

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

ALL CATEGORIES

----- CATEGORY -----	--- CURRENT MONTH ---		----- CHANGE -----		MARKET SHARE %	
	-2014-	-2015-	-AMOUNT-	-%-	2014	2015
SUPER PREMIUMS	25,682	33,861	8,179	31.8	4.4	5.6
PREMIUMS	89,908	94,270	4,362	4.9	15.4	15.7
LIGHTS	316,415	317,909	1,494	.5	54.4	52.9
POPULAR MID-PRICED	44,143	40,325	3,818-	8.6-	7.6	6.7
POPULAR PRICED	30,446	30,338	108-	.4-	5.2	5.0
MALT LIQUORS	11,144	15,477	4,333	38.9	1.9	2.6
ALES	13,322	12,053	1,269-	9.5-	2.3	2.0
NO ALCOHOLS	880	692	188-	21.4-	.2	.1
IMPORTS	35,966	39,612	3,646	10.1	6.2	6.6
MALT COOLERS	3,447	4,773	1,326	38.5	.6	.8
MALTERNATIVE/FAB'S	10,582	11,517	935	8.8	1.8	1.9
TOTALS	581,935	600,827	18,892	3.2	100.0	100.0

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

BRAND	BREWER / IMPORTER	2015 RANK	--- CURRENT MONTH ---		----- CHANGE -----		MARKET SHARE %	
			-2014-	-2015-	-AMOUNT-	-%-	2014	2015
BUD LIGHT **(EST)**	ANHEUSER-BUSCH INC.	1	119,909	118,903	1,006-	.8-	20.6	19.8
MILLER LITE	MILLERCOORS	2	43,693	46,638	2,945	6.7	7.5	7.8
BUSCH LIGHT **(EST)**	ANHEUSER-BUSCH INC.	3	44,998	44,099	899-	2.0-	7.7	7.3
BUDWEISER **(EST)**	ANHEUSER-BUSCH INC.	4	38,975	38,997	22	.1	6.7	6.5
NATURAL LIGHT **(EST)**	ANHEUSER-BUSCH INC.	5	30,726	29,436	1,290-	4.2-	5.3	4.9
COORS LIGHT	MILLERCOORS	6	24,524	27,103	2,579	10.5	4.2	4.5
BUSCH **(EST)**	ANHEUSER-BUSCH INC.	7	26,118	24,067	2,051-	7.9-	4.5	4.0
MILWAUKEE'S BEST ICE	MILLERCOORS	8	16,764	17,545	781	4.7	2.9	2.9
MICHELOB ULTRA **(EST)**	ANHEUSER-BUSCH INC.	9	12,140	14,459	2,319	19.1	2.1	2.4
YUENGLING LAGER	YUENGLING BREWERY	10	14,773	14,073	700-	4.7-	2.5	2.3
BUD ICE **(EST)**	ANHEUSER-BUSCH INC.	11	12,230	12,121	109-	.9-	2.1	2.0
GREAT LAKES BRANDS **(EST)**	GREAT LAKES BREWING	12	9,387	9,794	407	4.3	1.6	1.6
MILLER HIGH LIFE	MILLERCOORS	13	9,528	9,079	449-	4.7-	1.6	1.5
KEYSTONE LIGHT	MILLERCOORS	14	9,854	8,340	1,514-	15.4-	1.7	1.4
ICEHOUSE	MILLERCOORS	15	2,122	7,532	5,410	254.9	.4	1.3
