

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

----- BREWERY -----	2015 RANK	--- CURRENT MONTH --- 2014	--- CURRENT MONTH --- 2015	CHANGE --%	--- LAST 6 MONTHS --- 2014	--- LAST 6 MONTHS --- 2015	CHANGE --%	-- LAST 12 MONTHS -- 2014	-- LAST 12 MONTHS -- 2015	CHANGE --%	--- YEAR TO DATE --- 2014	--- YEAR TO DATE --- 2015	---- CHANGE ---- -AMOUNT-	---- CHANGE ---- --%	MARKET 2014	SHARE 2015
ANHEUSER-BUSCH INC.	1	130,323	129,853	.4-	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	94,606	98,616	4.2	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	11,050	9,165	17.1-	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	3,685	6,686	81.4	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	4,858	5,777	18.9	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	4,208	3,409	19.0-	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	4,086	3,029	25.9-	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	1,128	1,118	.9-	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	1,617	1,799	11.3	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	909	851	6.4-	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	1,160	1,337	15.3	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	1,146	1,604	40.0	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	1,224	1,164	4.9-	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	542	1,037	91.3	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	681	483	29.1-	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	152	294	93.4	1,811	1,807	.2-	3,159	3,735	18.2	3,159	3,735	576	18.2	.1	.1
STONE BREWING COMPANY	17	184	285	54.9	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	287	446	55.4	1,396	1,570	12.5	2,867	2,839	1.0-	2,867	2,839	28	1.0-	.1	.1
GAMBRINUS COMPANY	19	258	155	39.9-	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	107	351	228.0	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	202	135	33.2-	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	84	0	100.0-	832	767	7.8-	1,776	1,905	7.3	1,776	1,905	129	7.3	.0	.1
NEW HOLLAND BREWING CO.	23	83	149	79.5	889	1,085	22.0	1,453	1,889	30.0	1,453	1,889	436	30.0	.0	.1
WORLD BREWS	24	96	330	243.8	723	1,298	79.5	1,215	1,781	46.6	1,215	1,781	566	46.6	.0	.0
UNITED STATES BEVERAGE	25	97	127	30.9	478	874	82.8	549	1,737	216.4	549	1,737	1,188	216.4	.0	.0
ALLTECH BEVERAGE DIVISION	26	104	146	40.4	924	801	13.3-	1,805	1,702	5.7-	1,805	1,702	103	5.7-	.0	.0
SAINT LOUIS BREWERY	27	154	0	100.0-	987	1,022	3.5	1,439	1,486	3.3	1,439	1,486	47	3.3	.0	.0
SAPPORO USA	28	113	229	102.7	762	739	3.0-	1,344	1,447	7.7	1,344	1,447	103	7.7	.0	.0
DOGFISH HEAD CRAFT BREWERY	29	583	0	100.0-	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	0	.0	0	1,294	.0	0	1,294	.0	0	1,294	1,294	.0	.0	.0
E & J GALLO	31	96	84	12.5-	615	556	9.6-	1,459	1,169	19.9-	1,459	1,169	290	19.9-	.0	.0
