

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

----- BREWERY -----	2015 RANK	----- LAST 6 MONTHS ----- 2014	2015	CHANGE -%-	----- LAST 12 MONTHS ----- 2014	2015	CHANGE -%-	----- YEAR TO DATE ----- 2014	2015	----- CHANGE ----- -AMOUNT-	----- -%-	MARKET SHARE 2014	2015	%
ANHEUSER-BUSCH **(ESTIMATE)**	1	2,112,503	2,089,063	1.1-	4,217,246	4,126,639	2.1-	4,217,246	4,126,639	90,607-	2.1-	53.1	52.5	
MILLERCOORS	2	1,074,214	1,054,631	1.8-	2,170,820	2,158,518	.6-	2,170,820	2,158,518	12,302-	.6-	27.3	27.5	
YUENGLING BREWERY	3	147,693	133,772	9.4-	308,417	272,723	11.6-	308,417	272,723	35,694-	11.6-	3.9	3.5	
PABST BREWING COMPANY	4	100,565	119,967	19.3	204,730	228,598	11.7	204,730	228,598	23,868	11.7	2.6	2.9	
CROWN IMPORTS	5	85,139	95,942	12.7	181,585	202,061	11.3	181,585	202,061	20,476	11.3	2.3	2.6	
HEINEKEN **(EST)**	6	55,758	60,436	8.4	119,845	130,270	8.7	119,845	130,270	10,425	8.7	1.5	1.7	
BOSTON BEER COMPANY	7	62,150	68,739	10.6	113,158	119,976	6.0	113,158	119,976	6,818	6.0	1.4	1.5	
LABATT USA	8	58,035	56,717	2.3-	116,399	117,103	.6	116,399	117,103	704	.6	1.5	1.5	
GREAT LAKES BREWING **(EST)**	9	53,922	56,731	5.2	102,385	107,166	4.7	102,385	107,166	4,781	4.7	1.3	1.4	
GENESEE BREWING COMPANY	10	41,742	46,376	11.1	91,496	98,994	8.2	91,496	98,994	7,498	8.2	1.2	1.3	
MARK ANTHONY BRANDS **(EST)**	11	32,677	36,797	12.6	79,081	84,501	6.9	79,081	84,501	5,420	6.9	1.0	1.1	
DIAGEO-GUINNESS **(EST)**	12	40,495	37,151	8.3-	83,072	75,900	8.6-	83,072	75,900	7,172-	8.6-	1.0	1.0	
NEW BELGIUM BREWING	13	20,262	18,645	8.0-	40,599	35,830	11.7-	40,599	35,830	4,769-	11.7-	.5	.5	
SIERRA NEVADA BREWING	14	11,650	11,004	5.5-	22,101	23,352	5.7	22,101	23,352	1,251	5.7	.3	.3	
BELL'S BREWERY	15	9,254	8,872	4.1-	19,036	18,895	.7-	19,036	18,895	141-	.7-	.2	.2	
CHRISTIAN MOERLEIN BREWING	16	6,424	5,876	8.5-	13,687	12,441	9.1-	13,687	12,441	1,246-	9.1-	.2	.2	
DRINK FOUR BREWING CO.	17	5,956	4,443	25.4-	11,507	9,104	20.9-	11,507	9,104	2,403-	20.9-	.1	.1	
INDEPENDENT BREWERS	18	4,306	3,585	16.7-	8,595	7,795	9.3-	8,595	7,795	800-	9.3-	.1	.1	
WARSTEINER IMPORTERS	19	3,047	3,425	12.4	5,822	5,285	9.2-	5,822	5,285	537-	9.2-	.1	.1	
DESCHUTES BREWING **(EST)**	20	2,304	2,079	9.8-	4,513	4,516	.1	4,513	4,516	3	.1	.1	.1	
GAMBRINUS COMPANY	21	2,239	2,177	2.8-	3,889	3,943	1.4	3,889	3,943	54	1.4	.0	.1	
ROGUE ALES	22	1,467	1,585	8.0	2,555	2,577	.9	2,555	2,577	22	.9	.0	.0	
E & J GALLO	23	1,198	1,270	6.0	3,225	2,548	21.0-	3,225	2,548	677-	21.0-	.0	.0	
FLYING DOG BREWERY	24	867	1,206	39.1	1,664	2,523	51.6	1,664	2,523	859	51.6	.0	.0	
NORTH COAST BREWING CO.	25	1,145	1,117	2.4-	2,069	2,198	6.2	2,069	2,198	129	6.2	.0	.0	
BELUKUS MARKETING	26	1,319	658	50.1-	2,777	2,002	27.9-	2,777	2,002	775-	27.9-	.0	.0	
