

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

ALL CATEGORIES

----- CATEGORY -----	--- YEAR TO DATE ---		----- CHANGE -----		MARKET SHARE %	
	-2014-	-2015-	-AMOUNT-	-%-	2014	2015
SUPER PREMIUMS	357,397	416,949	59,552	16.7	4.5	5.3
PREMIUMS	1,186,563	1,158,420	28,143-	2.4-	14.9	14.7
LIGHTS	4,192,840	4,105,493	87,347-	2.1-	52.8	52.2
POPULAR MID-PRICED	553,952	519,961	33,991-	6.1-	7.0	6.6
POPULAR PRICED	466,313	436,408	29,905-	6.4-	5.9	5.6
MALT LIQUORS	205,420	212,465	7,045	3.4	2.6	2.7
ALES	173,040	177,316	4,276	2.5	2.2	2.3
NO ALCOHOLS	11,882	9,403	2,479-	20.9-	.1	.1
IMPORTS	572,705	600,044	27,339	4.8	7.2	7.6
MALT COOLERS	60,268	70,614	10,346	17.2	.8	.9
MALTERNATIVE/FAB'S	156,711	153,936	2,775-	1.8-	2.0	2.0
TOTALS	7,937,091	7,861,009	76,082-	1.0-	100.0	100.0