SOUTHERN TIER BREWING CO.	32	113	114	.9	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	42	22	47.6-	289	319	10.4	384	1,044	171.9	384	1,044	660	171.9	.0	.0
BRECKENRIDGE BREWERY	34	106	0	100.0-	605	523	13.6-	924	976	5.6	924	976	52	5.6	.0	.0
VICTORY BREWING CO.	35	79	107	35.4	617	609	1.3-	1,047	951	9.2-	1,047	951	96	9.2-	.0	.0
WARSTEINER IMPORTERS	36	71	34	52.1-	692	550	20.5-	1,046	863	17.5-	1,046	863	183	17.5-	.0	.0
ST. KILLIAN IMPORTING	37	86	61	29.1-	315	471	49.5	560	818	46.1	560	818	258	46.1	.0	.0
INDIAN PEAKS BREWING	38	0	93	.0	492	634	28.9	971	809	16.7-	971	809	162	16.7-	.0	.0
PAULANER HP USA	39	57	34	40.4-	639	360	43.7-	1,027	725	29.4-	1,027	725	302	29.4-	.0	.0
BROOKLYN BREWERY	40	15	35	133.3	700	276	60.6-	1,107	720	35.0-	1,107	720	387	35.0-	.0	.0
CHRISTIAN MOERLEIN BREWING	41	29	4	86.2-	246	337	37.0	562	674	19.9	562	674	112	19.9	.0	.0
ABITA BREWING COMPANY	42	78	32	59.0-	397	230	42.1-	718	632	12.0-	718	632	86	12.0-	.0	.0
TOTAL BEVERAGE SOLUTION	43	43	16	62.8-	517	98	81.0-	1,089	577	47.0-	1,089	577	512	47.0-	.0	.0
AMERICAN VINTAGE BEVERAGE	44	27	10	63.0-	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 MONTH --			--- LAST 6 MONTHS ---			-- LAST 12 MONTHS --			----- YEAR TO DATE -----			YTD BREWERY %	
	-2014-	-2015-	% CHG	-2014-	-2015-	% CHG	-2014-	-2015-	% CHG	-2014-	-2015-	% CHG	-2014-	-2015-
ABITA BREWING COMPANY - ABITA SPRINGS, LA														
INDIANA BEVERAGE-VALPARAIS	680	161	76.3-	1,856	895	51.8-	3,233	3,174	1.8-	3,233	3,174	1.8-	32.7	36.5
MONARCH BEV-INDIANAPOLIS	406	276	32.0-	3,611	2,249	37.7-	6,658	5,519	17.1-	6,658	5,519	17.1-	67.3	63.5
TOTAL	1,086	437	59.8-	5,467	3,144	42.5-	9,891	8,693	12.1-	9,891	8,693	12.1-	100.0	100.0
AGAINST THE GRAIN BREWERY - LOUISVILLE, KY														
CAVALIER DIST-INDIANAPOLIS	0	0	.0	0	77	.0	0	119	.0	0	119	.0	.0	79.9
STARLIGHT DIST-BORDEN	0	0	.0	552	0	100.0-	1,019	30	97.1-	1,019	30	97.1-	100.0	20.1
TOTAL	0	0	.0	552	77	86.1-	1,019	149	85.4-	1,019	149	85.4-	100.0	100.0
ALTA MARKETING COMPANY - REDLANDS, CA														
CAVALIER DIST-INDIANAPOLIS	0	0	.0	0	0	.0	140	0	100.0-	140	0	100.0-	100.0	.0
TOTAL	0	0	.0	0	0	.0	140	0	100.0-	140	0	100.0-	100.0	.0
ALLTECH BEVERAGE DIVISION - NICHOLASVILLE, KY														
CAVALIER DIST-INDIANAPOLIS	1,429	2,016	41.1	12,736	11,044	13.3-	24,884	23,470	5.7-	24,884	23,470	5.7-	100.0	100.0
TOTAL	1,429	2,016	41.1	12,736	11,044	13.3-	24,884	23,470	5.7-	24,884	23,470	5.7-	100.0	100.0
AMERICAN VINTAGE BEVERAGE - CHICAGO, IL														
INDIANA BEVERAGE-VALPARAIS	135	134	.7-	2,289	1,429	37.6-	5,223	2,920	44.1-	5,223	2,920	44.1-	43.0	37.2
MONARCH BEV-INDIANAPOLIS	239	0	100.0-	1,883	2,340	24.3	6,934	4,924	29.0-	6,934	4,924	29.0-	57.0	62.8
TOTAL	374	134	64.2-	4,172	3,769	9.7-	12,157	7,844	35.5-	12,157	7,844	35.5-	100.0	100.0
AMTEC INT'L OF NY CORP - BROOKLYN, NY														
