

BEVERAGE MARKETING CORPORATION  
INDIANA BEER MARKET  
DECEMBER, 2015      -- TOTAL BARRELS --

----- BREWERY -----	2015 RANK	----- LAST 6 MONTHS ----- 2014	2015	CHANGE -%-	----- LAST 12 MONTHS ----- 2014	2015	CHANGE -%-	----- YEAR TO DATE ----- 2014	2015	----- CHANGE ----- -AMOUNT-	----- -%-	MARKET SHARE 2014	2015	%
ANHEUSER-BUSCH INC.	1	868,477	873,308	.6	1,713,281	1,701,971	.7-	1,713,281	1,701,971	11,310-	.7-	46.6	46.1	
MILLERCOORS	2	692,841	656,558	5.2-	1,402,389	1,396,957	.4-	1,402,389	1,396,957	5,432-	.4-	38.2	37.9	
CROWN IMPORTS	3	70,630	71,330	1.0	137,733	157,316	14.2	137,733	157,316	19,583	14.2	3.7	4.3	
PABST BREWING COMPANY	4	33,965	46,113	35.8	67,137	83,883	24.9	67,137	83,883	16,746	24.9	1.8	2.3	
HEINEKEN USA	5	33,385	35,202	5.4	68,272	72,353	6.0	68,272	72,353	4,081	6.0	1.9	2.0	
BOSTON BEER COMPANY	6	36,071	28,776	20.2-	64,005	53,343	16.7-	64,005	53,343	10,662-	16.7-	1.7	1.4	
DIAGEO-GUINNESS USA	7	17,471	14,445	17.3-	37,734	33,628	10.9-	37,734	33,628	4,106-	10.9-	1.0	.9	
NORTH AMERICAN BREWERIES	8	11,732	10,066	14.2-	27,054	26,260	2.9-	27,054	26,260	794-	2.9-	.7	.7	
NEW BELGIUM BREWING	9	9,900	10,321	4.3	23,770	22,002	7.4-	23,770	22,002	1,768-	7.4-	.6	.6	
MARK ANTHONY BRANDS	10	7,601	8,483	11.6	17,892	21,967	22.8	17,892	21,967	4,075	22.8	.5	.6	
BELL'S BREWERY	11	8,073	9,422	16.7	17,952	21,344	18.9	17,952	21,344	3,392	18.9	.5	.6	
SIERRA NEVADA BREWING	12	6,907	8,479	22.8	13,099	17,045	30.1	13,099	17,045	3,946	30.1	.4	.5	
MOUNTAIN CREST	13	6,755	5,461	19.2-	13,118	10,500	20.0-	13,118	10,500	2,618-	20.0-	.4	.3	
LAGUNITAS BREWING COMPANY	14	2,620	4,231	61.5	3,578	8,673	142.4	3,578	8,673	5,095	142.4	.1	.2	
FOUNDERS BREWING CO.	15	3,682	4,412	19.8	5,189	7,265	40.0	5,189	7,265	2,076	40.0	.1	.2	
DRINK FOUR BREWING CO.	16	1,811	1,807	.2-	3,159	3,735	18.2	3,159	3,735	576	18.2	.1	.1	
STONE BREWING COMPANY	17	1,124	1,603	42.6	2,186	2,964	35.6	2,186	2,964	778	35.6	.1	.1	
GJS SALES INC.	18	1,396	1,570	12.5	2,867	2,839	1.0-	2,867	2,839	28-	1.0-	.1	.1	
GAMBRINUS COMPANY	19	1,465	1,328	9.4-	2,667	2,769	3.8	2,667	2,769	102	3.8	.1	.1	
OSKAR BLUES BREWERY	20	1,045	1,413	35.2	1,898	2,746	44.7	1,898	2,746	848	44.7	.1	.1	
