

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

----- BREWERY -----	2015 RANK	----- CURRENT MONTH ----- 2014	----- CHANGE ----- 2015 -%-	----- YEAR TO DATE ----- 2014	----- CHANGE ----- 2015 -AMOUNT- -%-	MARKET SHARE % 2014	MARKET SHARE % 2015			
ANHEUSER-BUSCH **(ESTIMATE)**	1	334,406	331,217	1.0-	4,217,246	4,126,639	90,607-	2.1-	53.1	52.5
MILLERCOORS	2	141,247	159,278	12.8	2,170,820	2,158,518	12,302-	.6-	27.3	27.5
YUENGLING BREWERY	3	22,133	20,609	6.9-	308,417	272,723	35,694-	11.6-	3.9	3.5
PABST BREWING COMPANY	4	12,816	14,094	10.0	204,730	228,598	23,868	11.7	2.6	2.9
CROWN IMPORTS	5	9,961	11,979	20.3	181,585	202,061	20,476	11.3	2.3	2.6
HEINEKEN **(EST)**	6	6,295	8,432	33.9	119,845	130,270	10,425	8.7	1.5	1.7
BOSTON BEER COMPANY	7	7,087	8,470	19.5	113,158	119,976	6,818	6.0	1.4	1.5
LABATT USA	8	8,133	7,690	5.4-	116,399	117,103	704	.6	1.5	1.5
GREAT LAKES BREWING **(EST)**	9	9,388	9,794	4.3	102,385	107,166	4,781	4.7	1.3	1.4
GENESEE BREWING COMPANY	10	8,281	6,848	17.3-	91,496	98,994	7,498	8.2	1.2	1.3
MARK ANTHONY BRANDS **(EST)**	11	4,445	5,611	26.2	79,081	84,501	5,420	6.9	1.0	1.1
DIAGEO-GUINNESS **(EST)**	12	5,867	5,470	6.8-	83,072	75,900	7,172-	8.6-	1.0	1.0
NEW BELGIUM BREWING	13	4,298	3,989	7.2-	40,599	35,830	4,769-	11.7-	.5	.5
SIERRA NEVADA BREWING	14	1,977	1,893	4.2-	22,101	23,352	1,251	5.7	.3	.3
BELL'S BREWERY	15	1,117	1,440	28.9	19,036	18,895	141-	.7-	.2	.2
CHRISTIAN MOERLEIN BREWING	16	1,262	554	56.1-	13,687	12,441	1,246-	9.1-	.2	.2
DRINK FOUR BREWING CO.	17	524	427	18.5-	11,507	9,104	2,403-	20.9-	.1	.1
INDEPENDENT BREWERS	18	471	378	19.7-	8,595	7,795	800-	9.3-	.1	.1
WARSTEINER IMPORTERS	19	569	626	10.0	5,822	5,285	537-	9.2-	.1	.1
DESCHUTES BREWING **(EST)**	20	396	349	11.9-	4,513	4,516	3	.1	.1	.1
GAMBRINUS COMPANY	21	222	195	12.2-	3,889	3,943	54	1.4	.0	.1
ROGUE ALES	22	131	103	21.4-	2,555	2,577	22	.9	.0	.0
E & J GALLO	23	115	312	171.3	3,225	2,548	677-	21.0-	.0	.0
FLYING DOG BREWERY	24	155	255	64.5	1,664	2,523	859	51.6	.0	.0
NORTH COAST BREWING CO.	25	184	149	19.0-	2,069	2,198	129	6.2	.0	.0
BELUKUS MARKETING	26	200	268	34.0	2,777	2,002	775-	27.9-	.0	.0
AMERICAN VINTAGE BEV **(EST)**	27	87	63	27.6-	3,039	1,851	1,188-	39.1-	.0	.0
PITTSBURGH BREWING CO.	28	147	203	38.1	1,458	1,425	33-	2.3-	.0	.0
