

BEVERAGE MARKETING CORPORATION  
MICHIGAN BEER MARKET  
JUNE, 2012      -- TOTAL BARRELS --

----- BREWERY -----	2012 RANK	----- LAST 6 MONTHS ----- 2011	2012	CHANGE -%-	----- LAST 12 MONTHS ----- 2011	2012	CHANGE -%-	----- YEAR TO DATE ----- 2011	2012	----- CHANGE ----- -AMOUNT-	----- -%-	MARKET SHARE 2011	2012	%
ANHEUSER-BUSCH INC.	1	1,698,911	1,644,653	3.2-	3,424,509	3,314,601	3.2-	1,698,911	1,644,653	54,258-	3.2-	54.5	52.3	
MILLERCOORS	2	817,851	854,061	4.4	1,633,265	1,672,240	2.4	817,851	854,061	36,210	4.4	26.2	27.2	
NORTH AMERICAN BREWERIES	3	172,156	188,836	9.7	348,035	379,515	9.0	172,156	188,836	16,680	9.7	5.5	6.0	
PABST BREWING COMPANY	4	78,101	80,264	2.8	155,841	156,836	.6	78,101	80,264	2,163	2.8	2.5	2.6	
CROWN IMPORTS	5	64,131	72,180	12.6	126,687	134,120	5.9	64,131	72,180	8,049	12.6	2.1	2.3	
HEINEKEN USA	6	48,529	54,870	13.1	95,958	105,351	9.8	48,529	54,870	6,341	13.1	1.6	1.7	
BELL'S BREWERY	7	42,687	50,253	17.7	71,758	83,225	16.0	42,687	50,253	7,566	17.7	1.4	1.6	
DIAGEO-GUINNESS USA	8	35,276	35,698	1.2	67,828	67,743	.1-	35,276	35,698	422	1.2	1.1	1.1	
MARK ANTHONY BRANDS	9	33,120	35,071	5.9	59,961	61,297	2.2	33,120	35,071	1,951	5.9	1.1	1.1	
BOSTON BEER COMPANY	10	30,004	33,129	10.4	65,343	73,806	13.0	30,004	33,129	3,125	10.4	1.0	1.1	
CANAL STREET BREWING	11	6,249	10,066	61.1	11,149	18,602	66.8	6,249	10,066	3,817	61.1	.2	.3	
SHORTS BREWING COMPANY	12	5,251	7,745	47.5	9,986	14,123	41.4	5,251	7,745	2,494	47.5	.2	.2	
SIERRA NEVADA BREWING	13	6,666	7,171	7.6	11,897	13,899	16.8	6,666	7,171	505	7.6	.2	.2	
LEINENKUGEL BREWING	14	8,522	5,581	34.5-	15,911	13,266	16.6-	8,522	5,581	2,941-	34.5-	.3	.2	
DRINK FOUR	15	7,627	5,378	29.5-	19,272	10,279	46.7-	7,627	5,378	2,249-	29.5-	.2	.2	
FOSTERS BREWERIES USA	16	3,315	3,554	7.2	6,744	7,251	7.5	3,315	3,554	239	7.2	.1	.1	
DETROIT RIVERTOWN BREWING	17	1,397	3,022	116.3	2,750	5,474	99.1	1,397	3,022	1,625	116.3	.0	.1	
NEW HOLLAND BREWING CO.	18	2,698	2,901	7.5	5,547	6,420	15.7	2,698	2,901	203	7.5	.1	.1	
KEWEENAW BREWING COMPANY	19	2,541	2,791	9.8	4,912	5,945	21.0	2,541	2,791	250	9.8	.1	.1	
