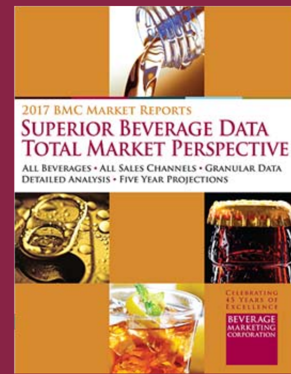
U.S. BEER THROUGH 2021

2017 EDITION (Published June 2017. Data through 2016. Market projections through 2021.) More than 450 pages, with extensive text analysis, graphs, charts and tables.



This comprehensive U.S. beer industry report from Beverage Marketing Corporation provides an in-depth examination of the all facets of the brewing industry including the mergers, acquisitions and joint ventures reshaping the industry. Data and analysis of state and regional markets, distribution channels, brewers and brands, quarterly growth, imports, exports, packaging, pricing, advertising, demographics, projections and more are presented.

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The answers you need

This research study scrutinizes all aspects of the beer market in the United States, offering historical views, current data and five year forecasts for more aspects of the market than ever before. Questions answered include:

- Which brands and segments in the U.S. market grew in 2016, and which did not?
- How did the leading beer companies – major brewers as well as importers – perform? What are their sales figures and growth? What percentage of U.S. market share did the various brewers and brands hold?
- Which distribution channel grew the fastest in 2016? Which are likely to see growth in the years ahead?
- What are per capita consumption figures likely to look like a few years down the road?
- How are the proportions of beer in packages vs. draft likely to change by 2021?

This report features

This U.S. beer report addresses industry developments and issues of interest to marketers, advertising executives, industry suppliers, financial analysts and anyone else with a special interest in the beer market. This U.S. beer market research study contains:

- An overview of the national and regional beer markets, including volume, per capita consumption and growth for all beer as well as imported beer.
- Discussion of the leading states regarding volume and per capita consumption.
- Volume and growth of the various categories including craft, premium, super-premium, ice beers, imports, malternatives, etc.
- Analysis of beer segments and the brands comprising them.
- Comprehensive coverage of imports to the U.S. and exports from the U.S.
- Current volume statistics for the leading brands (e.g. Bud Light, Budweiser, Miller Lite, Coors Light, Heineken, Corona Extra, etc.) of each major beer company.
- A ranking and examination of the top beer companies, including brewers and importers such Anheuser-Busch InBev, MillerCoors, Constellation Brands Beer Division, Heineken USA and Diageo Beer Company USA.
- A look at packaged and draft beer trends nationally, regionally and by state.
- Coverage of beer pricing at the producer and consumer levels.
- A breakdown of the market by distribution channel through 2020.
- Analysis of advertising expenditures, detailed by company, brand and media.
- Comparisons of consumer demographics for all beer and top domestic and imported beer brands.
- Beverage Marketing's projections for the future of the industry.

U.S. Beer through 2021

July 2017

BEVERAGE MARKETING CORPORATION

RESEARCH ● DATA ● CONSULTING

NOTE: The information contained in this report is confidential and solely intended for the benefit of the immediate recipient hereof.

