

BEVERAGE MARKETING CORPORATION  
OHIO BEER MARKET CATEGORIES  
DECEMBER, 2015           -- TOTAL BARRELS --

ALL CATEGORIES

----- CATEGORY -----	--- CURRENT QUARTER ---		----- CHANGE -----		MARKET SHARE %	
	-2014-	-2015-	-AMOUNT-	-%-	2014	2015
SUPER PREMIUMS	89,216	101,377	12,161	13.6	4.9	5.5
PREMIUMS	274,995	279,216	4,221	1.5	15.2	15.2
LIGHTS	962,610	968,855	6,245	.6	53.2	52.8
POPULAR MID-PRICED	127,574	121,183	6,391-	5.0-	7.0	6.6
POPULAR PRICED	103,721	96,843	6,878-	6.6-	5.7	5.3
MALT LIQUORS	46,535	48,840	2,305	5.0	2.6	2.7
ALES	36,687	38,485	1,798	4.9	2.0	2.1
NO ALCOHOLS	3,192	2,679	513-	16.1-	.2	.1
IMPORTS	122,254	128,738	6,484	5.3	6.8	7.0
MALT COOLERS	10,171	13,529	3,358	33.0	.6	.7
MALTERNATIVE/FAB'S	33,492	34,886	1,394	4.2	1.8	1.9
TOTALS	1,810,447	1,834,631	24,184	1.3	100.0	100.0