DUVEL MOORTGAT USA	21	1,127	1,289	14.4	2,415	2,515	4.1	2,415	2,515	100	4.1	.1	.1	
BROWN-FORMAN CORPORATION	22	832	767	7.8-	1,776	1,905	7.3	1,776	1,905	129	7.3	.0	.1	
NEW HOLLAND BREWING CO.	23	889	1,085	22.0	1,453	1,889	30.0	1,453	1,889	436	30.0	.0	.1	
WORLD BREWS	24	723	1,298	79.5	1,215	1,781	46.6	1,215	1,781	566	46.6	.0	.0	
UNITED STATES BEVERAGE	25	478	874	82.8	549	1,737	216.4	549	1,737	1,188	216.4	.0	.0	
ALLTECH BEVERAGE DIVISION	26	924	801	13.3-	1,805	1,702	5.7-	1,805	1,702	103-	5.7-	.0	.0	
SAINT LOUIS BREWERY	27	987	1,022	3.5	1,439	1,486	3.3	1,439	1,486	47	3.3	.0	.0	
SAPPORO USA	28	762	739	3.0-	1,344	1,447	7.7	1,344	1,447	103	7.7	.0	.0	
DOGFISH HEAD CRAFT BREWERY	29	1,132	795	29.8-	1,821	1,313	27.9-	1,821	1,313	508-	27.9-	.0	.0	
CLASSIC BREWING CO.	30	0	1,294	.0	0	1,294	.0	0	1,294	1,294	.0	.0	.0	
E & J GALLO	31	615	556	9.6-	1,459	1,169	19.9-	1,459	1,169	290-	19.9-	.0	.0	
SOUTHERN TIER BREWING CO.	32	734	659	10.2-	1,409	1,129	19.9-	1,409	1,129	280-	19.9-	.0	.0	
UNITED STATES DISTIL'D PROD	33	289	319	10.4	384	1,044	171.9	384	1,044	660	171.9	.0	.0	
BRECKENRIDGE BREWERY	34	605	523	13.6-	924	976	5.6	924	976	52	5.6	.0	.0	
VICTORY BREWING CO.	35	617	609	1.3-	1,047	951	9.2-	1,047	951	96-	9.2-	.0	.0	
WARSTEINER IMPORTERS	36	692	550	20.5-	1,046	863	17.5-	1,046	863	183-	17.5-	.0	.0	
ST. KILLIAN IMPORTING	37	315	471	49.5	560	818	46.1	560	818	258	46.1	.0	.0	
INDIAN PEAKS BREWING	38	492	634	28.9	971	809	16.7-	971	809	162-	16.7-	.0	.0	
PAULANER HP USA	39	639	360	43.7-	1,027	725	29.4-	1,027	725	302-	29.4-	.0	.0	
BROOKLYN BREWERY	40	700	276	60.6-	1,107	720	35.0-	1,107	720	387-	35.0-	.0	.0	
CHRISTIAN MOERLEIN BREWING	41	246	337	37.0	562	674	19.9	562	674	112	19.9	.0	.0	
ABITA BREWING COMPANY	42	397	230	42.1-	718	632	12.0-	718	632	86-	12.0-	.0	.0	
TOTAL BEVERAGE SOLUTION	43	517	98	81.0-	1,089	577	47.0-	1,089	577	512-	47.0-	.0	.0	
AMERICAN VINTAGE BEVERAGE	44	302	273	9.6-	880	569	35.3-	880	569	311-	35.3-	.0	.0	

BEVERAGE MARKETING CORPORATION  
INDIANA BREWERY-DISTRIBUTOR REPORT  
DECEMBER, 2015 -- TOTAL 24-12 OZ. CASE EQUIVALENTS --

-- BREWERY-DISTRIBUTOR --	-- CURRENT TWO MONTHS --			----- YEAR TO DATE -----			YTD BREWERY %	
	-2014-	-2015-	% CHG	-2014-	-2015-	% CHG	2014	2015