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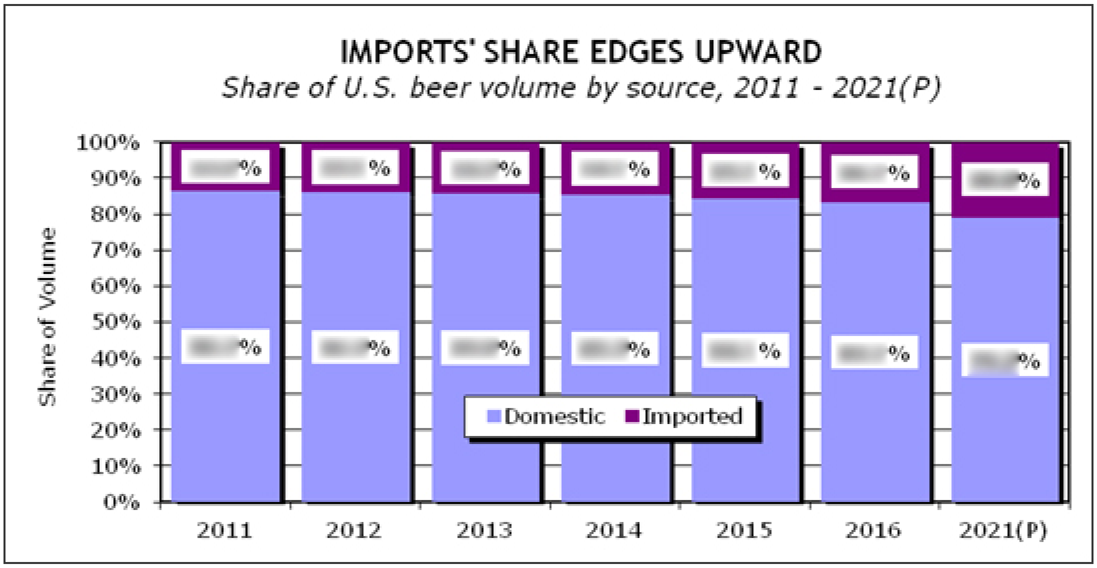

(P) Projected
Source: Beverage Marketing Corporation

Exhibit 4.67

U.S. IMPORTED BEER MARKET

SHARE OF VOLUME BY COUNTRY
2011 – 2016

Countries	2016 Rank	2011	2012	2013	2014	2015	2016
Mexico	1	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
Netherlands	2	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
Belgium	3	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
Canada	4	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
Ireland	5	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
Germany	6	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
United Kingdom	7	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
Italy	8	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
Poland	9	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
Dominican Rep.	10	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
Subtotal		[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
All Others		[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%
TOTAL		[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%	[illegible]%

Source: Beverage Marketing Corporation; U.S. Department of Commerce

During the century's second decade, leading beer companies turned to a tactic common in other categories seeking new or renewed opportunities for growth. Much like carbonated soft drink companies entering the bottled water market, or bottled water purveyors purchasing ready-to-drink tea brands, brewers moved into a different segment with similar usage occasions as beer: hard cider.

- In February 2012, MillerCoors added Crispin Cider to its Tenth and Blake division.
- Later in 2012, MillerCoors began producing Redd's Apple Ale at the Miller plant in Albany, Georgia. Though not a cider, the fruit-flavored beer plainly targeted cider consumers. The company subsequently added a strawberry flavor and, in October 2013 announced plans for a Redd's Hard Iced Tea, slated for release as part of variety packs including the other flavors in 2014. In August 2014, the company extended the line yet again with Redd's Wicked Apple with a higher alcohol content than Apple Ale. It added Green Apple and Wicked Mango in 2015.
- In fall 2013, MillerCoors revealed plans for Smith & Forge, a cider packaged in black 16-ounce cans aimed at male consumers.
- In fall 2012, Crown Imports started importing Somersby Apple Cider, a Carlsberg brand, and Heineken USA added Strongbow cider to its list of imported brands.
- Around the same time its rivals plunged into cider, ABI's A-B unit announced the launch of Michelob Ultra Light Cider. Later, A-B launched Shock Top Honeycrisp Apple Wheat, a beer-cider hybrid. It added another offering with Johnny Appleseed Hard Apple Cider in 2014. In early 2017, the company reworked the Shock Top line, retaining Belgian White and Lemon Shandy and adding seasonal flavors Holy Citrus and Ruby Fresh.
- Even earlier, in 2011, Boston Beer introduced Angry Orchard hard cider. Also in 2011, ABI introduced Stella Artois Cidre in the United Kingdom; it brought the hard apple cider extension of the Stella Artois trademark to the United States two years later.
- Of course, cider is not beer and, thus, it is not brewers' exclusive preserve. In fall 2013, both the Jim Beam and Jack Daniel's spirits brands announced cider spin-offs.

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