	20.2-	2,901	2,646	8.8-	2.6	2.5
HEINEKEN **(EST)**	2,607	2,328	10.7-	11,833	11,361	4.0-	10.4	10.6
HIGH FALLS BREWING COMPANY	4,973	2,267	54.4-	20,717	14,232	31.3-	18.3	13.3
IRON CITY BREWING COMPANY	5,415	4,753	12.2-	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)**	1,412	72	94.9-	5,294	7,678	45.0	4.7	7.2
PABST BREWING COMPANY	5,994	5,940	.9-	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	27,085	26,554	2.0-	113,432	107,364	5.3-	100.1	100.3
<b>BEVERAGE DIST-CLEVELAND</b>								
BOSTON BEER COMPANY	25,669	19,149	25.4-	83,754	76,287	8.9-	2.1	1.9
DIAGEO-GUINNESS **(EST)**	58,703	55,191	6.0-	272,950	254,164	6.9-	6.8	6.5
HEINEKEN **(EST)**	100,544	108,859	8.3	362,093	347,142	4.1-	9.0	8.9
MARK ANTHONY BRANDS **(EST)**	17,325	19,400	12.0	85,555	94,375	10.3	2.1	2.4
PABST BREWING COMPANY	4,706	5,478	16.4	21,035	21,528	2.3	.5	.5
SAB MILLER, PLC	745,100	713,606	4.2-	3,195,872	3,122,635	2.3-	79.5	79.7
TOTAL	952,047	921,683	3.2-	4,021,259	3,916,131	2.6-	100.0	99.9
<b>BONBRIGHT DIST-DAYTON</b>								
ADOLPH COORS BREWING CO.	150,496	151,544	.7	713,164	676,252	5.2-	15.5	15.1
CHRISTIAN MOERLEIN BREWING	2,388	3,035	27.1	6,129	10,492	71.2	.1	.2
CROWN IMPORTS	19,881	19,608	1.4-	86,814	95,957	10.5	1.9	2.1
DIAGEO-GUINNESS **(EST)**	14,886	14,405	3.2-	63,225	61,325	3.0-	1.4	1.4
DRINK FOUR	0	3,401	.0	0	3,401	.0	.0	.1
FOSTERS BREWERIES USA	5,706	5,325	6.7-	23,233	23,329	.4	.5	.5
HEINEKEN **(EST)**	45,948	41,442	9.8-	145,222	140,547	3.2-	3.2	3.1
INDEPENDENT BREWERS UNITED	0	1,330	.0	0	4,370	.0	.0	.1
PABST BREWING COMPANY	81,770	66,639	18.5-	318,045	293,025	7.9-	6.9	6.5
SAB MILLER, PLC	774,244	719,078	7.1-	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

BEVERAGE MARKETING CORPORATION  
OHIO METRO/COUNTY BEER MARKETS  
DECEMBER, 2009 -- TOTAL 24-12 OZ. CASE EQUIVALENTS --

----- BREWERY -----	2009 RANK	--- YEAR TO DATE ---		----- CHANGE -----		MARKET SHARE %	
		-2008-	-2009-	-AMOUNT-	-%-	2008	2009
- AKRON -							
SAB MILLER, PLC	1	1,583,548	1,546,353	37,195-	2.3-	75.3	76.6
CROWN IMPORTS	2	170,972	163,371	7,601-	4.4-	8.1	8.1
HEINEKEN **(EST)**	3	112,704	113,405	701	.6	5.4	5.6
ADOLPH COORS BREWING CO.	4	83,724	80,795	2,929-	3.5-	4.0	4.0
MARK ANTHONY BRANDS **(EST)**	5	68,384	76,807	8,423	12.3	3.3	3.8
HIGH FALLS BREWING COMPANY	6	51,818	22,406	29,412-	56.8-	2.5	1.1
FOSTERS BREWERIES USA	7	13,546	13,643	97	.7	.6	.7
GAMBRINUS COMPANY	8	2,600	2,989	389	15.0	.1	.1
ANHEUSER-BUSCH **(ESTIMATE)**	9	14,325	0	14,325-	100.0-	.7	.0
TOTALS		2,101,621	2,019,769	81,852-	3.9-		
- CANTON -							
ANHEUSER-BUSCH **(ESTIMATE)**	1	3,014,900	2,974,175	40,725-	1.4-	75.4	75.4
SAB MILLER, PLC	2	841,697	821,928	19,769-	2.3-	21.1	20.8
LABATT USA	3	68,918	77,063	8,145	11.8	1.7	2.0
HEINEKEN **(EST)**	4	57,207	53,732	3,475-	6.1-	1.4	1.4
FOSTERS BREWERIES USA	5	5,966	5,975	9	.2	.1	.2
PABST BREWING COMPANY	6	4,617	4,246	371-	8.0-	.1	.1
FULTON STREET BREWERY	7	1,052	3,921	2,869	272.7	.0	.1
MERCHANT DU VIN **(EST)**	8	1,417	1,334	83-	5.9-	.0	.0
STAR BRAND IMPORTS	9	161	1,051	890	552.8	.0	.0
GEARY BREWING COMPANY	10	165	130	35-	21.2-	.0	.0
SCOTTISH & NEWCASTLE IMPORTS	11	1,440	0	1,440-	100.0-	.0	.0
ROYAL IMPORTS	12	408	0	408-	100.0-	.0	.0
TOTALS		3,997,948	3,943,555	54,393-	1.4-		
- CHILLICOTHE - PORTSMOUTH - Ironton -							
ANHEUSER-BUSCH **(ESTIMATE)**	1	4,669,500	4,587,875	81,625-	1.7-	78.4	79.4
SAB MILLER, PLC	2	521,206	508,977	12,229-	2.3-	8.8	8.8
ADOLPH COORS BREWING CO.	3	549,139	476,834	72,305-	13.2-	9.2	8.3
PABST BREWING COMPANY	4	130,973	121,971	9,002-	6.9-	2.2	2.1
MARK ANTHONY BRANDS **(EST)**	5	28,256	32,426	4,170	14.8	.5	.6
HEINEKEN **(EST)**	6	21,960	15,884	6,076-	27.7-	.4	.3
CROWN IMPORTS	7	16,686	14,255	2,431-	14.6-	.3	.2
DIAGEO-GUINNESS **(EST)**	8	12,108	12,823	715	5.9	.2	.2
FOSTERS BREWERIES USA	9	2,485	2,547	62	2.5	.0	.0