BEVERAGE MARKETING CORPORATION  
OHIO BEER BRAND RANKING -- ALL BRANDS --  
DECEMBER, 2015 -- TOTAL BARRELS --

BRAND	BREWER / IMPORTER	2015 RANK	--- CURRENT QUARTER ---		----- CHANGE -----		MARKET SHARE %	
			-2014-	-2015-	-AMOUNT-	-%-	2014	2015
BUD LIGHT **(EST)**	ANHEUSER-BUSCH INC.	1	359,179	362,216	3,037	.8	19.8	19.7
MILLER LITE	MILLERCOORS	2	149,325	153,663	4,338	2.9	8.2	8.4
BUSCH LIGHT **(EST)**	ANHEUSER-BUSCH INC.	3	124,871	123,193	1,678-	1.3-	6.9	6.7
BUDWEISER **(EST)**	ANHEUSER-BUSCH INC.	4	114,716	113,537	1,179-	1.0-	6.3	6.2
NATURAL LIGHT **(EST)**	ANHEUSER-BUSCH INC.	5	86,603	84,923	1,680-	1.9-	4.8	4.6
COORS LIGHT	MILLERCOORS	6	79,368	82,600	3,232	4.1	4.4	4.5
BUSCH **(EST)**	ANHEUSER-BUSCH INC.	7	74,820	69,200	5,620-	7.5-	4.1	3.8
MILWAUKEE'S BEST ICE	MILLERCOORS	8	55,974	52,817	3,157-	5.6-	3.1	2.9
MICHELOB ULTRA **(EST)**	ANHEUSER-BUSCH INC.	9	35,712	42,515	6,803	19.0	2.0	2.3
BUD ICE **(EST)**	ANHEUSER-BUSCH INC.	10	42,938	42,299	639-	1.5-	2.4	2.3
YUENGLING LAGER	YUENGLING BREWERY	11	45,207	41,842	3,365-	7.4-	2.5	2.3
GREAT LAKES BRANDS **(EST)**	GREAT LAKES BREWING	12	29,380	30,996	1,616	5.5	1.6	1.7
MILLER HIGH LIFE	MILLERCOORS	13	34,106	30,911	3,195-	9.4-	1.9	1.7
KEYSTONE LIGHT	MILLERCOORS	14	27,967	25,520	2,447-	8.7-	1.5	1.4
CORONA EXTRA	CROWN IMPORTS	15	20,439	22,144	1,705	8.3	1.1	1.2
ICEHOUSE	MILLERCOORS	16	9,595	19,528	9,933	103.5	.5	1.1
PABST	PABST BREWING COMPANY	17	18,284	19,193	909	5.0	1.0	1.0
BUD LIGHT PLATINUM **(EST)**	ANHEUSER-BUSCH INC.	18	17,693	17,523	170-	1.0-	1.0	1.0
NATURAL ICE **(EST)**	ANHEUSER-BUSCH INC.	19	17,118	17,018	100-	.6-	.9	.9
MILWAUKEE'S BEST LIGHT	MILLERCOORS	20	14,996	16,320	1,324	8.8	.8	.9
MIKE'S BRANDS **(EST)**	MARK ANTHONY BRANDS	21	14,602	16,297	1,695	11.6	.8	.9