UNITED STATES BEV **(EST)**	29	36	112	211.1	331	1,101	770	232.6	.0	.0
ANDERSON VALLEY BREWING CO.	30	118	0	100.0-	956	909	47-	4.9-	.0	.0
MERCHANT DU VIN **(EST)**	31	23	29	26.1	800	746	54-	6.8-	.0	.0
RHINELANDER BREWING CO.	32	0	0	.0	522	387	135-	25.9-	.0	.0
STEVENS POINT BREWERY	33	3	98	999.9	187	375	188	100.5	.0	.0
ITHACA BEER COMPANY	34	0	31	.0	696	370	326-	46.8-	.0	.0
UNITED STATES DISTIL'D PROD	35	0	40	.0	270	280	10	3.7	.0	.0
STOUDT BREWING COMPANY	36	11	7	36.4-	139	121	18-	12.9-	.0	.0
SIGNATURE IMPORTS	37	8	12	50.0	124	109	15-	12.1-	.0	.0
SKAGGS, INC.	38	10	0	100.0-	360	99	261-	72.5-	.0	.0
BROWN-FORMAN CORPORATION	39	0	0	.0	248	48	200-	80.6-	.0	.0
MOUNTAIN CREST	40	0	0	.0	22	22	0	.0	.0	.0
BA M'BA IMPORTS	41	0	0	.0	0	9	9	.0	.0	.0
MUTUAL TRADING COMPANY	42	0	0	.0	4	8	4	100.0	.0	.0
GEARY BREWING COMPANY	43	0	0	.0	4	6	2	50.0	.0	.0
LOUIS GLUNZ, INC.	44	0	0	.0	11	0	11-	100.0-	.0	.0

BEVERAGE MARKETING CORPORATION  
OHIO BREWERY-DISTRIBUTOR REPORT  
DECEMBER, 2015 -- TOTAL 24-12 OZ. CASE EQUIVALENTS --

-- BREWERY-DISTRIBUTOR --	---- CURRENT MONTH ----			----- YEAR TO DATE -----			YTD BREWERY %	
	-2014-	-2015-	% CHG	-2014-	-2015-	% CHG	2014	2015
AMERICAN VINTAGE BEV **(EST)** - CHICAGO, IL								
BELLAS CO-MINGO JCT.	0	0	.0	1,216	250	79.4-	2.9	1.0
BEVERAGE DIST-CLEVELAND	144	108	25.0-	5,199	3,189	38.7-	12.4	12.5
CLASSIC BRANDS-ATHENS	24	0	100.0-	913	292	68.0-	2.2	1.1
CLASSIC BRANDS-CHILLICOTHE	48	36	25.0-	1,313	970	26.1-	3.1	3.8
GOODMAN/HEIDELBERG-LORAIN	72	36	50.0-	2,066	1,230	40.5-	4.9	4.8
HEIDELBERG DIST-COLUMBUS	216	192	11.1-	7,164	5,419	24.4-	17.1	21.2
HEIDELBERG DIST-DAYTON	120	72	40.0-	4,330	2,597	40.0-	10.3	10.2
HEIDELBERG DIST-PERRYSBURG	120	96	20.0-	4,232	2,727	35.6-	10.1	10.7
HOUSE LA ROSE-CLEVELAND	48	36	25.0-	1,693	903	46.7-	4.0	3.5
OHIO VLY WINE/BEER-EVENDLE	192	168	12.5-	6,418	4,275	33.4-	15.3	16.8
OHIO WINE/HEIDLBG-YOUNGST	48	24	50.0-	1,296	560	56.8-	3.1	2.2
SUPERIOR BEV-GLENWILLOW	72	36	50.0-	2,245	915	59.2-	5.4	3.6
TRAMONTE DIST-AKRON	96	60	37.5-	3,792	2,180	42.5-	9.1	8.5
TOTAL	1,200	864	28.0-	41,877	25,507	39.1-	99.9	99.9
ANDERSON VALLEY BREWING CO. - BOONVILLE, CA								
GOODMAN/HEIDELBERG-LORAIN	44	0	100.0-	363	221	39.1-	3.6	2.3