ABITA BREWING COMPANY - ABITA SPRINGS, LA								
INDIANA BEVERAGE-VALPARAIS	680	213	68.7-	3,233	3,174	1.8-	32.7	36.5
MONARCH BEV-INDIANAPOLIS	1,242	700	43.6-	6,658	5,519	17.1-	67.3	63.5
TOTAL	1,922	913	52.5-	9,891	8,693	12.1-	100.0	100.0
AGAINST THE GRAIN BREWERY - LOUISVILLE, KY								
CAVALIER DIST-INDIANAPOLIS	0	0	.0	0	119	.0	.0	79.9
STARLIGHT DIST-BORDEN	0	0	.0	1,019	30	97.1-	100.0	20.1
TOTAL	0	0	.0	1,019	149	85.4-	100.0	100.0
ALTA MARKETING COMPANY - REDLANDS, CA								
CAVALIER DIST-INDIANAPOLIS	0	0	.0	140	0	100.0-	100.0	.0
TOTAL	0	0	.0	140	0	100.0-	100.0	.0
ALLTECH BEVERAGE DIVISION - NICHOLASVILLE, KY								
CAVALIER DIST-INDIANAPOLIS	4,549	4,345	4.5-	24,884	23,470	5.7-	100.0	100.0
TOTAL	4,549	4,345	4.5-	24,884	23,470	5.7-	100.0	100.0
AMERICAN VINTAGE BEVERAGE - CHICAGO, IL								
INDIANA BEVERAGE-VALPARAIS	135	372	175.6	5,223	2,920	44.1-	43.0	37.2
MONARCH BEV-INDIANAPOLIS	575	776	35.0	6,934	4,924	29.0-	57.0	62.8
TOTAL	710	1,148	61.7	12,157	7,844	35.5-	100.0	100.0
AMTEC INT'L OF NY CORP - BROOKLYN, NY								
RHOADES BEV-PLAINFIELD	0	156	.0	1,598	1,419	11.2-	100.0	100.0
TOTAL	0	156	.0	1,598	1,419	11.2-	100.0	100.0
ANCHOR BREWING COMPANY - SAN FRANCISCO, CA								
CAVALIER DIST-INDIANAPOLIS	38	0	100.0-	495	91	81.6-	9.1	2.3
INDIANA BEVERAGE-VALPARAIS	0	237	.0	818	1,071	30.9	15.1	26.9
MONARCH BEV-INDIANAPOLIS	230	347	50.9	4,118	2,823	31.4-	75.8	70.8
TOTAL	268	584	117.9	5,431	3,985	26.6-	100.0	100.0
ANHEUSER-BUSCH INC. - ST. LOUIS, MO								
AALCO DIST-FORT WAYNE	406,458	458,223	12.7	2,599,372	2,911,533	12.0	11.0	12.4
BARTHOLOMEW CTY BEV-COLUMB	79,574	80,357	1.0	555,542	564,676	1.6	2.4	2.4
BEST BEERS-BLOOMINGTON	97,356	101,437	4.2	714,913	729,088	2.0	3.0	3.1
BOONE BEVERAGE-LEBANON	39,017	33,922	13.1-	254,399	244,726	3.8-	1.1	1.0
CALUMET BREWERIES-HAMMOND	218,787	194,403	11.1-	1,356,323	1,349,143	.5-	5.7	5.8
CRAIG DISTRIBUTING-AURORA	98,366	103,397	5.1	690,854	706,376	2.2	2.9	3.0
DEVER DIST-TERRE HAUTE	193,807	192,923	.5-	1,326,711	1,343,160	1.2	5.6	5.7
GREENFIELD BEV-GREENFIELD	47,972	59,052	23.1	319,658	327,561	2.5	1.4	1.4
HEDINGER BEV DIST-JASPER	143,856	172,521	19.9	1,082,898	1,111,528	2.6	4.6	4.7