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

BRAND	BREWER / IMPORTER	2015 RANK	--- YEAR TO DATE ---		----- CHANGE -----		MARKET SHARE %	
			-2014-	-2015-	-AMOUNT-	-%-	2014	2015
BUD LIGHT **(EST)**	ANHEUSER-BUSCH INC.	1	1,571,804	1,550,541	21,263-	1.4-	19.8	19.7
MILLER LITE	MILLERCOORS	2	671,985	674,406	2,421	.4	8.5	8.6
BUSCH LIGHT **(EST)**	ANHEUSER-BUSCH INC.	3	549,112	529,709	19,403-	3.5-	6.9	6.7
BUDWEISER **(EST)**	ANHEUSER-BUSCH INC.	4	525,102	515,304	9,798-	1.9-	6.6	6.6
COORS LIGHT	MILLERCOORS	5	363,190	362,533	657-	.2-	4.6	4.6
NATURAL LIGHT **(EST)**	ANHEUSER-BUSCH INC.	6	349,577	335,065	14,512-	4.2-	4.4	4.3
BUSCH **(EST)**	ANHEUSER-BUSCH INC.	7	305,523	279,019	26,504-	8.7-	3.8	3.5
MILWAUKEE'S BEST ICE	MILLERCOORS	8	251,089	237,364	13,725-	5.5-	3.2	3.0
YUENGLING LAGER	YUENGLING BREWERY	9	197,781	180,297	17,484-	8.8-	2.5	2.3
BUD ICE **(EST)**	ANHEUSER-BUSCH INC.	10	162,220	153,609	8,611-	5.3-	2.0	2.0
MICHELOB ULTRA **(EST)**	ANHEUSER-BUSCH INC.	11	126,621	145,723	19,102	15.1	1.6	1.9
MILLER HIGH LIFE	MILLERCOORS	12	156,069	141,829	14,240-	9.1-	2.0	1.8
CORONA EXTRA	CROWN IMPORTS	13	105,823	115,729	9,906	9.4	1.3	1.5
GREAT LAKES BRANDS **(EST)**	GREAT LAKES BREWING	14	102,371	107,160	4,789	4.7	1.3	1.4
KEYSTONE LIGHT	MILLERCOORS	15	115,675	105,809	9,866-	8.5-	1.5	1.3
NATURAL ICE **(EST)**	ANHEUSER-BUSCH INC.	16	88,206	89,910	1,704	1.9	1.1	1.1
PABST	PABST BREWING COMPANY	17	88,120	86,450	1,670-	1.9-	1.1	1.1
MIKE'S BRANDS **(EST)**	MARK ANTHONY BRANDS	18	76,950	76,446	504-	.7-	1.0	1.0
MILWAUKEE'S BEST LIGHT	MILLERCOORS	19	71,076	68,272	2,804-	3.9-	.9	.9
YUENGLING LAGER LIGHT	YUENGLING BREWERY	20	80,727	68,171	12,556-	15.6-	1.0	.9
BUD LIGHT PLATINUM **(EST)**	ANHEUSER-BUSCH INC.	21	70,901	67,471	3,430-	4.8-	.9	.9
ICEHOUSE	MILLERCOORS	22	32,804	62,308	29,504	89.9	.4	.8
HEINEKEN **(EST)**	HEINEKEN USA	23	61,294	60,594	700-	1.1-	.8	.8
LABATT BLUE	LABATT USA	24	62,073	58,867	3,206-	5.2-	.8	.7
ROLLING ROCK **(EST)**	ANHEUSER-BUSCH INC.	25	47,635	53,997	6,362	13.4	.6	.7
BLUE MOON BELGIAN WHITE	MILLERCOORS	26	44,290	50,547	6,257	14.1	.6	.6
STELLA ARTOIS **(EST)**	ANHEUSER-BUSCH INC.	27	37,397	41,761	4,364	11.7	.5	.5
S ADAMS TEAS	BOSTON BEER COMPANY	28	33,405	40,906	7,501	22.5	.4	.5
BUDWEISER BLACK CROWN *(EST)*	ANHEUSER-BUSCH INC.	29	50,940	40,816	10,124-	19.9-	.6	.5
MODELO ESPECIAL	CROWN IMPORTS	30	33,913	40,663	6,750	19.9	.4	.5
BUD LT LIME-A RITA **(EST)**	ANHEUSER-BUSCH INC.	31	56,030	40,450	15,580-	27.8-	.7	.5
OLDE ENGLISH 800	MILLERCOORS	32	35,180	40,444	5,264	15.0	.4	.5
MILWAUKEE'S BEST	MILLERCOORS	33	44,443	40,173	4,270-	9.6-	.6	.5
LEINENKUGEL SUMMER SHANDY	MILLERCOORS	34	37,085	39,197	2,112	5.7	.5	.5
BUD LIGHT LIME **(EST)**	ANHEUSER-BUSCH INC.	35	36,284	38,061	1,777	4.9	.5	.5
NEW BELGIUM BRANDS	NEW BELGIUM BREWING	36	40,583	35,823	4,760-	11.7-	.5	.5
NOT YOUR FATHERS ROOT BEER	PABST BREWING COMPANY	37	0	35,718	35,718	.0	.0	.5
GUINNESS STOUT **(EST)**	DIAGEO-GUINNESS USA	38	38,528	34,859	3,669-	9.5-	.5	.4
COLT 45	PABST BREWING COMPANY	39	36,440	34,464	1,976-	5.4-	.5	.4
NATTY DADDY **(EST)**	ANHEUSER-BUSCH INC.	40	18,031	34,374	16,343	90.6	.2	.4
STEEL RESERVE HIGH GRAVITY	MILLERCOORS	41	40,583	33,658	6,925-	17.1-	.5	.4
LABATT ICE	LABATT USA	42	27,785	31,540	3,755	13.5	.4	.4
SMIRNOFF **(EST)**	DIAGEO-GUINNESS USA	43	32,891	31,459	1,432-	4.4-	.4	.4
CORONA LIGHT	CROWN IMPORTS	44	24,627	29,785	5,158	20.9	.3	.4

