

Beverage Marketing Corporation

State Beer and Wine Shipment Tracking Services:

Covering Ohio, Michigan & Indiana



Indispensable market data now available in the format that you find most useful for your business planning: *print, CD-ROM, and online*. Be fully informed and make fact-based decisions when planning sales and marketing activities, evaluating acquisitions, and analyzing investment spending levels.

THE OHIO BREWERY BOOK



- Ohio Beer Market Report – Total brewery shipments/rankings/analysis
- Brewery-Distributor – Brewer shipment volume by distributor
- Distributor-Brewery Report – Distributor volume by brewer
- Ohio Metro/County Market Report – Total brewer local market shipments/rankings/analysis

Six and twelve month market data *reports include total barrels, total 24-12 oz. case equivalents and total draft barrels *two-year rolling shipment and growth rate histories
*distributor monthly, quarterly and year-to-date shipments
*metro/county market ratings.

THE OHIO BEER BRAND BOOK

- Ohio Beer Market Category Report – Beer shipment analysis by category
- Ohio Beer Brand Rankings Report – Brand shipment data by category
- Ohio Brewery/Importer Brand Analysis Report – Brand performance by supplier

Market share *category rankings include popular, premium, light, super premium, malt liquor, ale and malternative/FABs *brand shipments *two-year rolling shipment and growth rate histories
*monthly, quarterly and year-to-date shipments include barrels, case equivalents and total draft.



THE OHIO WINE BOOK



- Ohio Wine Market Report – Total winery shipments/rankings/analysis
- Winery-Distributor Report – Winery shipment volume by distributor
- Distributor-Winery Report – Distributor volume by winery

Six and twelve month market data *reports include total gallons, 5-14% gallons, over 14% gallons, vermouth gallons, sparkling gallons and cider gallons *two-year rolling shipment and growth rate histories
*distributor monthly, bi-monthly and year-to-date shipments.

THE MICHIGAN BEER BOOK

- Michigan Beer Market Report - Total brewer shipments/rankings/analysis
- Brewery-Distributor Report - Brewer shipment volume by distributor
- Distributor-Brewery Report - Distributor volume by brewer
- Michigan Metro/County Market Report - Total brewer local market shipments/rankings/analysis

Six and twelve month market data *reports include total barrels, total 24-12 oz. case equivalents, and total draft barrels along with 24-7 oz., 24-12 oz., 24-16 oz., 12-12 oz., and 12-32 oz. case packages *two-year rolling shipment and growth rate histories *distributor monthly, bi-monthly and year-to-date shipments *metro/county market ratings.



THE INDIANA BEER BOOK



- Indiana Beer Market Report - Total brewer shipments/rankings/analysis
- Brewery-Distributor Report - Brewer shipment volume by distributor
- Distributor-Brewery Report - Distributor volume by brewer
- Indiana Metro/County Market Report - Total brewer local market shipments/rankings/analysis

Six and twelve month market data *reports include total barrels, total 24-12 oz. case equivalents, and total draft barrels along with 24-7 oz., 24-12 oz., 24-16 oz., 12-12 oz., and 12-32 oz. case packages *two-year rolling shipment and growth rate histories *distributor monthly, bi-monthly and year-to-date shipments *metro/county market ratings.

OHIO BREWERY BOOK AND OHIO BEER BRAND BOOK DATA OPTIONS

OPTION 1 - Four quarterly Hardcopy Publications

OPTION 2 - Four quarterly CD-ROMs

OPTION 3 - Online Access (**Updated Monthly**)

OPTION 4 - Online Access (**Updated Monthly**), plus a year-end summary CD-ROM or the annual December hardcopy version for your permanent records (BEST VALUE)

OHIO WINE BOOK, MICHIGAN BEER BOOK AND INDIANA BEER BOOK DATA OPTIONS

OPTION 1 - Six bi-monthly Hardcopy Publications (Ohio Wine and Michigan Beer only)

OPTION 2 - Six bi-monthly CD-ROMs

OPTION 3 - Online Access (**Updated Monthly**)

OPTION 4 - Online Access (**Updated Monthly**), plus a year-end summary CD-ROM or the annual December hardcopy version for your permanent records (BEST VALUE)



About Beverage Marketing Corporation

Beverage Marketing Corporation (BMC) is the leading supplier of consulting, information and financial services to the global beverage industry. Through our three divisions, BMC can provide the level of service needed to fit your company's information needs:

- **Information Services Division**: Produces the industry leading directory and digital database covering over 6,200 North American beverage companies; additionally, it publishes an annual series of 35+ authoritative market reports covering beer, soft drinks, bottled water, wine, spirits, fruit juices, milk, RTD tea and coffee, new age beverages, etc. Also produces two detailed industry databases tracking volume and sales covering all beverage categories and channels of distribution by company and brand.
- **BMC Strategic Associates (consulting division)**: Provides strategic, marketing and operational counsel to beverage marketers, producers and distributors along with associated industries in packaging suppliers, ingredients suppliers, retailers and investors. BMC Strategic Associates has successfully completed over 800 assignments in all sectors of the beverage marketplace.
- **BMC Financial Services**: Provides a full range of investment banking services to the beverage industry including mergers/acquisitions, divestitures, joint ventures, valuations, expert opinion reports/testimony and due diligence reviews.



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