

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

----- BREWERY -----	2012 RANK	----- CURRENT MONTH ----- 2011	----- MONTH ----- 2012	CHANGE -%-	----- YEAR TO DATE ----- 2011	----- YEAR TO DATE ----- 2012	----- CHANGE ----- -AMOUNT-	----- CHANGE ----- -%-	MARKET 2011	SHARE % 2012
ANHEUSER-BUSCH INC.	1	362,956	330,445	9.0-	1,698,911	1,644,653	54,258-	3.2-	54.5	52.3
MILLERCOORS	2	168,487	169,671	.7	817,851	854,061	36,210	4.4	26.2	27.2
NORTH AMERICAN BREWERIES	3	35,472	44,835	26.4	172,156	188,836	16,680	9.7	5.5	6.0
PABST BREWING COMPANY	4	14,653	17,779	21.3	78,101	80,264	2,163	2.8	2.5	2.6
CROWN IMPORTS	5	10,403	18,193	74.9	64,131	72,180	8,049	12.6	2.1	2.3
HEINEKEN USA	6	10,982	13,689	24.6	48,529	54,870	6,341	13.1	1.6	1.7
BELL'S BREWERY	7	9,550	11,578	21.2	42,687	50,253	7,566	17.7	1.4	1.6
DIAGEO-GUINNESS USA	8	6,322	7,582	19.9	35,276	35,698	422	1.2	1.1	1.1
MARK ANTHONY BRANDS	9	7,747	10,376	33.9	33,120	35,071	1,951	5.9	1.1	1.1
BOSTON BEER COMPANY	10	4,932	5,342	8.3	30,004	33,129	3,125	10.4	1.0	1.1
CANAL STREET BREWING	11	1,152	1,597	38.6	6,249	10,066	3,817	61.1	.2	.3
SHORTS BREWING COMPANY	12	1,057	1,107	4.7	5,251	7,745	2,494	47.5	.2	.2
SIERRA NEVADA BREWING	13	1,235	1,260	2.0	6,666	7,171	505	7.6	.2	.2
LEINENKUGEL BREWING	14	1,477	835	43.5-	8,522	5,581	2,941-	34.5-	.3	.2
DRINK FOUR	15	720	1,422	97.5	7,627	5,378	2,249-	29.5-	.2	.2
FOSTERS BREWERIES USA	16	601	763	27.0	3,315	3,554	239	7.2	.1	.1
DETROIT RIVERTOWN BREWING	17	376	1,047	178.5	1,397	3,022	1,625	116.3	.0	.1
NEW HOLLAND BREWING CO.	18	455	711	56.3	2,698	2,901	203	7.5	.1	.1
KEWEENAW BREWING COMPANY	19	534	590	10.5	2,541	2,791	250	9.8	.1	.1
DARK HORSE BREWING COMPANY	20	400	549	37.3	1,744	2,699	955	54.8	.1	.1
ARCADIA BREWING COMPANY	21	442	0	100.0-	2,590	2,245	345-	13.3-	.1	.1
GREAT LAKES BREWING COMPANY	22	196	240	22.4	1,557	1,795	238	15.3	.0	.1
WORLDBREWS	23	452	428	5.3-	2,997	1,679	1,318-	44.0-	.1	.1
CAMO BREWING COMPANY	24	119	394	231.1	1,564	1,568	4	.3	.1	.0
SAPPORO USA	25	335	284	15.2-	1,236	1,499	263	21.3	.0	.0
GAMBRINUS COMPANY	26	185	349	88.6	1,354	1,399	45	3.3	.0	.0
BLUE POINT BREWING CO.	27	0	219	.0	0	1,306	1,306	.0	.0	.0
DOGFISH HEAD CRAFT BREWERY	28	129	205	58.9	731	1,180	449	61.4	.0	.0
CORNER BREWERY, LLC	29	216	224	3.7	1,089	1,170	81	7.4	.0	.0
HORNELL BREWING COMPANY	30	10	395	999.9	799	1,143	344	43.1	.0	.0
FRANKENMUTH BREWING	31	138	204	47.8	569	1,113	544	95.6	.0	.0
MHW LTD.	32	247	361	46.2	1,053	1,111	58	5.5	.0	.0
MT. PLEASANT BREWING CO.	33	142	166	16.9	653	1,093	440	67.4	.0	.0
SAUGATUCK BREWING	34	60	170	183.3	380	1,085	705	185.5	.0	.0
PAULANER HP USA	35	47	48	2.1	1,009	1,027	18	1.8	.0	.0
JOLLY PUMPKIN	36	277	115	58.5-	1,188	1,003	185-	15.6-	.0	.0
E & J GALLO	37	402	328	18.4-	1,170	980	190-	16.2-	.0	.0
BROWN-FORMAN CORPORATION	38	173	367	112.1	885	948	63	7.1	.0	.0
FIVE STAR BREWING	39	40	192	380.0	925	906	19-	2.1-	.0	.0
UNITED BRANDS COMPANY	40	107	0	100.0-	2,792	828	1,964-	70.3-	.1	.0
DRAGONMEAD, LC	41	123	77	37.4-	654	793	139	21.3	.0	.0
STEVENS POINT BREWERY	42	109	189	73.4	576	757	181	31.4	.0	.0
RAVE ASSOCIATES	43	48	0	100.0-	835	757	78-	9.3-	.0	.0
TOTAL BEVERAGE SOLUTION	44	138	211	52.9	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 MONTH --			----- YEAR TO DATE -----			YTD BREWERY %	