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

BRAND	BREWER / IMPORTER	2015 RANK	--- YEAR TO DATE ---		----- CHANGE -----		MARKET SHARE %	
			-2014-	-2015-	-AMOUNT-	-%-	2014	2015
BUD LIGHT **(EST)**	ANHEUSER-BUSCH INC.	1	19,156,640	18,840,711	315,929-	1.6-	19.1	19.0
MILLER LITE	MILLERCOORS	2	7,995,572	8,060,798	65,226	.8	8.0	8.1
BUSCH LIGHT **(EST)**	ANHEUSER-BUSCH INC.	3	7,532,127	7,267,396	264,731-	3.5-	7.5	7.3
BUDWEISER **(EST)**	ANHEUSER-BUSCH INC.	4	6,796,451	6,688,222	108,229-	1.6-	6.8	6.7
COORS LIGHT	MILLERCOORS	5	4,623,265	4,616,200	7,065-	.2-	4.6	4.6
NATURAL LIGHT **(EST)**	ANHEUSER-BUSCH INC.	6	4,744,543	4,547,602	196,941-	4.2-	4.7	4.6
BUSCH **(EST)**	ANHEUSER-BUSCH INC.	7	4,180,469	3,818,781	361,688-	8.7-	4.2	3.8
MILWAUKEE'S BEST ICE	MILLERCOORS	8	3,460,101	3,270,942	189,159-	5.5-	3.5	3.3
BUD ICE **(EST)**	ANHEUSER-BUSCH INC.	9	2,230,516	2,112,958	117,558-	5.3-	2.2	2.1
MILLER HIGH LIFE	MILLERCOORS	10	2,122,358	1,925,576	196,782-	9.3-	2.1	1.9
MICHELOB ULTRA **(EST)**	ANHEUSER-BUSCH INC.	11	1,637,372	1,891,779	254,407	15.5	1.6	1.9
YUENGLING LAGER	YUENGLING BREWERY	12	1,950,908	1,813,389	137,519-	7.0-	1.9	1.8
CORONA EXTRA	CROWN IMPORTS	13	1,449,574	1,587,674	138,100	9.5	1.4	1.6
KEYSTONE LIGHT	MILLERCOORS	14	1,563,324	1,431,425	131,899-	8.4-	1.6	1.4
NATURAL ICE **(EST)**	ANHEUSER-BUSCH INC.	15	1,215,580	1,239,006	23,426	1.9	1.2	1.2
GREAT LAKES BRANDS **(EST)**	GREAT LAKES BREWING	16	1,148,312	1,198,668	50,356	4.4	1.1	1.2
PABST	PABST BREWING COMPANY	17	1,111,048	1,098,190	12,858-	1.2-	1.1	1.1
MIKE'S BRANDS **(EST)**	MARK ANTHONY BRANDS	18	1,060,491	1,053,495	6,996-	.7-	1.1	1.1
MILWAUKEE'S BEST LIGHT	MILLERCOORS	19	979,100	939,714	39,386-	4.0-	1.0	.9
BUD LIGHT PLATINUM **(EST)**	ANHEUSER-BUSCH INC.	20	977,140	929,819	47,321-	4.8-	1.0	.9