DARK HORSE BREWING COMPANY	20	1,744	2,699	54.8	3,110	5,247	68.7	1,744	2,699	955	54.8	.1	.1	
ARCADIA BREWING COMPANY	21	2,590	2,245	13.3-	4,612	4,437	3.8-	2,590	2,245	345-	13.3-	.1	.1	
GREAT LAKES BREWING COMPANY	22	1,557	1,795	15.3	2,848	3,336	17.1	1,557	1,795	238	15.3	.0	.1	
WORLDBREWS	23	2,997	1,679	44.0-	6,596	3,524	46.6-	2,997	1,679	1,318-	44.0-	.1	.1	
CAMO BREWING COMPANY	24	1,564	1,568	.3	3,226	2,899	10.1-	1,564	1,568	4	.3	.1	.0	
SAPPORO USA	25	1,236	1,499	21.3	2,170	2,609	20.2	1,236	1,499	263	21.3	.0	.0	
GAMBRINUS COMPANY	26	1,354	1,399	3.3	2,629	2,814	7.0	1,354	1,399	45	3.3	.0	.0	
BLUE POINT BREWING CO.	27	0	1,306	.0	0	1,928	.0	0	1,306	1,306	.0	.0	.0	
DOGFISH HEAD CRAFT BREWERY	28	731	1,180	61.4	1,420	2,013	41.8	731	1,180	449	61.4	.0	.0	
CORNER BREWERY, LLC	29	1,089	1,170	7.4	1,999	2,249	12.5	1,089	1,170	81	7.4	.0	.0	
HORNELL BREWING COMPANY	30	799	1,143	43.1	1,543	2,911	88.7	799	1,143	344	43.1	.0	.0	
FRANKENMUTH BREWING	31	569	1,113	95.6	1,141	2,628	130.3	569	1,113	544	95.6	.0	.0	
MHW LTD.	32	1,053	1,111	5.5	2,686	2,202	18.0-	1,053	1,111	58	5.5	.0	.0	
MT. PLEASANT BREWING CO.	33	653	1,093	67.4	1,190	1,897	59.4	653	1,093	440	67.4	.0	.0	
SAUGATUCK BREWING	34	380	1,085	185.5	601	1,899	216.0	380	1,085	705	185.5	.0	.0	
PAULANER HP USA	35	1,009	1,027	1.8	1,009	2,726	170.2	1,009	1,027	18	1.8	.0	.0	
JOLLY PUMPKIN	36	1,188	1,003	15.6-	2,130	2,390	12.2	1,188	1,003	185-	15.6-	.0	.0	
E & J GALLO	37	1,170	980	16.2-	2,271	1,853	18.4-	1,170	980	190-	16.2-	.0	.0	
BROWN-FORMAN CORPORATION	38	885	948	7.1	1,621	1,553	4.2-	885	948	63	7.1	.0	.0	
FIVE STAR BREWING	39	925	906	2.1-	1,928	1,630	15.5-	925	906	19-	2.1-	.0	.0	
UNITED BRANDS COMPANY	40	2,792	828	70.3-	5,331	1,651	69.0-	2,792	828	1,964-	70.3-	.1	.0	
DRAGONMEAD, LC	41	654	793	21.3	1,159	1,535	32.4	654	793	139	21.3	.0	.0	
STEVENS POINT BREWERY	42	576	757	31.4	1,179	1,362	15.5	576	757	181	31.4	.0	.0	
RAVE ASSOCIATES	43	835	757	9.3-	2,283	2,108	7.7-	835	757	78-	9.3-	.0	.0	
TOTAL BEVERAGE SOLUTION	44	652	752	15.3	1,277	1,367	7.0	652	752	100	15.3	.0	.0	