	-2011-	-2012-	% CHG	-2011-	-2012-	% CHG	2011	2012
AIKO IMPORTERS - MT. PLEASANT, SC								
CANA DIST-DETROIT	0	0	.0	0	184	.0	.0	51.8
KENT BEVERAGE-WYOMING	0	0	.0	0	171	.0	.0	48.2
TOTAL	0	0	.0	0	355	.0	.0	100.0
AMERICAN FIDELTY TRADING - RESTON, VA								
IMPERIAL BEVERAGE-KALAMAZO	0	0	.0	591	560	5.2-	100.0	100.0
TOTAL	0	0	.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	0	.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	0	100.0-	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	867	10.1-	3,070	3,620	17.9	.0	.0
ARBOR BEVERAGE-ANN ARBOR	67	384	473.1	3,821	2,874	24.8-	.0	.0
ATLAS SALES-BATTLE CREEK	73,370	61,280	16.5-	330,326	314,126	4.9-	1.5	1.5
BUD DISTRIBUTING-DOWAGIAC	124,303	117,287	5.6-	540,158	531,989	1.5-	2.5	2.6
COX & SON-TRAVERSE CITY	139,430	131,364	5.8-	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	750,105	609,395	18.8-	3,421,102	3,314,488	3.1-	16.0	16.0
FLORAL CITY BEVERGE-MONROE	80,005	59,732	25.3-	378,172	367,231	2.9-	1.8	1.8
FOUR SEASONS-IRON MOUNTAIN	24,264	20,966	13.6-	121,958	117,020	4.0-	.6	.6
HENRY FOX SALES-GRAND RAPI	831	1,358	63.4	5,547	4,963	10.5-	.0	.0
GREAT LAKES BEV-DETROIT	244,940	207,864	15.1-	1,087,752	1,052,327	3.3-	5.1	5.1
GRIFFIN BEVERAGE-MACKINAC	14,335	12,399	13.5-	61,735	53,185	13.8-	.3	.3
GRIFFIN BEV-MARQUETTE	27,588	33,485	21.4	168,533	176,263	4.6	.8	.9
GRIFFIN BEV-WEST BRANCH	79,607	88,092	10.7	360,605	372,500	3.3	1.7	1.8
HENRY DISTRIBUTING-LANSING	627	2,125	238.9	8,128	10,179	25.2	.0	.0
HUBERT DIST-PONTIAC	317,360	284,155	10.5-	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 MONTH --			----- 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.	0	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	0	0	.0	1,120	0	100.0-	12.7	.0
RHINELANDER BREWING CO.	0	0	.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	0	.0	0	540	.0	.0	6.2
SIGNATURE IMPORTS	0	56	.0	0	84	.0	.0	1.0
TOTAL	1,336	677	49.3-	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	1,066	1,225	14.9	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	1,324	2,664	101.2	5,306	6,654	25.4	1.9	2.4
DETROIT RIVERTOWN BREWING	39	45	15.4	54	92	70.4	.0	.0
E & J GALLO	157	157	.0	560	470	16.1-	.2	.2
FRANKENMUTH BREWING	15	80	433.3	116	340	193.1	.0	.1
MARK ANTHONY BRANDS	2,688	2,696	.3	9,744	10,422	7.0	3.6	3.7
MICHIGAN BREWING COMPANY	666	0	100.0-	1,174	0	100.0-	.4	.0
NORTH AMERICAN BREWERIES	0	1,344	.0	1,344	2,688	100.0	.5	1.0
MILLERCOORS	60,101	61,859	2.9	248,737	253,284	1.8	91.3	90.4
SCHMOHZ BREWING	0	15	.0	0	23	.0	.0	.0
SIERRA NEVADA BREWING	140	0	100.0-	502	140	72.1-	.2	.0
UNITED BRANDS COMPANY	0	0	.0	402	0	100.0-	.1	.0
TOTAL	66,736	71,105	6.5	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	867	10.1-	3,070	3,620	17.9	1.3	1.5
ATOMIC BRANDS	0	0	.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	2,610	4,023	54.1	17,615	17,607	.0	7.7	7.4
DIAGEO-GUINNESS USA	2,599	3,660	40.8	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	101	67	33.7-	303	212	30.0-	.1	.1
HEINEKEN USA	1,039	2,717	161.5	6,113	10,275	68.1	2.7	4.3
MARK ANTHONY BRANDS	1,360	3,919	188.2	11,246	15,485	37.7	4.9	6.5
MICHIGAN BREWING COMPANY	582	0	100.0-	3,387	0	100.0-	1.5	.0