HEIDELBERG DIST-CLEVELAND	348	0	100.0-	2,755	3,219	16.8	27.5	33.6
HEIDELBERG DIST-COLUMBUS	606	0	100.0-	3,825	2,458	35.7-	38.2	25.7
HEIDELBERG DIST-DAYTON	44	0	100.0-	529	577	9.1	5.3	6.0
HEIDELBERG DIST-PERRYSBURG	32	0	100.0-	452	595	31.6	4.5	6.2
OHIO VLY WINE/BEER-EVENDLE	254	0	100.0-	2,094	2,507	19.7	20.9	26.2
TOTAL	1,328	0	100.0-	10,018	9,577	4.4-	100.0	100.0
ANHEUSER-BUSCH **(ESTIMATE)** - ST. LOUIS, MO								
ANHEUSER-BUSCH DIST-CANTON	224,200	220,075	1.8-	2,696,375	2,629,525	2.5-	5.0	5.0
ANHEUSER-BUSCH DIST-LIMA	233,825	230,775	1.3-	2,840,075	2,814,550	.9-	5.2	5.3
BEERCO-FOSTORIA	99,225	102,850	3.7	1,280,050	1,259,300	1.6-	2.4	2.4
CHOICE BRANDS-MINGO JCT.	65,285	64,095	1.8-	831,615	815,388	2.0-	1.5	1.5
CITY BEVERAGE-DEFIANCE	77,050	79,650	3.4	933,575	934,100	.1	1.7	1.8
CLASSIC BRANDS-ATHENS	90,725	88,025	3.0-	1,310,075	1,295,500	1.1-	2.4	2.4
CLASSIC BRANDS-CHILLICOTHE	139,800	137,550	1.6-	1,714,950	1,702,900	.7-	3.2	3.2
CLERMONT DIST-BATAVIA	112,750	108,275	4.0-	1,467,625	1,453,925	.9-	2.7	2.7
COLUMBUS DIST-COLUMBUS	387,700	372,825	3.8-	5,259,700	5,153,100	2.0-	9.7	9.7
DELMAR DIST-WALDO	119,925	113,550	5.3-	1,428,025	1,399,125	2.0-	2.6	2.6
HEIDELBERG DIST-CINCINNATI	238,250	240,300	.9	3,183,825	3,123,975	1.9-	5.9	5.9
HEIDELBERG DIST-DAYTON	419,325	413,775	1.3-	4,825,325	4,686,075	2.9-	8.9	8.8
HOUSE LA ROSE-CLEVELAND	672,250	665,600	1.0-	8,760,025	8,409,800	4.0-	16.1	15.8
LIPTON DIST-ASHTABULA	34,775	36,050	3.7	463,075	464,825	.4	.9	.9
LIPTON DIST-CLEVELAND	10,700	9,175	14.3-	72,650	71,125	2.1-	.1	.1
LIPTON DIST-YOUNGSTOWN	187,025	190,675	2.0	2,264,400	2,234,825	1.3-	4.2	4.2
MAPLE CITY ICE-MANSFIELD	124,550	123,975	.5-	1,670,725	1,637,475	2.0-	3.1	3.1
MAPLE CITY ICE-NORWALK	232,750	232,975	.1	3,023,625	2,955,325	2.3-	5.6	5.6

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OHIO DISTRIBUTOR-BREWERY REPORT  
DECEMBER, 2015 -- TOTAL 24-12 OZ. CASE EQUIVALENTS --

-- DISTRIBUTOR-BREWERY --	----- CURRENT MONTH -----			----- YEAR TO DATE -----			YTD BREWERY %	
	-2014-	-2015-	% CHG	-2014-	-2015-	% CHG	2014	2015
<b>ANHEUSER-BUSCH DIST-CANTON</b>								
ANHEUSER-BUSCH **(ESTIMATE)**	224,200	220,075	1.8-	2,696,375	2,629,525	2.5-	100.0	100.0
TOTAL	224,200	220,075	1.8-	2,696,375	2,629,525	2.5-	100.0	100.0