BEVERAGE MARKETING CORPORATION  
MICHIGAN BREWERY-DISTRIBUTOR REPORT  
JUNE, 2012 -- TOTAL 24-12 OZ. CASE EQUIVALENTS --

-- BREWERY-DISTRIBUTOR --	-- CURRENT TWO MONTHS --			----- YEAR TO DATE -----			YTD BREWERY %	
	-2011-	-2012-	% CHG	-2011-	-2012-	% CHG	2011	2012
AIKO IMPORTERS - MT. PLEASANT, SC								
CANA DIST-DETROIT	0	184	.0	0	184	.0	.0	51.8
KENT BEVERAGE-WYOMING	0	0	.0	0	171	.0	.0	48.2
TOTAL	0	184	.0	0	355	.0	.0	100.0
AMERICAN FIDELTY TRADING - RESTON, VA								
IMPERIAL BEVERAGE-KALAMAZO	0	269	.0	591	560	5.2-	100.0	100.0
TOTAL	0	269	.0	591	560	5.2-	100.0	100.0
AMERICAN VINTAGE BEVERAGE - CHICAGO, IL								
ANDERSON DIST-JACKSON	0	415	.0	0	415	.0	.0	25.6
HENRY DISTRIBUTING-LANSING	0	309	.0	0	309	.0	.0	19.1
O'SULLIVAN, J P DIST-FLINT	0	723	.0	0	723	.0	.0	44.6
SMITH, EARL DIST-PORT HURO	0	174	.0	0	174	.0	.0	10.7
TOTAL	0	1,621	.0	0	1,621	.0	.0	100.0
AMTEC INT'L OF NY CORP - BROOKLYN, NY								
GREAT LAKES BEV-DETROIT	0	0	.0	0	983	.0	.0	41.2
RAVE ASSOCIATES-ANN ARBOR	0	389	.0	1,900	389	79.5-	55.8	16.3
TRI-COUNTY BEV-DEARBORN	1,507	0	100.0-	1,507	1,015	32.6-	44.2	42.5
TOTAL	1,507	389	74.2-	3,407	2,387	29.9-	100.0	100.0
ANCHOR BREWING COMPANY - SAN FRANCISCO, CA								
O & W DIST-YPSILANTI	0	0	.0	2,900	3,177	9.6	100.0	100.0
TOTAL	0	0	.0	2,900	3,177	9.6	100.0	100.0
ANHEUSER-BUSCH INC. - ST. LOUIS, MO								
ALPENA BEVERAGE-ALPENA	0	0	.0	60	0	100.0-	.0	.0
ANDERSON DIST-JACKSON	964	1,119	16.1	3,070	3,620	17.9	.0	.0
ARBOR BEVERAGE-ANN ARBOR	470	922	96.2	3,821	2,874	24.8-	.0	.0
ATLAS SALES-BATTLE CREEK	131,711	110,708	15.9-	330,326	314,126	4.9-	1.5	1.5
BUD DISTRIBUTING-DOWAGIAC	217,409	221,736	2.0	540,158	531,989	1.5-	2.5	2.6
COX & SON-TRAVERSE CITY	245,295	249,752	1.8	578,396	597,641	3.3	2.7	2.9
CUSTER BEER-MONROE	0	0	.0	504	560	11.1	.0	.0
FABIANO BROTHERS-BAY CITY	1,385,699	1,201,138	13.3-	3,421,102	3,314,488	3.1-	16.0	16.0
FLORAL CITY BEVERGE-MONROE	147,651	140,356	4.9-	378,172	367,231	2.9-	1.8	1.8
FOUR SEASONS-IRON MOUNTAIN	47,187	39,522	16.2-	121,958	117,020	4.0-	.6	.6
HENRY FOX SALES-GRAND RAPI	1,811	2,138	18.1	5,547	4,963	10.5-	.0	.0
GREAT LAKES BEV-DETROIT	448,235	400,786	10.6-	1,087,752	1,052,327	3.3-	5.1	5.1
GRIFFIN BEVERAGE-MACKINAC	29,550	20,836	29.5-	61,735	53,185	13.8-	.3	.3
GRIFFIN BEV-MARQUETTE	58,910	67,576	14.7	168,533	176,263	4.6	.8	.9
GRIFFIN BEV-WEST BRANCH	166,263	166,275	.0	360,605	372,500	3.3	1.7	1.8
HENRY DISTRIBUTING-LANSING	1,595	3,098	94.2	8,128	10,179	25.2	.0	.0
HUBERT DIST-PONTIAC	525,775	519,214	1.2-	1,263,491	1,361,088	7.7	5.9	6.6