CORONA EXTRA	CROWN IMPORTS	16	6,006	6,865	859	14.3	1.0	1.1
NATURAL ICE **(EST)**	ANHEUSER-BUSCH INC.	17	6,876	6,566	310-	4.5-	1.2	1.1
ROLLING ROCK **(EST)**	ANHEUSER-BUSCH INC.	18	5,856	5,837	19-	.3-	1.0	1.0
MILWAUKEE'S BEST LIGHT	MILLERCOORS	19	4,575	5,567	992	21.7	.8	.9
BLUE MOON BELGIAN WHITE	MILLERCOORS	20	3,629	5,314	1,685	46.4	.6	.9
YUENGLING LAGER LIGHT	YUENGLING BREWERY	21	5,944	5,312	632-	10.6-	1.0	.9
MIKE'S BRANDS **(EST)**	MARK ANTHONY BRANDS	22	4,444	5,261	817	18.4	.8	.9
BUD LIGHT PLATINUM **(EST)**	ANHEUSER-BUSCH INC.	23	5,283	5,219	64-	1.2-	.9	.9
PABST	PABST BREWING COMPANY	24	5,224	5,015	209-	4.0-	.9	.8
NEW BELGIUM BRANDS	NEW BELGIUM BREWING	25	4,297	3,988	309-	7.2-	.7	.7
BUD LIGHT LIME **(EST)**	ANHEUSER-BUSCH INC.	26	3,703	3,956	253	6.8	.6	.7
LABATT BLUE	LABATT USA	27	4,187	3,861	326-	7.8-	.7	.6
HEINEKEN **(EST)**	HEINEKEN USA	28	2,678	3,355	677	25.3	.5	.6
STELLA ARTOIS **(EST)**	ANHEUSER-BUSCH INC.	29	2,954	3,309	355	12.0	.5	.6
S ADAMS TEAS	BOSTON BEER COMPANY	30	2,049	3,229	1,180	57.6	.4	.5
OLDE ENGLISH 800	MILLERCOORS	31	1,331	3,103	1,772	133.1	.2	.5
BUDWEISER SELECT **(EST)**	ANHEUSER-BUSCH INC.	32	3,390	2,740	650-	19.2-	.6	.5
BUDWEISER BLACK CROWN *(EST)*	ANHEUSER-BUSCH INC.	33	3,516	2,732	784-	22.3-	.6	.5
STEEL RESERVE HIGH GRAVITY	MILLERCOORS	34	2,129	2,728	599	28.1	.4	.5
MODELO ESPECIAL	CROWN IMPORTS	35	2,010	2,631	621	30.9	.3	.4
LABATT ICE	LABATT USA	36	2,477	2,539	62	2.5	.4	.4
MILWAUKEE'S BEST	MILLERCOORS	37	2,875	2,465	410-	14.3-	.5	.4
MILLER GENUINE DRAFT	MILLERCOORS	38	2,012	2,435	423	21.0	.3	.4
ICEHOUSE EDGE	MILLERCOORS	39	1,070	2,420	1,350	126.2	.2	.4
SMIRNOFF **(EST)**	DIAGEO-GUINNESS USA	40	2,473	2,383	90-	3.6-	.4	.4
GUINNESS STOUT **(EST)**	DIAGEO-GUINNESS USA	41	2,527	2,366	161-	6.4-	.4	.4
COLT 45	PABST BREWING COMPANY	42	2,632	2,227	405-	15.4-	.5	.4
NATTY DADDY **(EST)**	ANHEUSER-BUSCH INC.	43	1,199	2,200	1,001	83.5	.2	.4
DOS EQUIS SPECIAL **(EST)**	HEINEKEN USA	44	1,101	2,151	1,050	95.4	.2	.4