RHOADES BEV-PLAINFIELD	0	156	.0	1,278	726	43.2-	1,598	1,419	11.2-	1,598	1,419	11.2-	100.0	100.0
TOTAL	0	156	.0	1,278	726	43.2-	1,598	1,419	11.2-	1,598	1,419	11.2-	100.0	100.0
ANCHOR BREWING COMPANY - SAN FRANCISCO, CA														
CAVALIER DIST-INDIANAPOLIS	38	0	100.0-	120	15	87.5-	495	91	81.6-	495	91	81.6-	9.1	2.3
INDIANA BEVERAGE-VALPARAIS	0	0	.0	342	482	40.9	818	1,071	30.9	818	1,071	30.9	15.1	26.9
MONARCH BEV-INDIANAPOLIS	230	0	100.0-	2,368	1,816	23.3-	4,118	2,823	31.4-	4,118	2,823	31.4-	75.8	70.8
TOTAL	268	0	100.0-	2,830	2,313	18.3-	5,431	3,985	26.6-	5,431	3,985	26.6-	100.0	100.0
ANHEUSER-BUSCH INC. - ST. LOUIS, MO														
AALCO DIST-FORT WAYNE	224,514	209,563	6.7-	1,356,922	1,517,392	11.8	2,599,372	2,911,533	12.0	2,599,372	2,911,533	12.0	11.0	12.4
BARTHOLOMEW CTY BEV-COLUMB	43,514	45,324	4.2	278,386	281,725	1.2	555,542	564,676	1.6	555,542	564,676	1.6	2.4	2.4
BEST BEERS-BLOOMINGTON	48,651	49,566	1.9	369,119	369,623	.1	714,913	729,088	2.0	714,913	729,088	2.0	3.0	3.1
BOONE BEVERAGE-LEBANON	21,091	20,048	4.9-	127,768	126,239	1.2-	254,399	244,726	3.8-	254,399	244,726	3.8-	1.1	1.0
CALUMET BREWERIES-HAMMOND	107,957	99,611	7.7-	674,941	671,872	.5-	1,356,323	1,349,143	.5-	1,356,323	1,349,143	.5-	5.7	5.8
CRAIG DISTRIBUTING-AURORA	50,781	47,000	7.4-	343,183	368,600	7.4	690,854	706,376	2.2	690,854	706,376	2.2	2.9	3.0
DEVER DIST-TERRE HAUTE	96,308	110,814	15.1	692,783	697,379	.7	1,326,711	1,343,160	1.2	1,326,711	1,343,160	1.2	5.6	5.7
GREENFIELD BEV-GREENFIELD	25,528	34,909	36.7	158,991	166,886	5.0	319,658	327,561	2.5	319,658	327,561	2.5	1.4	1.4
HEDINGER BEV DIST-JASPER	77,516	82,384	6.3	558,549	558,227	.1-	1,082,898	1,111,528	2.6	1,082,898	1,111,528	2.6	4.6	4.7
JAY CTY BEVERAGE-PORTLAND	12,319	12,059	2.1-	91,557	91,571	.0	177,936	174,788	1.8-	177,936	174,788	1.8-	.8	.7

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DECEMBER, 2015 -- TOTAL 24-12 OZ. CASE EQUIVALENTS --

-- DISTRIBUTOR-BREWERY --	-- CURRENT MONTH --			--- LAST 6 MONTHS ---			-- LAST 12 MONTHS --			----- YEAR TO DATE -----			YTD BREWERY %	
	-2014-	-2015-	% CHG	-2014-	-2015-	% CHG	-2014-	-2015-	% CHG	-2014-	-2015-	% CHG	-2014-	-2015-
AALCO DIST-FORT WAYNE														
ANHEUSER-BUSCH INC.	224,514	209,563	6.7-	1,356,922	1,517,392	11.8	2,599,372	2,911,533	12.0	2,599,372	2,911,533	12.0	94.0	92.5
ARCADIA BREWING COMPANY	0	0	.0	0	72	.0	0	207	.0	0	207	.0	.0	.0
CLASSIC BREWING CO.	0	0	.0	0	4,266	.0	0	4,266	.0	0	4,266	.0	.0	.1
CROWN IMPORTS	8,351	7,102	15.0-	54,015	80,378	48.8	104,287	157,710	51.2	104,287	157,710	51.2	3.8	5.0
DESTIHL BREWERY	0	0	.0	211	200	5.2-	338	740	118.9	338	740	118.9	.0	.0
DIAGEO-GUINNESS USA	4,366	3,549	18.7-	19,374	15,180	21.6-	42,300	39,819	5.9-	42,300	39,819	5.9-	1.5	1.3
MT. PLEASANT BREWING CO.	0	44	.0	73	44	39.7-	232	97	58.2-	232	97	58.2-	.0	.0