AMERICAN VINTAGE BEV **(EST)**	27	882	729	17.3-	3,039	1,851	39.1-	3,039	1,851	1,188-	39.1-	.0	.0	
PITTSBURGH BREWING CO.	28	775	793	2.3	1,458	1,425	2.3-	1,458	1,425	33-	2.3-	.0	.0	
UNITED STATES BEV **(EST)**	29	172	554	222.1	331	1,101	232.6	331	1,101	770	232.6	.0	.0	
ANDERSON VALLEY BREWING CO.	30	625	545	12.8-	956	909	4.9-	956	909	47-	4.9-	.0	.0	
MERCHANT DU VIN **(EST)**	31	340	325	4.4-	800	746	6.8-	800	746	54-	6.8-	.0	.0	
RHINELANDER BREWING CO.	32	329	220	33.1-	522	387	25.9-	522	387	135-	25.9-	.0	.0	
STEVENS POINT BREWERY	33	114	294	157.9	187	375	100.5	187	375	188	100.5	.0	.0	
ITHACA BEER COMPANY	34	285	145	49.1-	696	370	46.8-	696	370	326-	46.8-	.0	.0	
UNITED STATES DISTIL'D PROD	35	161	214	32.9	270	280	3.7	270	280	10	3.7	.0	.0	
STOUDT BREWING COMPANY	36	79	46	41.8-	139	121	12.9-	139	121	18-	12.9-	.0	.0	
SIGNATURE IMPORTS	37	104	92	11.5-	124	109	12.1-	124	109	15-	12.1-	.0	.0	
SKAGGS, INC.	38	163	40	75.5-	360	99	72.5-	360	99	261-	72.5-	.0	.0	
BROWN-FORMAN CORPORATION	39	184	0	100.0-	248	48	80.6-	248	48	200-	80.6-	.0	.0	
MOUNTAIN CREST	40	17	22	29.4	22	22	.0	22	22	0	.0	.0	.0	
BA M'BA IMPORTS	41	0	9	.0	0	9	.0	0	9	9	.0	.0	.0	
MUTUAL TRADING COMPANY	42	0	8	.0	4	8	100.0	4	8	4	100.0	.0	.0	
GEARY BREWING COMPANY	43	0	3	.0	4	6	50.0	4	6	2	50.0	.0	.0	
LOUIS GLUNZ, INC.	44	0	0	.0	11	0	100.0-	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 QUARTER ---			----- YEAR TO DATE -----			YTD BREWERY %	
	-2014-	-2015-	% CHG	-2014-	-2015-	% CHG	2014	2015
AMERICAN VINTAGE BEV **(EST)** - CHICAGO, IL								
BELLAS CO-MINGO JCT.	152	0	100.0-	1,216	250	79.4-	2.9	1.0
BEVERAGE DIST-CLEVELAND	389	468	20.3	5,199	3,189	38.7-	12.4	12.5
CLASSIC BRANDS-ATHENS	44	48	9.1	913	292	68.0-	2.2	1.1
CLASSIC BRANDS-CHILLICOTHE	80	108	35.0	1,313	970	26.1-	3.1	3.8
GOODMAN/HEIDELBERG-LORAIN	137	96	29.9-	2,066	1,230	40.5-	4.9	4.8
HEIDELBERG DIST-COLUMBUS	506	624	23.3	7,164	5,419	24.4-	17.1	21.2
HEIDELBERG DIST-DAYTON	379	352	7.1-	4,330	2,597	40.0-	10.3	10.2
HEIDELBERG DIST-PERRYSBURG	401	412	2.7	4,232	2,727	35.6-	10.1	10.7
HOUSE LA ROSE-CLEVELAND	91	120	31.9	1,693	903	46.7-	4.0	3.5
OHIO VLY WINE/BEER-EVENDLE	444	444	.0	6,418	4,275	33.4-	15.3	16.8
OHIO WINE/HEIDLBG-YOUNGST	81	72	11.1-	1,296	560	56.8-	3.1	2.2
SUPERIOR BEV-GLENWILLOW	286	132	53.8-	2,245	915	59.2-	5.4	3.6
TRAMONTE DIST-AKRON	325	312	4.0-	3,792	2,180	42.5-	9.1	8.5
TOTAL	3,315	3,188	3.8-	41,877	25,507	39.1-	99.9	99.9
ANDERSON VALLEY BREWING CO. - BOONVILLE, CA								
GOODMAN/HEIDELBERG-LORAIN	76	24	68.4-	363	221	39.1-	3.6	2.3
HEIDELBERG DIST-CLEVELAND	701	433	38.2-	2,755	3,219	16.8	27.5	33.6
HEIDELBERG DIST-COLUMBUS	1,043	635	39.1-	3,825	2,458	35.7-	38.2	25.7
HEIDELBERG DIST-DAYTON	197	51	74.1-	529	577	9.1	5.3	6.0