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

BRAND	BREWER / IMPORTER	2015 RANK	--- CURRENT MONTH ---		----- CHANGE -----		MARKET SHARE %	
			-2014-	-2015-	-AMOUNT-	-%-	2014	2015
BUD LIGHT **(EST)**	ANHEUSER-BUSCH INC.	1	1,426,864	1,416,657	10,207-	.7-	19.4	18.7
BUSCH LIGHT **(EST)**	ANHEUSER-BUSCH INC.	2	617,550	605,275	12,275-	2.0-	8.4	8.0
MILLER LITE	MILLERCOORS	3	504,803	542,915	38,112	7.5	6.9	7.1
BUDWEISER **(EST)**	ANHEUSER-BUSCH INC.	4	511,512	513,706	2,194	.4	7.0	6.8
NATURAL LIGHT **(EST)**	ANHEUSER-BUSCH INC.	5	414,422	395,085	19,337-	4.7-	5.6	5.2
COORS LIGHT	MILLERCOORS	6	304,744	345,872	41,128	13.5	4.2	4.6
BUSCH **(EST)**	ANHEUSER-BUSCH INC.	7	357,734	329,710	28,024-	7.8-	4.9	4.3
MILWAUKEE'S BEST ICE	MILLERCOORS	8	231,016	241,774	10,758	4.7	3.1	3.2
MICHELOB ULTRA **(EST)**	ANHEUSER-BUSCH INC.	9	160,462	191,720	31,258	19.5	2.2	2.5
BUD ICE **(EST)**	ANHEUSER-BUSCH INC.	10	168,398	166,926	1,472-	.9-	2.3	2.2
YUENGLING LAGER	YUENGLING BREWERY	11	151,734	143,388	8,346-	5.5-	2.1	1.9
MILLER HIGH LIFE	MILLERCOORS	12	130,163	122,821	7,342-	5.6-	1.8	1.6
KEYSTONE LIGHT	MILLERCOORS	13	134,114	113,005	21,109-	15.7-	1.8	1.5
GREAT LAKES BRANDS **(EST)**	GREAT LAKES BREWING	14	105,744	110,090	4,346	4.1	1.4	1.4
ICEHOUSE	MILLERCOORS	15	29,162	103,797	74,635	255.9	.4	1.4
CORONA EXTRA	CROWN IMPORTS	16	82,785	94,609	11,824	14.3	1.1	1.2
NATURAL ICE **(EST)**	ANHEUSER-BUSCH INC.	17	94,758	90,486	4,272-	4.5-	1.3	1.2
ROLLING ROCK **(EST)**	ANHEUSER-BUSCH INC.	18	80,290	80,092	198-	.2-	1.1	1.1
MILWAUKEE'S BEST LIGHT	MILLERCOORS	19	63,056	76,556	13,500	21.4	.9	1.0
MIKE'S BRANDS **(EST)**	MARK ANTHONY BRANDS	20	61,250	72,500	11,250	18.4	.8	1.0
BUD LIGHT PLATINUM **(EST)**	ANHEUSER-BUSCH INC.	21	72,806	71,924	882-	1.2-	1.0	.9
YUENGLING LAGER LIGHT	YUENGLING BREWERY	22	74,893	66,408	8,485-	11.3-	1.0	.9
PABST	PABST BREWING COMPANY	23	65,419	62,463	2,956-	4.5-	.9	.8
BUD LIGHT LIME **(EST)**	ANHEUSER-BUSCH INC.	24	50,973	54,496	3,523	6.9	.7	.7
S ADAMS TEAS	BOSTON BEER COMPANY	25	28,240	44,500	16,260	57.6	.4	.6
HEINEKEN **(EST)**	HEINEKEN USA	26	35,711	44,094	8,383	23.5	.5	.6
LABATT BLUE	LABATT USA	27	49,931	43,045	6,886-	13.8-	.7	.6
OLDE ENGLISH 800	MILLERCOORS	28	18,346	42,770	24,424	133.1	.2	.6
BUDWEISER BLACK CROWN *(EST)*	ANHEUSER-BUSCH INC.	29	48,464	37,655	10,809-	22.3-	.7	.5
STEEL RESERVE HIGH GRAVITY	MILLERCOORS	30	29,348	37,594	8,246	28.1	.4	.5
BUDWEISER SELECT **(EST)**	ANHEUSER-BUSCH INC.	31	43,804	35,506	8,298-	18.9-	.6	.5
LABATT ICE	LABATT USA	32	34,134	34,997	863	2.5	.5	.5
BLUE MOON BELGIAN WHITE	MILLERCOORS	33	24,333	34,604	10,271	42.2	.3	.5
MILWAUKEE'S BEST	MILLERCOORS	34	39,620	33,968	5,652-	14.3-	.5	.4
MILLER GENUINE DRAFT	MILLERCOORS	35	27,402	33,405	6,003	21.9	.4	.4
ICEHOUSE EDGE	MILLERCOORS	36	14,756	33,353	18,597	126.0	.2	.4
SMIRNOFF **(EST)**	DIAGEO-GUINNESS USA	37	34,080	32,841	1,239-	3.6-	.5	.4
MODELO ESPECIAL	CROWN IMPORTS	38	24,689	32,059	7,370	29.9	.3	.4
NEW BELGIUM BRANDS	NEW BELGIUM BREWING	39	33,786	31,953	1,833-	5.4-	.5	.4
COLT 45	PABST BREWING COMPANY	40	36,294	30,726	5,568-	15.3-	.5	.4
NATTY DADDY **(EST)**	ANHEUSER-BUSCH INC.	41	16,534	30,316	13,782	83.4	.2	.4
STELLA ARTOIS **(EST)**	ANHEUSER-BUSCH INC.	42	26,469	30,074	3,605	13.6	.4	.4
DOS EQUIS SPECIAL **(EST)**	HEINEKEN USA	43	14,279	27,787	13,508	94.6	.2	.4
DOS EQUIS AMBER **(EST)**	HEINEKEN USA	44	17,659	24,165	6,506	36.8	.2	.3