ICEHOUSE	MILLERCOORS	21	449,225	856,714	407,489	90.7	.4	.9
YUENGLING LAGER LIGHT	YUENGLING BREWERY	22	992,052	847,025	145,027-	14.6-	1.0	.9
HEINEKEN **(EST)**	HEINEKEN USA	23	796,216	789,429	6,787-	.9-	.8	.8
ROLLING ROCK **(EST)**	ANHEUSER-BUSCH INC.	24	649,308	736,895	87,587	13.5	.6	.7
LABATT BLUE	LABATT USA	25	687,244	638,319	48,925-	7.1-	.7	.6
S ADAMS TEAS	BOSTON BEER COMPANY	26	460,435	563,776	103,341	22.4	.5	.6
BUDWEISER BLACK CROWN *(EST)*	ANHEUSER-BUSCH INC.	27	702,032	562,523	139,509-	19.9-	.7	.6
BUD LT LIME-A RITA **(EST)**	ANHEUSER-BUSCH INC.	28	772,084	557,529	214,555-	27.8-	.8	.6
OLDE ENGLISH 800	MILLERCOORS	29	484,871	557,384	72,513	15.0	.5	.6
MILWAUKEE'S BEST	MILLERCOORS	30	609,024	553,648	55,376-	9.1-	.6	.6
MODELO ESPECIAL	CROWN IMPORTS	31	450,501	531,839	81,338	18.1	.4	.5
BUD LIGHT LIME **(EST)**	ANHEUSER-BUSCH INC.	32	499,275	524,079	24,804	5.0	.5	.5
NOT YOUR FATHERS ROOT BEER	PABST BREWING COMPANY	33	0	485,352	485,352	.0	.0	.5
COLT 45	PABST BREWING COMPANY	34	502,430	475,229	27,201-	5.4-	.5	.5
NATTY DADDY **(EST)**	ANHEUSER-BUSCH INC.	35	248,562	473,719	225,157	90.6	.2	.5
STEEL RESERVE HIGH GRAVITY	MILLERCOORS	36	559,322	463,908	95,414-	17.1-	.6	.5
LABATT ICE	LABATT USA	37	382,953	434,706	51,753	13.5	.4	.4
SMIRNOFF **(EST)**	DIAGEO-GUINNESS USA	38	453,321	433,564	19,757-	4.4-	.5	.4
LEINENKUGEL SUMMER SHANDY	MILLERCOORS	39	364,206	398,015	33,809	9.3	.4	.4
CORONA LIGHT	CROWN IMPORTS	40	334,582	394,184	59,602	17.8	.3	.4
SEAGRAM'S COOLERS	GENESEE BREWING COMPANY	41	318,561	372,596	54,035	17.0	.3	.4
MILLER GENUINE DRAFT	MILLERCOORS	42	395,781	362,529	33,252-	8.4-	.4	.4
REDD'S APPLE ALE	MILLERCOORS	43	468,474	360,739	107,735-	23.0-	.5	.4
KING COBRA **(EST)**	ANHEUSER-BUSCH INC.	44	386,732	348,561	38,171-	9.9-	.4	.4