JAY CTY BEVERAGE-PORTLAND	27,643	31,247	13.0	177,936	174,788	1.8-	.8	.7

BEVERAGE MARKETING CORPORATION  
INDIANA DISTRIBUTOR-BREWERY REPORT  
DECEMBER, 2015 -- TOTAL BARRELS --

-- DISTRIBUTOR-BREWERY --	-- CURRENT TWO MONTHS --			----- YEAR TO DATE -----			YTD BREWERY %	
	-2014-	-2015-	% CHG	-2014-	-2015-	% CHG	2014	2015
AALCO DIST-FORT WAYNE								
ANHEUSER-BUSCH INC.	29,501	33,253	12.7	188,662	211,286	12.0	94.0	92.5
ARCADIA BREWING COMPANY	0	0	.0	0	15	.0	.0	.0
CLASSIC BREWING CO.	0	0	.0	0	310	.0	.0	.1
CROWN IMPORTS	1,045	1,282	22.7	7,568	11,445	51.2	3.8	5.0
DESTIHL BREWERY	5	0	100.0-	25	55	120.0	.0	.0
DIAGEO-GUINNESS USA	565	484	14.3-	3,070	2,890	5.9-	1.5	1.3
MT. PLEASANT BREWING CO.	0	3	.0	16	7	56.3-	.0	.0
O' FALLON BREWERY	13	0	100.0-	16	56	250.0	.0	.0
SAPPORO USA	19	27	42.1	55	80	45.5	.0	.0
SAUGATUCK BREWING	23	8	65.2-	54	69	27.8	.0	.0
SIERRA NEVADA BREWING	309	422	36.6	1,291	2,093	62.1	.6	.9
SUMMIT BREWING COMPANY	0	17	.0	0	35	.0	.0	.0
WEST END BREWING CO.	0	0	.0	17	0	100.0-	.0	.0
TOTAL	31,480	35,496	12.8	200,774	228,341	13.7	99.9	99.8
BARTHOLOMEW CTY BEV-COLUMB								
ANHEUSER-BUSCH INC.	5,775	5,831	1.0	40,322	40,977	1.6	100.0	99.9
MOUNTAIN CREST	0	0	.0	0	20	.0	.0	.0
SUMMIT BREWING COMPANY	0	8	.0	0	23	.0	.0	.1
TOTAL	5,775	5,839	1.1	40,322	41,020	1.7	100.0	100.0
BEST BEERS-BLOOMINGTON								
ANHEUSER-BUSCH INC.	7,066	7,361	4.2	51,890	52,909	2.0	81.7	82.8
ARCADIA BREWING COMPANY	0	0	.0	25	0	100.0-	.0	.0
BELUKUS MARKETING	0	0	.0	162	67	58.6-	.3	.1
CROWN IMPORTS	188	395	110.1	2,395	2,824	17.9	3.8	4.4
DIAGEO-GUINNESS USA	121	103	14.9-	1,332	1,286	3.5-	2.1	2.0
DOGFISH HEAD CRAFT BREWERY	103	0	100.0-	103	222	115.5	.2	.3
HEINEKEN USA	220	108	50.9-	1,239	1,126	9.1-	2.0	1.8
MARK ANTHONY BRANDS	0	0	.0	417	511	22.5	.7	.8
MHW LTD.	0	0	.0	230	0	100.0-	.4	.0
NEW HOLLAND BREWING CO.	5	2	60.0-	125	99	20.8-	.2	.2
PABST BREWING COMPANY	442	154	65.2-	3,689	2,496	32.3-	5.8	3.9
SAPPORO USA	0	38	.0	105	169	61.0	.2	.3
SIERRA NEVADA BREWING	324	221	31.8-	1,405	1,708	21.6	2.2	2.7
SOUTHERN TIER BREWING CO.	22	25	13.6	257	174	32.3-	.4	.3
ST. KILLIAN IMPORTING	0	0	.0	0	75	.0	.0	.1
SUMMIT BREWING COMPANY	12	0	100.0-	61	9	85.2-	.1	.0