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

BRAND	BREWER / IMPORTER	2015 RANK	--- CURRENT MONTH ---		----- CHANGE -----		MARKET SHARE %	
			-2014-	-2015-	-AMOUNT-	-%-	2014	2015
BUD LIGHT **(EST)**	ANHEUSER-BUSCH INC.	1	16,364	16,098	266-	1.6-	33.1	32.3
MILLER LITE	MILLERCOORS	2	7,060	7,240	180	2.5	14.3	14.5
YUENGLING LAGER	YUENGLING BREWERY	3	3,762	3,668	94-	2.5-	7.6	7.4
BLUE MOON BELGIAN WHITE	MILLERCOORS	4	1,864	2,803	939	50.4	3.8	5.6
COORS LIGHT	MILLERCOORS	5	2,410	2,004	406-	16.8-	4.9	4.0
GREAT LAKES BRANDS **(EST)**	GREAT LAKES BREWING	6	1,714	1,805	91	5.3	3.5	3.6
BUDWEISER **(EST)**	ANHEUSER-BUSCH INC.	7	1,856	1,718	138-	7.4-	3.7	3.5
NEW BELGIUM BRANDS	NEW BELGIUM BREWING	8	1,846	1,670	176-	9.5-	3.7	3.4
GUINNESS STOUT **(EST)**	DIAGEO-GUINNESS USA	9	1,478	1,354	124-	8.4-	3.0	2.7
STELLA ARTOIS **(EST)**	ANHEUSER-BUSCH INC.	10	1,034	1,127	93	9.0	2.1	2.3
NATURAL LIGHT **(EST)**	ANHEUSER-BUSCH INC.	11	652	766	114	17.5	1.3	1.5
LABATT BLUE	LABATT USA	12	564	738	174	30.9	1.1	1.5
BELL'S BEERS	BELL'S BREWERY	13	539	630	91	16.9	1.1	1.3
S ADAMS COLD SNAP	BOSTON BEER COMPANY	14	705	604	101-	14.3-	1.4	1.2
MICHELOB ULTRA **(EST)**	ANHEUSER-BUSCH INC.	15	496	547	51	10.3	1.0	1.1
YUENGLING LAGER LIGHT	YUENGLING BREWERY	16	510	493	17-	3.3-	1.0	1.0
PABST	PABST BREWING COMPANY	17	478	484	6	1.3	1.0	1.0
S ADAMS LAGER	BOSTON BEER COMPANY	18	438	437	1-	.2-	.9	.9
GOOSE ISL. BRANDS **(EST)**	ANHEUSER-BUSCH INC.	19	250	337	87	34.8	.5	.7
MODELO ESPECIAL	CROWN IMPORTS	20	220	306	86	39.1	.4	.6
BASS **(EST)**	ANHEUSER-BUSCH INC.	21	260	220	40-	15.4-	.5	.4
MICHELOB AMBER **(EST)**	ANHEUSER-BUSCH INC.	22	220	217	3-	1.4-	.4	.4
S ADAMS WINTER	BOSTON BEER COMPANY	23	196	198	2	1.0	.4	.4
KILLIAN LAGER	MILLERCOORS	24	244	178	66-	27.0-	.5	.4
BUSCH LIGHT **(EST)**	ANHEUSER-BUSCH INC.	25	184	175	9-	4.9-	.4	.4
MILLER HIGH LIFE	MILLERCOORS	26	83	167	84	101.2	.2	.3
BUDWEISER SELECT **(EST)**	ANHEUSER-BUSCH INC.	27	212	164	48-	22.6-	.4	.3
LABATT BLUE LIGHT	LABATT USA	28	408	160	248-	60.8-	.8	.3
HEINEKEN **(EST)**	HEINEKEN USA	29	87	156	69	79.3	.2	.3
BUSCH **(EST)**	ANHEUSER-BUSCH INC.	30	158	141	17-	10.8-	.3	.3
MICHELOB LIGHT **(EST)**	ANHEUSER-BUSCH INC.	31	186	140	46-	24.7-	.4	.3
KEYSTONE LIGHT	MILLERCOORS	32	122	140	18	14.8	.2	.3
DOS EQUIS SPECIAL **(EST)**	HEINEKEN USA	33	65	135	70	107.7	.1	.3
SHOCK TOP **(EST)**	ANHEUSER-BUSCH INC.	34	142	134	8-	5.6-	.3	.3
HARP LAGER **(EST)**	DIAGEO-GUINNESS USA	35	163	127	36-	22.1-	.3	.3
SIERRA NEVADA PALE ALE	SIERRA NEVADA BREWING	36	61	111	50	82.0	.1	.2
DOS EQUIS AMBER **(EST)**	HEINEKEN USA	37	89	104	15	16.9	.2	.2
S ADAMS REBEL IPA	BOSTON BEER COMPANY	38	112	101	11-	9.8-	.2	.2
PACIFICO CLARA	CROWN IMPORTS	39	71	98	27	38.0	.1	.2
GENESEE BEER	GENESEE BREWING COMPANY	40	164	96	68-	41.5-	.3	.2
LEINENKUGEL CRANBERRY SHANDY	MILLERCOORS	41	45	91	46	102.2	.1	.2
WARSTEINER PILS	WARSTEINER IMPORTERS	42	101	81	20-	19.8-	.2	.2
PERONI	MILLERCOORS	43	25	79	54	216.0	.1	.2
NEGRA MODELO	CROWN IMPORTS	44	74	74	0	.0	.1	.1