<b>ANHEUSER-BUSCH DIST-LIMA</b>								
ANHEUSER-BUSCH **(ESTIMATE)**	233,825	230,775	1.3-	2,840,075	2,814,550	.9-	100.0	100.0
TOTAL	233,825	230,775	1.3-	2,840,075	2,814,550	.9-	100.0	100.0
<b>BEERCO-FOSTORIA</b>								
ANHEUSER-BUSCH **(ESTIMATE)**	99,225	102,850	3.7	1,280,050	1,259,300	1.6-	85.3	86.1
CROWN IMPORTS	1,343	0	100.0-	17,960	17,803	.9-	1.2	1.2
GENESEE BREWING COMPANY	276	1,353	390.2	6,591	7,623	15.7	.4	.5
LABATT USA	2,571	3,864	50.3	23,886	22,841	4.4-	1.6	1.6
PABST BREWING COMPANY	8,416	6,358	24.5-	102,002	95,389	6.5-	6.8	6.5
YUENGLING BREWERY	3,852	5,376	39.6	69,329	59,610	14.0-	4.6	4.1
TOTAL	115,683	119,801	3.6	1,499,818	1,462,566	2.5-	99.9	100.0
<b>BELLAS CO-MINGO JCT.</b>								
AMERICAN VINTAGE BEV **(EST)**	0	0	.0	1,216	250	79.4-	1.0	.2
BOSTON BEER COMPANY	2,606	3,208	23.1	24,849	30,657	23.4	21.3	25.5
BROWN-FORMAN CORPORATION	0	0	.0	300	540	80.0	.3	.4
DIAGEO-GUINNESS **(EST)**	1,482	2,135	44.1	14,832	14,827	.0	12.7	12.4
E & J GALLO	247	100	59.5-	1,363	1,023	24.9-	1.2	.9
HEINEKEN **(EST)**	287	0	100.0-	10,960	10,281	6.2-	9.4	8.6
GENESEE BREWING COMPANY	3,099	1,567	49.4-	18,399	19,501	6.0	15.8	16.2
LABATT USA	1,699	346	79.6-	5,253	3,173	39.6-	4.5	2.6
MARK ANTHONY BRANDS **(EST)**	975	1,782	82.8	16,485	19,768	19.9	14.1	16.5
PABST BREWING COMPANY	0	1,717	.0	13,606	11,264	17.2-	11.7	9.4
PITTSBURGH BREWING CO.	1,536	1,785	16.2	9,399	8,756	6.8-	8.1	7.3
TOTAL	11,931	12,640	5.9	116,662	120,040	2.9	100.1	100.0
<b>BEVERAGE DIST-CLEVELAND</b>								
AMERICAN VINTAGE BEV **(EST)**	144	108	25.0-	5,199	3,189	38.7-	.2	.1
BOSTON BEER COMPANY	8,507	10,976	29.0	144,657	149,930	3.6	4.5	4.6
DIAGEO-GUINNESS **(EST)**	10,575	9,731	8.0-	141,018	127,135	9.8-	4.4	3.9
HEINEKEN **(EST)**	19,473	25,959	33.3	320,790	361,235	12.6	10.0	11.0
MARK ANTHONY BRANDS **(EST)**	6,500	8,075	24.2	114,030	122,500	7.4	3.5	3.7
PABST BREWING COMPANY	1,218	0	100.0-	15,638	4,176	73.3-	.5	.1
MILLERCOORS	150,131	192,732	28.4	2,473,162	2,510,947	1.5	76.9	76.6
TOTAL	196,548	247,581	26.0	3,214,494	3,279,112	2.0	100.0	100.0
<b>BONBRIGHT DIST-DAYTON</b>								
CHRISTIAN MOERLEIN BREWING	1,874	990	47.2-	19,722	14,934	24.3-	.5	.3
CROWN IMPORTS	2,869	5,911	106.0	111,667	126,160	13.0	2.6	2.9