HEIDELBERG DIST-PERRYSBURG	98	82	16.3-	452	595	31.6	4.5	6.2
OHIO VLY WINE/BEER-EVENDLE	684	469	31.4-	2,094	2,507	19.7	20.9	26.2
TOTAL	2,799	1,694	39.5-	10,018	9,577	4.4-	100.0	100.0
ANHEUSER-BUSCH **(ESTIMATE)** - ST. LOUIS, MO								
ANHEUSER-BUSCH DIST-CANTON	639,175	629,750	1.5-	2,696,375	2,629,525	2.5-	5.0	5.0
ANHEUSER-BUSCH DIST-LIMA	673,100	674,925	.3	2,840,075	2,814,550	.9-	5.2	5.3
BEERCO-FOSTORIA	287,800	292,850	1.8	1,280,050	1,259,300	1.6-	2.4	2.4
CHOICE BRANDS-MINGO JCT.	201,320	198,769	1.3-	831,615	815,388	2.0-	1.5	1.5
CITY BEVERAGE-DEFIANCE	215,425	223,750	3.9	933,575	934,100	.1	1.7	1.8
CLASSIC BRANDS-ATHENS	296,350	294,150	.7-	1,310,075	1,295,500	1.1-	2.4	2.4
CLASSIC BRANDS-CHILLICOTHE	389,300	391,450	.6	1,714,950	1,702,900	.7-	3.2	3.2
CLERMONT DIST-BATAVIA	335,300	336,050	.2	1,467,625	1,453,925	.9-	2.7	2.7
COLUMBUS DIST-COLUMBUS	1,237,400	1,249,400	1.0	5,259,700	5,153,100	2.0-	9.7	9.7
DELMAR DIST-WALDO	326,200	326,600	.1	1,428,025	1,399,125	2.0-	2.6	2.6
HEIDELBERG DIST-CINCINNATI	751,025	753,050	.3	3,183,825	3,123,975	1.9-	5.9	5.9
HEIDELBERG DIST-DAYTON	1,168,400	1,160,025	.7-	4,825,325	4,686,075	2.9-	8.9	8.8
HOUSE LA ROSE-CLEVELAND	2,014,625	1,970,875	2.2-	8,760,025	8,409,800	4.0-	16.1	15.8
LIPTON DIST-ASHTABULA	109,000	109,975	.9	463,075	464,825	.4	.9	.9
LIPTON DIST-CLEVELAND	19,050	17,525	8.0-	72,650	71,125	2.1-	.1	.1
LIPTON DIST-YOUNGSTOWN	534,500	533,050	.3-	2,264,400	2,234,825	1.3-	4.2	4.2
MAPLE CITY ICE-MANSFIELD	373,975	372,475	.4-	1,670,725	1,637,475	2.0-	3.1	3.1
MAPLE CITY ICE-NORWALK	754,050	748,300	.8-	3,023,625	2,955,325	2.3-	5.6	5.6

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

-- DISTRIBUTOR-BREWERY --	--- CURRENT QUARTER ---			----- YEAR TO DATE -----			YTD BREWERY %	
	-2014-	-2015-	% CHG	-2014-	-2015-	% CHG	2014	2015
ANHEUSER-BUSCH DIST-CANTON								
ANHEUSER-BUSCH **(ESTIMATE)**	639,175	629,750	1.5-	2,696,375	2,629,525	2.5-	100.0	100.0
TOTAL	639,175	629,750	1.5-	2,696,375	2,629,525	2.5-	100.0	100.0
ANHEUSER-BUSCH DIST-LIMA								
ANHEUSER-BUSCH **(ESTIMATE)**	673,100	674,925	.3	2,840,075	2,814,550	.9-	100.0	100.0
TOTAL	673,100	674,925	.3	2,840,075	2,814,550	.9-	100.0	100.0
BEERCO-FOSTORIA								
ANHEUSER-BUSCH **(ESTIMATE)**	287,800	292,850	1.8	1,280,050	1,259,300	1.6-	85.3	86.1
CROWN IMPORTS	5,528	2,783	49.7-	17,960	17,803	.9-	1.2	1.2
GENESEE BREWING COMPANY	2,018	2,170	7.5	6,591	7,623	15.7	.4	.5
LABATT USA	7,860	5,318	32.3-	23,886	22,841	4.4-	1.6	1.6
PABST BREWING COMPANY	22,111	23,359	5.6	102,002	95,389	6.5-	6.8	6.5
YUENGLING BREWERY	15,681	13,548	13.6-	69,329	59,610	14.0-	4.6	4.1
TOTAL	340,998	340,028	.3-	1,499,818	1,462,566	2.5-	99.9	100.0
BELLAS CO-MINGO JCT.								