UNITED STATES BEVERAGE	42	56	33.3	42	178	323.8	.1	.3
WARSTEINER IMPORTERS	0	0	.0	0	33	.0	.0	.1
TOTAL	8,545	8,463	1.0-	63,477	63,886	.6	100.2	100.1
BOONE BEVERAGE-LEBANON								
ANHEUSER-BUSCH INC.	2,832	2,462	13.1-	18,464	17,759	3.8-	100.0	99.9

BEVERAGE MARKETING CORPORATION  
INDIANA METRO/COUNTY BEER MARKETS  
DECEMBER, 2015 -- TOTAL 24-12 OZ. CASE EQUIVALENTS --

----- BREWERY -----	2015 RANK	--- YEAR TO DATE ---		----- CHANGE -----		MARKET SHARE %	
		-2014-	-2015-	-AMOUNT-	-%-	2014	2015
- ANDERSON -							
ANHEUSER-BUSCH INC.	1	1,633,734	1,541,725	92,009-	5.6-	97.1	96.8
CROWN IMPORTS	2	45,603	45,526	77-	.2-	2.7	2.9
CLASSIC BREWING CO.	3	0	2,133	2,133	.0	.0	.1
NEW HOLLAND BREWING CO.	4	1,669	2,031	362	21.7	.1	.1
DOGFISH HEAD CRAFT BREWERY	5	1,253	903	350-	27.9-	.1	.1
ARCADIA BREWING COMPANY	6	84	454	370	440.5	.0	.0
TOTALS		1,682,343	1,592,772	89,571-	5.3-		
- BLOOMINGTON -							
ANHEUSER-BUSCH INC.	1	714,913	729,088	14,175	2.0	81.7	82.8
CROWN IMPORTS	2	32,999	38,923	5,924	18.0	3.8	4.4
PABST BREWING COMPANY	3	50,806	34,383	16,423-	32.3-	5.8	3.9
SIERRA NEVADA BREWING	4	19,358	23,529	4,171	21.5	2.2	2.7
DIAGEO-GUINNESS USA	5	18,368	17,707	661-	3.6-	2.1	2.0
HEINEKEN USA	6	17,056	15,535	1,521-	8.9-	2.0	1.8
MARK ANTHONY BRANDS	7	5,755	7,039	1,284	22.3	.7	.8
DOGFISH HEAD CRAFT BREWERY	8	1,416	3,068	1,652	116.7	.2	.3
UNITED STATES BEVERAGE	9	576	2,448	1,872	325.0	.1	.3
SOUTHERN TIER BREWING CO.	10	3,549	2,401	1,148-	32.3-	.4	.3
SAPPORO USA	11	1,434	2,329	895	62.4	.2	.3
NEW HOLLAND BREWING CO.	12	1,726	1,378	348-	20.2-	.2	.2
ST. KILLIAN IMPORTING	13	0	1,036	1,036	.0	.0	.1
BELUKUS MARKETING	14	2,237	934	1,303-	58.2-	.3	.1
WARSTEINER IMPORTERS	15	0	455	455	.0	.0	.1
SUMMIT BREWING COMPANY	16	828	118	710-	85.7-	.1	.0
MHW LTD.	17	3,164	0	3,164-	100.0-	.4	.0
ARCADIA BREWING COMPANY	18	344	0	344-	100.0-	.0	.0
TOTALS		874,529	880,371	5,842	.7		
- EVANSVILLE -							
ANHEUSER-BUSCH INC.	1	1,735,824	1,704,884	30,940-	1.8-	96.8	96.2
CROWN IMPORTS	2	43,879	51,942	8,063	18.4	2.4	2.9
HEINEKEN USA	3	11,233	14,144	2,911	25.9	.6	.8
CLASSIC BREWING CO.	4	0	1,067	1,067	.0	.0	.1
NEW HOLLAND BREWING CO.	5	0	316	316	.0	.0	.0
URBAN CHESTNUT BREWING CO.	6	0	161	161	.0	.0	.0