O' FALLON BREWERY	77	0	100.0-	210	355	69.0	210	764	263.8	210	764	263.8	.0	.0
SAPPORO USA	0	367	.0	631	367	41.8-	751	1,102	46.7	751	1,102	46.7	.0	.0
SAUGATUCK BREWING	185	114	38.4-	742	624	15.9-	742	957	29.0	742	957	29.0	.0	.0
SIERRA NEVADA BREWING	2,858	2,905	1.6	10,578	15,468	46.2	17,790	28,805	61.9	17,790	28,805	61.9	.6	.9
SUMMIT BREWING COMPANY	0	125	.0	0	485	.0	0	485	.0	0	485	.0	.0	.0
WEST END BREWING CO.	0	0	.0	0	0	.0	240	0	100.0-	240	0	100.0-	.0	.0
TOTAL	240,351	223,769	6.9-	1,442,756	1,634,831	13.3	2,766,262	3,146,485	13.7	2,766,262	3,146,485	13.7	99.9	99.8
BARTHOLOMEW CTY BEV-COLUMB														
ANHEUSER-BUSCH INC.	43,514	45,324	4.2	278,386	281,725	1.2	555,542	564,676	1.6	555,542	564,676	1.6	100.0	99.9
MOUNTAIN CREST	0	0	.0	0	0	.0	0	275	.0	0	275	.0	.0	.0
SUMMIT BREWING COMPANY	0	0	.0	0	246	.0	0	311	.0	0	311	.0	.0	.1
TOTAL	43,514	45,324	4.2	278,386	281,971	1.3	555,542	565,262	1.7	555,542	565,262	1.7	100.0	100.0
BEST BEERS-BLOOMINGTON														
ANHEUSER-BUSCH INC.	48,651	49,566	1.9	369,119	369,623	.1	714,913	729,088	2.0	714,913	729,088	2.0	81.7	82.8
ARCADIA BREWING COMPANY	0	0	.0	0	0	.0	344	0	100.0-	344	0	100.0-	.0	.0
BELUKUS MARKETING	0	0	.0	1,277	0	100.0-	2,237	934	58.2-	2,237	934	58.2-	.3	.1
CROWN IMPORTS	1,335	2,789	108.9	15,188	19,349	27.4	32,999	38,923	18.0	32,999	38,923	18.0	3.8	4.4
DIAGEO-GUINNESS USA	0	1,422	.0	7,813	8,535	9.2	18,368	17,707	3.6-	18,368	17,707	3.6-	2.1	2.0
DOGFLISH HEAD CRAFT BREWERY	1,416	0	100.0-	1,416	1,686	19.1	1,416	3,068	116.7	1,416	3,068	116.7	.2	.3
HEINEKEN USA	1,552	1,485	4.3-	9,433	7,832	17.0-	17,056	15,535	8.9-	17,056	15,535	8.9-	2.0	1.8
MARK ANTHONY BRANDS	0	0	.0	2,801	2,791	.4-	5,755	7,039	22.3	5,755	7,039	22.3	.7	.8
MHW LTD.	0	0	.0	1,512	0	100.0-	3,164	0	100.0-	3,164	0	100.0-	.4	.0
NEW HOLLAND BREWING CO.	72	34	52.8-	1,195	802	32.9-	1,726	1,378	20.2-	1,726	1,378	20.2-	.2	.2
PABST BREWING COMPANY	1,910	0	100.0-	22,629	18,422	18.6-	50,806	34,383	32.3-	50,806	34,383	32.3-	5.8	3.9
SAPPORO USA	0	0	.0	545	1,215	122.9	1,434	2,329	62.4	1,434	2,329	62.4	.2	.3
SIERRA NEVADA BREWING	2,997	3,051	1.8	11,961	9,808	18.0-	19,358	23,529	21.5	19,358	23,529	21.5	2.2	2.7
SOUTHERN TIER BREWING CO.	88	346	293.2	1,680	1,402	16.5-	3,549	2,401	32.3-	3,549	2,401	32.3-	.4	.3
ST. KILLIAN IMPORTING	0	0	.0	0	1,036	.0	0	1,036	.0	0	1,036	.0	.0	.1
SUMMIT BREWING COMPANY	168	0	100.0-	328	63	80.8-	828	118	85.7-	828	118	85.7-	.1	.0
UNITED STATES BEVERAGE	0	0	.0	576	1,680	191.7	576	2,448	325.0	576	2,448	325.0	.1	.3
WARSTEINER IMPORTERS	0	0	.0	0	455	.0	0	455	.0	0	455	.0	.0	.1
TOTAL	58,189	58,693	.9	447,473	444,699	.6-	874,529	880,371	.7	874,529	880,371	.7	100.2	100.1
BOONE BEVERAGE-LEBANON														
ANHEUSER-BUSCH INC.	21,091	20,048	4.9-	127,768	126,239	1.2-	254,399	244,726	3.8-	254,399	244,726	3.8-	100.0	99.9