ROLLING ROCK **(EST)**	ANHEUSER-BUSCH INC.	22	15,680	15,996	316	2.0	.9	.9
YUENGLING LAGER LIGHT	YUENGLING BREWERY	23	18,475	15,509	2,966-	16.1-	1.0	.8
LABATT BLUE	LABATT USA	24	13,843	13,076	767-	5.5-	.8	.7
BLUE MOON BELGIAN WHITE	MILLERCOORS	25	10,347	11,922	1,575	15.2	.6	.6
HEINEKEN **(EST)**	HEINEKEN USA	26	11,220	11,668	448	4.0	.6	.6
BUD LIGHT LIME **(EST)**	ANHEUSER-BUSCH INC.	27	10,544	11,239	695	6.6	.6	.6
STELLA ARTOIS **(EST)**	ANHEUSER-BUSCH INC.	28	9,684	10,618	934	9.6	.5	.6
NEW BELGIUM BRANDS	NEW BELGIUM BREWING	29	11,547	10,579	968-	8.4-	.6	.6
OLDE ENGLISH 800	MILLERCOORS	30	9,161	9,769	608	6.6	.5	.5
S ADAMS TEAS	BOSTON BEER COMPANY	31	6,470	9,280	2,810	43.4	.4	.5
MODELO ESPECIAL	CROWN IMPORTS	32	6,905	9,168	2,263	32.8	.4	.5
BUDWEISER BLACK CROWN *(EST)*	ANHEUSER-BUSCH INC.	33	11,693	8,819	2,874-	24.6-	.6	.5
MILWAUKEE'S BEST	MILLERCOORS	34	9,419	8,819	600-	6.4-	.5	.5
SMIRNOFF **(EST)**	DIAGEO-GUINNESS USA	35	8,398	8,232	166-	2.0-	.5	.4
STEEL RESERVE HIGH GRAVITY	MILLERCOORS	36	8,677	8,028	649-	7.5-	.5	.4
COLT 45	PABST BREWING COMPANY	37	8,309	8,023	286-	3.4-	.5	.4
GUINNESS STOUT **(EST)**	DIAGEO-GUINNESS USA	38	8,551	7,615	936-	10.9-	.5	.4
LABATT ICE	LABATT USA	39	7,328	7,418	90	1.2	.4	.4
NATTY DADDY **(EST)**	ANHEUSER-BUSCH INC.	40	3,528	7,160	3,632	102.9	.2	.4
S ADAMS WINTER	BOSTON BEER COMPANY	41	8,663	6,962	1,701-	19.6-	.5	.4
BUDWEISER SELECT **(EST)**	ANHEUSER-BUSCH INC.	42	7,934	6,285	1,649-	20.8-	.4	.3
MILLER GENUINE DRAFT	MILLERCOORS	43	6,536	5,949	587-	9.0-	.4	.3
DOS EQUIS SPECIAL **(EST)**	HEINEKEN USA	44	3,805	5,867	2,062	54.2	.2	.3

BEVERAGE MARKETING CORPORATION  
OHIO BEER BRAND RANKING -- ALL BRANDS --  
DECEMBER, 2015 -- 24/12 OZ. CASE EQUIVALENTS --