BEVERAGE MARKETING CORPORATION  
MICHIGAN DISTRIBUTOR-BREWERY REPORT

JUNE, 2012 -- TOTAL 24-12 OZ. CASE EQUIVALENTS --

-- DISTRIBUTOR-BREWERY --	-- CURRENT TWO MONTHS --			----- YEAR TO DATE -----			YTD BREWERY %	
	-2011-	-2012-	% CHG	-2011-	-2012-	% CHG	2011	2012
A H D VINTNERS-WARREN								
FIRESTONE WALKER BREWING	0	0	.0	0	421	.0	.0	4.8
GLOBAL VILLAGE IMPORTS	496	405	18.3-	1,168	1,013	13.3-	13.2	11.6
GORDON BIRSCH BREWING CO.	0	0	.0	1,120	1,190	6.3	12.7	13.7
MENDOCINO BREWING CO.	216	216	.0	216	216	.0	2.4	2.5
MOUNTAIN CREST	0	0	.0	3,100	0	100.0-	35.1	.0
PUGSLEY BREWING LLC	840	0	100.0-	960	480	50.0-	10.9	5.5
RELETA BREWING COMPANY	1,120	0	100.0-	1,120	0	100.0-	12.7	.0
RHINELANDER BREWING CO.	0	2,633	.0	0	4,773	.0	.0	54.8
AUGUST SCHELL BREWING CO.	0	0	.0	1,144	0	100.0-	13.0	.0
SHIPYARD BREWING COMPANY	0	540	.0	0	540	.0	.0	6.2
SIGNATURE IMPORTS	0	56	.0	0	84	.0	.0	1.0
TOTAL	2,672	3,850	44.1	8,828	8,717	1.3-	100.0	100.1
ALPENA BEVERAGE-ALPENA								
ANHEUSER-BUSCH INC.	0	0	.0	60	0	100.0-	.0	.0
BOSTON BEER COMPANY	2,203	2,646	20.1	3,749	4,821	28.6	1.4	1.7
BROWN-FORMAN CORPORATION	540	1,020	88.9	720	1,260	75.0	.3	.4
CROWN IMPORTS	3,975	3,995	.5	5,306	6,654	25.4	1.9	2.4
DETROIT RIVERTOWN BREWING	39	65	66.7	54	92	70.4	.0	.0
E & J GALLO	403	280	30.5-	560	470	16.1-	.2	.2
FRANKENMUTH BREWING	75	180	140.0	116	340	193.1	.0	.1
MARK ANTHONY BRANDS	6,822	6,979	2.3	9,744	10,422	7.0	3.6	3.7
MICHIGAN BREWING COMPANY	786	0	100.0-	1,174	0	100.0-	.4	.0
NORTH AMERICAN BREWERIES	0	2,688	.0	1,344	2,688	100.0	.5	1.0
MILLERCOORS	107,838	133,040	23.4	248,737	253,284	1.8	91.3	90.4
SCHMOHZ BREWING	0	15	.0	0	23	.0	.0	.0
SIERRA NEVADA BREWING	212	70	67.0-	502	140	72.1-	.2	.0
UNITED BRANDS COMPANY	96	0	100.0-	402	0	100.0-	.1	.0
TOTAL	122,989	150,978	22.8	272,468	280,194	2.8	99.9	99.9
ANDERSON DIST-JACKSON								
AMERICAN VINTAGE BEVERAGE	0	415	.0	0	415	.0	.0	.2
ANHEUSER-BUSCH INC.	964	1,119	16.1	3,070	3,620	17.9	1.3	1.5
ATOMIC BRANDS	108	0	100.0-	834	0	100.0-	.4	.0
BROWN-FORMAN CORPORATION	0	180	.0	420	540	28.6	.2	.2
CHRISTIAN MOERLEIN BREWING	0	0	.0	62	62	.0	.0	.0
CROWN IMPORTS	5,300	9,399	77.3	17,615	17,607	.0	7.7	7.4
DIAGEO-GUINNESS USA	2,658	4,384	64.9	12,959	11,649	10.1-	5.7	4.9
DRINK FOUR	1,523	0	100.0-	3,665	2,040	44.3-	1.6	.9
E & J GALLO	146	89	39.0-	303	212	30.0-	.1	.1
HEINEKEN USA	3,085	3,771	22.2	6,113	10,275	68.1	2.7	4.3
MARK ANTHONY BRANDS	5,618	8,121	44.6	11,246	15,485	37.7	4.9	6.5
MICHIGAN BREWING COMPANY	1,297	0	100.0-	3,387	0	100.0-	1.5	.0