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

BRAND	BREWER / IMPORTER	2015 RANK	--- YEAR TO DATE ---		----- CHANGE -----		MARKET SHARE %	
			-2014-	-2015-	-AMOUNT-	-%-	2014	2015
BUD LIGHT **(EST)**	ANHEUSER-BUSCH INC.	1	181,644	183,297	1,653	.9	27.2	28.2
MILLER LITE	MILLERCOORS	2	91,761	89,449	2,312-	2.5-	13.7	13.8
YUENGLING LAGER	YUENGLING BREWERY	3	56,211	48,706	7,505-	13.4-	8.4	7.5
BUDWEISER **(EST)**	ANHEUSER-BUSCH INC.	4	31,898	29,953	1,945-	6.1-	4.8	4.6
COORS LIGHT	MILLERCOORS	5	27,691	27,546	145-	.5-	4.1	4.2
BLUE MOON BELGIAN WHITE	MILLERCOORS	6	23,590	26,453	2,863	12.1	3.5	4.1
STELLA ARTOIS **(EST)**	ANHEUSER-BUSCH INC.	7	18,560	20,475	1,915	10.3	2.8	3.1
GREAT LAKES BRANDS **(EST)**	GREAT LAKES BREWING	8	19,053	20,180	1,127	5.9	2.9	3.1
GUINNESS STOUT **(EST)**	DIAGEO-GUINNESS USA	9	22,243	19,192	3,051-	13.7-	3.3	3.0
NEW BELGIUM BRANDS	NEW BELGIUM BREWING	10	17,998	16,069	1,929-	10.7-	2.7	2.5
LABATT BLUE	LABATT USA	11	12,206	12,550	344	2.8	1.8	1.9
LEINENKUGEL SUMMER SHANDY	MILLERCOORS	12	10,658	10,316	342-	3.2-	1.6	1.6
BELL'S BEERS	BELL'S BREWERY	13	9,322	9,409	87	.9	1.4	1.4
MICHELOB ULTRA **(EST)**	ANHEUSER-BUSCH INC.	14	7,804	8,446	642	8.2	1.2	1.3
LABATT BLUE LIGHT	LABATT USA	15	5,348	7,948	2,600	48.6	.8	1.2
PABST	PABST BREWING COMPANY	16	7,517	6,778	739-	9.8-	1.1	1.0
YUENGLING LAGER LIGHT	YUENGLING BREWERY	17	8,741	6,709	2,032-	23.2-	1.3	1.0
S ADAMS LAGER	BOSTON BEER COMPANY	18	5,965	5,512	453-	7.6-	.9	.8
NATURAL LIGHT **(EST)**	ANHEUSER-BUSCH INC.	19	5,274	5,056	218-	4.1-	.8	.8
SHOCK TOP **(EST)**	ANHEUSER-BUSCH INC.	20	4,566	4,456	110-	2.4-	.7	.7
MICHELOB AMBER **(EST)**	ANHEUSER-BUSCH INC.	21	4,890	4,404	486-	9.9-	.7	.7
S ADAMS OCTOBERFEST	BOSTON BEER COMPANY	22	4,678	4,366	312-	6.7-	.7	.7
S ADAMS SUMMER ALE	BOSTON BEER COMPANY	23	3,853	3,856	3	.1	.6	.6
GOOSE ISL. BRANDS **(EST)**	ANHEUSER-BUSCH INC.	24	2,998	3,400	402	13.4	.4	.5
HEINEKEN **(EST)**	HEINEKEN USA	25	3,517	3,312	205-	5.8-	.5	.5
KILLIAN LAGER	MILLERCOORS	26	3,606	2,778	828-	23.0-	.5	.4
DOS EQUIS AMBER **(EST)**	HEINEKEN USA	27	2,707	2,644	63-	2.3-	.4	.4
BASS **(EST)**	ANHEUSER-BUSCH INC.	28	3,027	2,502	525-	17.3-	.5	.4
DOS EQUIS SPECIAL **(EST)**	HEINEKEN USA	29	2,017	2,342	325	16.1	.3	.4
BUSCH LIGHT **(EST)**	ANHEUSER-BUSCH INC.	30	2,516	2,327	189-	7.5-	.4	.4
MILLER HIGH LIFE	MILLERCOORS	31	2,060	2,099	39	1.9	.3	.3
MODELO ESPECIAL	CROWN IMPORTS	32	1,233	2,081	848	68.8	.2	.3
S ADAMS WINTER	BOSTON BEER COMPANY	33	2,413	2,053	360-	14.9-	.4	.3
S ADAMS COLD SNAP	BOSTON BEER COMPANY	34	2,011	1,960	51-	2.5-	.3	.3
KEYSTONE LIGHT	MILLERCOORS	35	2,233	1,938	295-	13.2-	.3	.3
BUSCH **(EST)**	ANHEUSER-BUSCH INC.	36	2,152	1,899	253-	11.8-	.3	.3
BUDWEISER SELECT **(EST)**	ANHEUSER-BUSCH INC.	37	2,532	1,879	653-	25.8-	.4	.3
S ADAMS REBEL IPA	BOSTON BEER COMPANY	38	2,361	1,770	591-	25.0-	.4	.3
HARP LAGER **(EST)**	DIAGEO-GUINNESS USA	39	2,167	1,693	474-	21.9-	.3	.3
MICHELOB LIGHT **(EST)**	ANHEUSER-BUSCH INC.	40	2,264	1,672	592-	26.1-	.3	.3
GENESEE BEER	GENESEE BREWING COMPANY	41	2,063	1,616	447-	21.7-	.3	.2
PACIFICO CLARA	CROWN IMPORTS	42	1,132	1,261	129	11.4	.2	.2
CORONA LIGHT	CROWN IMPORTS	43	361	1,191	830	229.9	.1	.2
SMITHWICKS **(EST)**	DIAGEO-GUINNESS USA	44	1,439	1,184	255-	17.7-	.2	.2