BRAND	BREWER / IMPORTER	2015 RANK	--- CURRENT QUARTER ---		----- CHANGE -----		MARKET SHARE %	
			-2014-	-2015-	-AMOUNT-	-%-	2014	2015
BUD LIGHT **(EST)**	ANHEUSER-BUSCH INC.	1	4,372,075	4,360,308	11,767-	.3-	19.1	18.8
MILLER LITE	MILLERCOORS	2	1,755,791	1,806,645	50,854	2.9	7.7	7.8
BUSCH LIGHT **(EST)**	ANHEUSER-BUSCH INC.	3	1,712,042	1,689,390	22,652-	1.3-	7.5	7.3
BUDWEISER **(EST)**	ANHEUSER-BUSCH INC.	4	1,486,330	1,477,521	8,809-	.6-	6.5	6.4
NATURAL LIGHT **(EST)**	ANHEUSER-BUSCH INC.	5	1,177,808	1,153,502	24,306-	2.1-	5.1	5.0
COORS LIGHT	MILLERCOORS	6	991,123	1,046,236	55,113	5.6	4.3	4.5
BUSCH **(EST)**	ANHEUSER-BUSCH INC.	7	1,024,182	947,469	76,713-	7.5-	4.5	4.1
MILWAUKEE'S BEST ICE	MILLERCOORS	8	771,344	727,836	43,508-	5.6-	3.4	3.1
BUD ICE **(EST)**	ANHEUSER-BUSCH INC.	9	590,740	582,190	8,550-	1.4-	2.6	2.5
MICHELOB ULTRA **(EST)**	ANHEUSER-BUSCH INC.	10	468,814	560,299	91,485	19.5	2.0	2.4
YUENGLING LAGER	YUENGLING BREWERY	11	449,181	423,071	26,110-	5.8-	2.0	1.8
MILLER HIGH LIFE	MILLERCOORS	12	464,196	418,932	45,264-	9.8-	2.0	1.8
GREAT LAKES BRANDS **(EST)**	GREAT LAKES BREWING	13	334,016	351,802	17,786	5.3	1.5	1.5
KEYSTONE LIGHT	MILLERCOORS	14	378,437	345,529	32,908-	8.7-	1.7	1.5
CORONA EXTRA	CROWN IMPORTS	15	281,700	304,330	22,630	8.0	1.2	1.3
ICEHOUSE	MILLERCOORS	16	130,582	268,786	138,204	105.8	.6	1.2
BUD LIGHT PLATINUM **(EST)**	ANHEUSER-BUSCH INC.	17	243,824	241,481	2,343-	1.0-	1.1	1.0
PABST	PABST BREWING COMPANY	18	226,381	239,917	13,536	6.0	1.0	1.0
NATURAL ICE **(EST)**	ANHEUSER-BUSCH INC.	19	235,912	234,534	1,378-	.6-	1.0	1.0
MIKE'S BRANDS **(EST)**	MARK ANTHONY BRANDS	20	201,250	224,585	23,335	11.6	.9	1.0
MILWAUKEE'S BEST LIGHT	MILLERCOORS	21	206,575	224,507	17,932	8.7	.9	1.0
ROLLING ROCK **(EST)**	ANHEUSER-BUSCH INC.	22	214,602	219,225	4,623	2.2	.9	.9
YUENGLING LAGER LIGHT	YUENGLING BREWERY	23	231,210	195,871	35,339-	15.3-	1.0	.8
BUD LIGHT LIME **(EST)**	ANHEUSER-BUSCH INC.	24	145,183	154,835	9,652	6.6	.6	.7
HEINEKEN **(EST)**	HEINEKEN USA	25	147,552	153,085	5,533	3.7	.6	.7
LABATT BLUE	LABATT USA	26	152,323	144,580	7,743-	5.1-	.7	.6
OLDE ENGLISH 800	MILLERCOORS	27	126,251	134,633	8,382	6.6	.6	.6
S ADAMS TEAS	BOSTON BEER COMPANY	28	89,185	127,907	38,722	43.4	.4	.6
BUDWEISER BLACK CROWN *(EST)*	ANHEUSER-BUSCH INC.	29	161,150	121,547	39,603-	24.6-	.7	.5
MILWAUKEE'S BEST	MILLERCOORS	30	129,807	121,537	8,270-	6.4-	.6	.5
MODELO ESPECIAL	CROWN IMPORTS	31	89,501	118,142	28,641	32.0	.4	.5
SMIRNOFF **(EST)**	DIAGEO-GUINNESS USA	32	115,741	113,449	2,292-	2.0-	.5	.5
STEEL RESERVE HIGH GRAVITY	MILLERCOORS	33	119,599	110,651	8,948-	7.5-	.5	.5
COLT 45	PABST BREWING COMPANY	34	114,574	110,641	3,933-	3.4-	.5	.5
LABATT ICE	LABATT USA	35	100,996	102,251	1,255	1.2	.4	.4
NATTY DADDY **(EST)**	ANHEUSER-BUSCH INC.	36	48,640	98,665	50,025	102.8	.2	.4
STELLA ARTOIS **(EST)**	ANHEUSER-BUSCH INC.	37	78,411	86,981	8,570	10.9	.3	.4
NEW BELGIUM BRANDS	NEW BELGIUM BREWING	38	90,485	84,126	6,359-	7.0-	.4	.4
BLUE MOON BELGIAN WHITE	MILLERCOORS	39	67,343	81,957	14,614	21.7	.3	.4
MILLER GENUINE DRAFT	MILLERCOORS	40	88,798	81,290	7,508-	8.5-	.4	.4
BUDWEISER SELECT **(EST)**	ANHEUSER-BUSCH INC.	41	101,556	80,682	20,874-	20.6-	.4	.3
ICEHOUSE EDGE	MILLERCOORS	42	46,012	79,023	33,011	71.7	.2	.3
DOS EQUIS SPECIAL **(EST)**	HEINEKEN USA	43	48,933	75,113	26,180	53.5	.2	.3
OLD MILWAUKEE LIGHT	PABST BREWING COMPANY	44	82,358	75,091	7,267-	8.8-	.4	.3