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

BREWER/IMPORTER - BRAND	--- CURRENT MONTH ---		----- CHANGE -----		BREWER SHARE %	
	-2014-	-2015-	-AMOUNT-	-%-	2014	2015
AMERICAN VINTAGE BEVERAGE						
CAYMAN JACK **(EST)**	54	45	9-	16.7-	62.8	72.6
TGI FRIDAYS **(EST)**	32	17	15-	46.9-	37.2	27.4
TOTALS	86	62	24-	27.9-	100.0	100.0
ANDERSON VALLEY BREWING CO.						
BARNEY FLATS	22	0	22-	100.0-	19.5	.0
BELKS ESB	1	0	1-	100.0-	.9	.0
BOONT	5	0	5-	100.0-	4.4	.0
BOURBON STOUT	3	0	3-	100.0-	2.7	.0
BROTHER DAVIDS	5	0	5-	100.0-	4.4	.0
HIGHWAY 128	47	0	47-	100.0-	41.6	.0
HOP OTTIN' IPA	5	0	5-	100.0-	4.4	.0
SPRING HORNIN	25	0	25-	100.0-	22.1	.0
TOTALS	113	0	113-	100.0-	100.0	100.0
ANHEUSER-BUSCH INC.						
BUD LIGHT **(EST)**	119,909	118,903	1,006-	.8-	35.9	35.9
BUSCH LIGHT **(EST)**	44,998	44,099	899-	2.0-	13.5	13.3
BUDWEISER **(EST)**	38,975	38,997	22	.1	11.7	11.8
NATURAL LIGHT **(EST)**	30,726	29,436	1,290-	4.2-	9.2	8.9
BUSCH **(EST)**	26,118	24,067	2,051-	7.9-	7.8	7.3
MICHELOB ULTRA **(EST)**	12,140	14,459	2,319	19.1	3.6	4.4
BUD ICE **(EST)**	12,230	12,121	109-	.9-	3.7	3.7
NATURAL ICE **(EST)**	6,876	6,566	310-	4.5-	2.1	2.0
ROLLING ROCK **(EST)**	5,856	5,837	19-	.3-	1.8	1.8
BUD LIGHT PLATINUM **(EST)**	5,283	5,219	64-	1.2-	1.6	1.6
BUD LIGHT LIME **(EST)**	3,703	3,956	253	6.8	1.1	1.2
STELLA ARTOIS **(EST)**	2,954	3,309	355	12.0	.9	1.0
BUDWEISER SELECT **(EST)**	3,390	2,740	650-	19.2-	1.0	.8
BUDWEISER BLACK CROWN *(EST)*	3,516	2,732	784-	22.3-	1.1	.8
NATTY DADDY **(EST)**	1,199	2,200	1,001	83.5	.4	.7
GOOSE ISL. BRANDS **(EST)**	1,440	1,705	265	18.4	.4	.5
TILT **(EST)**	1,810	1,605	205-	11.3-	.5	.5
SELECT 55 **(EST)**	1,615	1,495	120-	7.4-	.5	.5
KING COBRA **(EST)**	1,559	1,389	170-	10.9-	.5	.4
MICHELOB LIGHT **(EST)**	1,607	1,266	341-	21.2-	.5	.4
BUD LT LIME-A RITA **(EST)**	1,307	1,033	274-	21.0-	.4	.3
BEST DAMN BREWS **(EST)**	0	1,021	1,021	.0	.0	.3
BUSCH SIG COPPER **(EST)**	510	710	200	39.2	.2	.2
MICHELOB AMBER **(EST)**	601	581	20-	3.3-	.2	.2
BECKS **(EST)**	595	548	47-	7.9-	.2	.2
SHOCK TOP **(EST)**	472	535	63	13.3	.1	.2
BUSCH NA **(EST)**	554	454	100-	18.1-	.2	.1