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

BREWER/IMPORTER - BRAND	--- YEAR TO DATE ---		----- CHANGE -----		BREWER SHARE %	
	-2014-	-2015-	-AMOUNT-	-%-	2014	2015
AMERICAN VINTAGE BEVERAGE						
TGI FRIDAYS **(EST)**	1,642	1,000	642-	39.1-	54.2	54.3
CAYMAN JACK **(EST)**	996	840	156-	15.7-	32.9	45.7
AMERICAN VINT TEAS **(EST)**	389	0	389-	100.0-	12.9	.0
TOTALS	3,027	1,840	1,187-	39.2-	100.0	100.0
ANDERSON VALLEY BREWING CO.						
HIGHWAY 128	212	369	157	74.1	23.1	42.1
WINTER SOLSTICE	142	124	18-	12.7-	15.5	14.2
SUMMER SOLSTICE	124	105	19-	15.3-	13.5	12.0
HOP OTTIN' IPA	100	67	33-	33.0-	10.9	7.6
FALL HORNIN PUMPKIN ALE	73	57	16-	21.9-	8.0	6.5
BOURBON STOUT	68	52	16-	23.5-	7.4	5.9
BOONT	40	38	2-	5.0-	4.4	4.3
BARNEY FLATS	72	30	42-	58.3-	7.8	3.4
BRINEY MELON GOSE	0	17	17	.0	.0	1.9
PINCHY JEEK	7	13	6	85.7	.8	1.5
HEELCH O'HOPS	5	4	1-	20.0-	.5	.5
BELKS ESB	2	0	2-	100.0-	.2	.0
BROTHER DAVIDS	6	0	6-	100.0-	.7	.0
HUGE ARKER	1	0	1-	100.0-	.1	.0
MENDO MELLOW	1	0	1-	100.0-	.1	.0
SPRING HORNIN	65	0	65-	100.0-	7.1	.0
TOTALS	918	876	42-	4.6-	100.0	100.0
ANHEUSER-BUSCH INC.						
BUD LIGHT **(EST)**	1,571,804	1,550,541	21,263-	1.4-	37.3	37.6
BUSCH LIGHT **(EST)**	549,112	529,709	19,403-	3.5-	13.0	12.8
BUDWEISER **(EST)**	525,102	515,304	9,798-	1.9-	12.5	12.5
NATURAL LIGHT **(EST)**	349,577	335,065	14,512-	4.2-	8.3	8.1
BUSCH **(EST)**	305,523	279,019	26,504-	8.7-	7.2	6.8
BUD ICE **(EST)**	162,220	153,609	8,611-	5.3-	3.8	3.7
MICHELOB ULTRA **(EST)**	126,621	145,723	19,102	15.1	3.0	3.5
NATURAL ICE **(EST)**	88,206	89,910	1,704	1.9	2.1	2.2
BUD LIGHT PLATINUM **(EST)**	70,901	67,471	3,430-	4.8-	1.7	1.6
ROLLING ROCK **(EST)**	47,635	53,997	6,362	13.4	1.1	1.3
STELLA ARTOIS **(EST)**	37,397	41,761	4,364	11.7	.9	1.0
BUDWEISER BLACK CROWN *(EST)*	50,940	40,816	10,124-	19.9-	1.2	1.0
BUD LT LIME-A RITA **(EST)**	56,030	40,450	15,580-	27.8-	1.3	1.0
BUD LIGHT LIME **(EST)**	36,284	38,061	1,777	4.9	.9	.9
NATTY DADDY **(EST)**	18,031	34,374	16,343	90.6	.4	.8
KING COBRA **(EST)**	28,059	25,291	2,768-	9.9-	.7	.6
BUDWEISER SELECT **(EST)**	30,062	23,263	6,799-	22.6-	.7	.6
SELECT 55 **(EST)**	23,862	22,231	1,631-	6.8-	.6	.5