BEVERAGE MARKETING CORPORATION  
OHIO BEER BRAND RANKING -- ALL BRANDS --  
DECEMBER, 2015 -- TOTAL DRAFT --

BRAND	BREWER / IMPORTER	2015 RANK	--- CURRENT QUARTER ---		----- CHANGE -----		MARKET SHARE %	
			-2014-	-2015-	-AMOUNT-	-%-	2014	2015
BUD LIGHT **(EST)**	ANHEUSER-BUSCH INC.	1	41,906	45,795	3,889	9.3	27.9	30.3
MILLER LITE	MILLERCOORS	2	21,910	22,559	649	3.0	14.6	14.9
YUENGLING LAGER	YUENGLING BREWERY	3	12,611	11,142	1,469-	11.6-	8.4	7.4
COORS LIGHT	MILLERCOORS	4	7,445	6,677	768-	10.3-	5.0	4.4
BUDWEISER **(EST)**	ANHEUSER-BUSCH INC.	5	6,857	6,316	541-	7.9-	4.6	4.2
BLUE MOON BELGIAN WHITE	MILLERCOORS	6	5,462	5,975	513	9.4	3.6	4.0
GREAT LAKES BRANDS **(EST)**	GREAT LAKES BREWING	7	5,144	5,467	323	6.3	3.4	3.6
NEW BELGIUM BRANDS	NEW BELGIUM BREWING	8	4,984	4,476	508-	10.2-	3.3	3.0
STELLA ARTOIS **(EST)**	ANHEUSER-BUSCH INC.	9	3,995	4,307	312	7.8	2.7	2.8
GUINNESS STOUT **(EST)**	DIAGEO-GUINNESS USA	10	5,027	4,300	727-	14.5-	3.3	2.8
LABATT BLUE	LABATT USA	11	2,790	2,586	204-	7.3-	1.9	1.7
S ADAMS WINTER	BOSTON BEER COMPANY	12	2,452	2,073	379-	15.5-	1.6	1.4
BELL'S BEERS	BELL'S BREWERY	13	1,736	2,002	266	15.3	1.2	1.3
MICHELOB ULTRA **(EST)**	ANHEUSER-BUSCH INC.	14	1,692	1,856	164	9.7	1.1	1.2
PABST	PABST BREWING COMPANY	15	1,861	1,788	73-	3.9-	1.2	1.2
LABATT BLUE LIGHT	LABATT USA	16	1,748	1,594	154-	8.8-	1.2	1.1
YUENGLING LAGER LIGHT	YUENGLING BREWERY	17	1,698	1,296	402-	23.7-	1.1	.9
NATURAL LIGHT **(EST)**	ANHEUSER-BUSCH INC.	18	1,132	1,216	84	7.4	.8	.8
GOOSE ISL. BRANDS **(EST)**	ANHEUSER-BUSCH INC.	19	972	1,126	154	15.8	.6	.7
S ADAMS LAGER	BOSTON BEER COMPANY	20	1,204	1,115	89-	7.4-	.8	.7
MICHELOB AMBER **(EST)**	ANHEUSER-BUSCH INC.	21	996	918	78-	7.8-	.7	.6
SHOCK TOP **(EST)**	ANHEUSER-BUSCH INC.	22	760	714	46-	6.1-	.5	.5
S ADAMS COLD SNAP	BOSTON BEER COMPANY	23	701	624	77-	11.0-	.5	.4
MODELO ESPECIAL	CROWN IMPORTS	24	413	599	186	45.0	.3	.4
BUSCH LIGHT **(EST)**	ANHEUSER-BUSCH INC.	25	632	597	35-	5.5-	.4	.4
HEINEKEN **(EST)**	HEINEKEN USA	26	514	560	46	8.9	.3	.4
KILLIAN LAGER	MILLERCOORS	27	642	516	126-	19.6-	.4	.3
MILLER HIGH LIFE	MILLERCOORS	28	422	512	90	21.3	.3	.3
LEINENKUGEL CRANBERRY SHANDY	MILLERCOORS	29	353	499	146	41.4	.2	.3
DOS EQUIS AMBER **(EST)**	HEINEKEN USA	30	431	478	47	10.9	.3	.3
BASS **(EST)**	ANHEUSER-BUSCH INC.	31	556	468	88-	15.8-	.4	.3
KEYSTONE LIGHT	MILLERCOORS	32	506	447	59-	11.7-	.3	.3
BUSCH **(EST)**	ANHEUSER-BUSCH INC.	33	498	445	53-	10.6-	.3	.3
BUDWEISER SELECT **(EST)**	ANHEUSER-BUSCH INC.	34	566	431	135-	23.9-	.4	.3
DOS EQUIS SPECIAL **(EST)**	HEINEKEN USA	35	256	418	162	63.3	.2	.3
LEINENKUGEL SNOWDRIFT	MILLERCOORS	36	479	397	82-	17.1-	.3	.3
MICHELOB LIGHT **(EST)**	ANHEUSER-BUSCH INC.	37	510	382	128-	25.1-	.3	.3
GENESEE BEER	GENESEE BREWING COMPANY	38	400	376	24-	6.0-	.3	.2
YUENGLING IPL	YUENGLING BREWERY	39	0	361	361	.0	.0	.2
HARP LAGER **(EST)**	DIAGEO-GUINNESS USA	40	438	330	108-	24.7-	.3	.2
S ADAMS REBEL IPA	BOSTON BEER COMPANY	41	337	321	16-	4.7-	.2	.2
S ADAMS OCTOBERFEST	BOSTON BEER COMPANY	42	321	308	13-	4.0-	.2	.2
SIERRA NEVADA PALE ALE	SIERRA NEVADA BREWING	43	168	257	89	53.0	.1	.2
S ADAMS JOLLY TRAVELER	BOSTON BEER COMPANY	44	267	244	23-	8.6-	.2	.2