BEVERAGE MARKETING CORPORATION  
MICHIGAN METRO/COUNTY BEER MARKETS  
JUNE, 2012 -- TOTAL 24-12 OZ. CASE EQUIVALENTS --

----- BREWERY -----	2012 RANK	--- YEAR TO DATE ---		----- CHANGE -----		MARKET SHARE %	
		-2011-	-2012-	-AMOUNT-	-%-	2011	2012
- ANN ARBOR -							
MILLERCOORS	1	869,158	1,050,940	181,782	20.9	42.0	46.2
ANHEUSER-BUSCH INC.	2	594,780	556,056	38,724-	6.5-	28.7	24.5
BELL'S BREWERY	3	127,845	144,226	16,381	12.8	6.2	6.3
CROWN IMPORTS	4	107,480	120,211	12,731	11.8	5.2	5.3
HEINEKEN USA	5	70,390	91,959	21,569	30.6	3.4	4.0
MARK ANTHONY BRANDS	6	61,699	60,935	764-	1.2-	3.0	2.7
PABST BREWING COMPANY	7	33,647	32,444	1,203-	3.6-	1.6	1.4
BOSTON BEER COMPANY	8	21,782	27,794	6,012	27.6	1.1	1.2
CANAL STREET BREWING	9	12,980	26,530	13,550	104.4	.6	1.2
DIAGEO-GUINNESS USA	10	29,707	25,017	4,690-	15.8-	1.4	1.1
LEINENKUGEL BREWING	11	14,566	13,456	1,110-	7.6-	.7	.6
SIERRA NEVADA BREWING	12	10,755	10,726	29-	.3-	.5	.5
DRINK FOUR	13	14,346	10,038	4,308-	30.0-	.7	.4
RAVE ASSOCIATES	14	9,998	9,097	901-	9.0-	.5	.4
NEW HOLLAND BREWING CO.	15	7,090	8,300	1,210	17.1	.3	.4
FOSTERS BREWERIES USA	16	7,591	7,527	64-	.8-	.4	.3
CORNER BREWERY, LLC	17	7,079	7,267	188	2.7	.3	.3
ARCADIA BREWING COMPANY	18	8,426	6,901	1,525-	18.1-	.4	.3
DARK HORSE BREWING COMPANY	19	5,205	6,786	1,581	30.4	.3	.3
FLYING DOG BREWERY	20	4,620	6,763	2,143	46.4	.2	.3
NORTH AMERICAN BREWERIES	21	4,680	6,735	2,055	43.9	.2	.3
TOTAL BEVERAGE SOLUTION	22	3,830	5,600	1,770	46.2	.2	.2
STONE BREWING COMPANY	23	3,709	3,517	192-	5.2-	.2	.2
SAPPORO USA	24	1,159	3,313	2,154	185.8	.1	.1
ANCHOR BREWING COMPANY	25	2,900	3,177	277	9.6	.1	.1
PAULANER HP USA	26	2,754	2,906	152	5.5	.1	.1
JOLLY PUMPKIN	27	2,891	2,461	430-	14.9-	.1	.1
HARPOON BREWERY	28	1,410	1,888	478	33.9	.1	.1
B. UNITED INT'L	29	1,730	1,810	80	4.6	.1	.1
UNITED BRANDS COMPANY	30	1,596	1,734	138	8.6	.1	.1
UNITED STATES DISTIL'D PROD	31	0	1,612	1,612	.0	.0	.1
KEWEENAW BREWING COMPANY	32	1,650	1,450	200-	12.1-	.1	.1
ASAHI USA	33	1,192	1,405	213	17.9	.1	.1
DOYNA LTD	34	0	1,355	1,355	.0	.0	.1
BREWERY VIVANT	35	0	1,216	1,216	.0	.0	.1
FRANKENMUTH BREWING	36	291	1,212	921	316.5	.0	.1
LAKEFRONT BREWERY	37	784	1,104	320	40.8	.0	.0
WARSTEINER IMPORTERS	38	441	1,075	634	143.8	.0	.0
UNITED STATES BEVERAGE	39	850	1,063	213	25.1	.0	.0
MT. PLEASANT BREWING CO.	40	426	830	404	94.8	.0	.0
SAUGATUCK BREWING	41	480	750	270	56.3	.0	.0
ATHENEE IMPORTERS	42	0	650	650	.0	.0	.0