BEVERAGE MARKETING CORPORATION  
OHIO BREWER/IMPORTER ANALYSIS  
DECEMBER, 2015                      -- TOTAL BARRELS --

BREWER/IMPORTER - BRAND	--- CURRENT QUARTER ---		----- CHANGE -----		BREWER SHARE %	
	-2014-	-2015-	-AMOUNT-	-%-	2014	2015
AMERICAN VINTAGE BEVERAGE						
CAYMAN JACK **(EST)**	206	159	47-	22.8-	86.6	69.4
TGI FRIDAYS **(EST)**	32	70	38	118.8	13.4	30.6
TOTALS	238	229	9-	3.8-	100.0	100.0
ANDERSON VALLEY BREWING CO.						
HIGHWAY 128	117	50	67-	57.3-	45.5	34.7
WINTER SOLSTICE	25	35	10	40.0	9.7	24.3
HOP OTTIN' IPA	19	20	1	5.3	7.4	13.9
BRINEY MELON GOSE	0	17	17	.0	.0	11.8
BARNEY FLATS	33	12	21-	63.6-	12.8	8.3
BOONT	10	5	5-	50.0-	3.9	3.5
BOURBON STOUT	19	5	14-	73.7-	7.4	3.5
BELKS ESB	1	0	1-	100.0-	.4	.0
BROTHER DAVIDS	6	0	6-	100.0-	2.3	.0
HEELCH O'HOPS	1	0	1-	100.0-	.4	.0
MENDO MELLOW	1	0	1-	100.0-	.4	.0
SPRING HORNIN	25	0	25-	100.0-	9.7	.0
TOTALS	257	144	113-	44.0-	100.0	100.0
ANHEUSER-BUSCH INC.						
BUD LIGHT **(EST)**	359,179	362,216	3,037	.8	36.3	36.7
BUSCH LIGHT **(EST)**	124,871	123,193	1,678-	1.3-	12.6	12.5
BUDWEISER **(EST)**	114,716	113,537	1,179-	1.0-	11.6	11.5
NATURAL LIGHT **(EST)**	86,603	84,923	1,680-	1.9-	8.8	8.6
BUSCH **(EST)**	74,820	69,200	5,620-	7.5-	7.6	7.0
MICHELOB ULTRA **(EST)**	35,712	42,515	6,803	19.0	3.6	4.3
BUD ICE **(EST)**	42,938	42,299	639-	1.5-	4.3	4.3
BUD LIGHT PLATINUM **(EST)**	17,693	17,523	170-	1.0-	1.8	1.8
NATURAL ICE **(EST)**	17,118	17,018	100-	.6-	1.7	1.7
ROLLING ROCK **(EST)**	15,680	15,996	316	2.0	1.6	1.6
BUD LIGHT LIME **(EST)**	10,544	11,239	695	6.6	1.1	1.1
STELLA ARTOIS **(EST)**	9,684	10,618	934	9.6	1.0	1.1
BUDWEISER BLACK CROWN *(EST)*	11,693	8,819	2,874-	24.6-	1.2	.9
NATTY DADDY **(EST)**	3,528	7,160	3,632	102.9	.4	.7
BUDWEISER SELECT **(EST)**	7,934	6,285	1,649-	20.8-	.8	.6
MICHELOB LIGHT **(EST)**	6,528	5,537	991-	15.2-	.7	.6
SELECT 55 **(EST)**	5,756	5,426	330-	5.7-	.6	.5
BUD LT LIME-A RITA **(EST)**	6,783	5,213	1,570-	23.1-	.7	.5
KING COBRA **(EST)**	5,824	5,134	690-	11.8-	.6	.5
GOOSE ISL. BRANDS **(EST)**	3,745	4,358	613	16.4	.4	.4
TILT **(EST)**	3,374	2,974	400-	11.9-	.3	.3
SHOCK TOP **(EST)**	2,132	2,339	207	9.7	.2	.2
BUSCH SIG COPPER **(EST)**	1,739	2,239	500	28.8	.2	.2