AMERICAN VINTAGE BEV **(EST)**	152	0	100.0-	1,216	250	79.4-	1.0	.2
BOSTON BEER COMPANY	7,752	8,988	15.9	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)**	3,675	2,815	23.4-	14,832	14,827	.0	12.7	12.4
E & J GALLO	349	192	45.0-	1,363	1,023	24.9-	1.2	.9
HEINEKEN **(EST)**	1,837	1,331	27.5-	10,960	10,281	6.2-	9.4	8.6
GENESEE BREWING COMPANY	4,767	4,706	1.3-	18,399	19,501	6.0	15.8	16.2
LABATT USA	1,903	622	67.3-	5,253	3,173	39.6-	4.5	2.6
MARK ANTHONY BRANDS **(EST)**	2,531	3,489	37.9	16,485	19,768	19.9	14.1	16.5
PABST BREWING COMPANY	3,796	3,633	4.3-	13,606	11,264	17.2-	11.7	9.4
PITTSBURGH BREWING CO.	2,583	3,014	16.7	9,399	8,756	6.8-	8.1	7.3
TOTAL	29,345	28,790	1.9-	116,662	120,040	2.9	100.1	100.0
BEVERAGE DIST-CLEVELAND								
AMERICAN VINTAGE BEV **(EST)**	389	468	20.3	5,199	3,189	38.7-	.2	.1
BOSTON BEER COMPANY	33,169	36,649	10.5	144,657	149,930	3.6	4.5	4.6
DIAGEO-GUINNESS **(EST)**	36,268	34,775	4.1-	141,018	127,135	9.8-	4.4	3.9
HEINEKEN **(EST)**	84,172	98,417	16.9	320,790	361,235	12.6	10.0	11.0
MARK ANTHONY BRANDS **(EST)**	18,450	21,900	18.7	114,030	122,500	7.4	3.5	3.7
PABST BREWING COMPANY	3,482	0	100.0-	15,638	4,176	73.3-	.5	.1
MILLERCOORS	543,997	572,190	5.2	2,473,162	2,510,947	1.5	76.9	76.6
TOTAL	719,927	764,399	6.2	3,214,494	3,279,112	2.0	100.0	100.0
BONBRIGHT DIST-DAYTON								
CHRISTIAN MOERLEIN BREWING	5,198	4,023	22.6-	19,722	14,934	24.3-	.5	.3
CROWN IMPORTS	14,168	24,509	73.0	111,667	126,160	13.0	2.6	2.9

BEVERAGE MARKETING CORPORATION
OHIO METRO/COUNTY BEER MARKETS
DECEMBER, 2015 -- TOTAL 24-12 OZ. CASE EQUIVALENTS --

----- BREWERY -----	2015 RANK	--- YEAR TO DATE ---		----- CHANGE -----		MARKET SHARE %	
		-2014-	-2015-	-AMOUNT-	-%-	2014	2015
- AKRON -							
MILLERCOORS	1	1,307,922	1,320,344	12,422	.9	75.0	73.7
CROWN IMPORTS	2	192,192	206,985	14,793	7.7	11.0	11.5
HEINEKEN **(EST)**	3	100,274	109,580	9,306	9.3	5.8	6.1
MARK ANTHONY BRANDS **(EST)**	4	91,635	100,975	9,340	10.2	5.3	5.6
ANHEUSER-BUSCH **(ESTIMATE)**	5	42,800	44,650	1,850	4.3	2.5	2.5
GAMBRINUS COMPANY	6	5,227	6,892	1,665	31.9	.3	.4
AMERICAN VINTAGE BEV **(EST)**	7	3,792	2,180	1,612-	42.5-	.2	.1
UNITED STATES BEV **(EST)**	8	0	756	756	.0	.0	.0
TOTALS		1,743,842	1,792,362	48,520	2.8		
- CANTON -							
ANHEUSER-BUSCH **(ESTIMATE)**	1	2,696,375	2,629,525	66,850-	2.5-	77.0	77.5
MILLERCOORS	2	702,839	716,262	13,423	1.9	20.1	21.1
HEINEKEN **(EST)**	3	40,600	40,956	356	.9	1.2	1.2
PABST BREWING COMPANY	4	5,588	4,806	782-	14.0-	.2	.1
MERCHANT DU VIN **(EST)**	5	1,221	1,126	95-	7.8-	.0	.0
UNITED STATES BEV **(EST)**	6	0	276	276	.0	.0	.0
GEARY BREWING COMPANY	7	50	85	35	70.0	.0	.0
LABATT USA	8	54,929	0	54,929-	100.0-	1.6	.0
TOTALS		3,501,602	3,393,036	108,566-	3.1-		
- CHILLICOTHE - PORTSMOUTH - Ironton -							
ANHEUSER-BUSCH **(ESTIMATE)**	1	3,886,700	3,814,300	72,400-	1.9-	97.0	97.1
MARK ANTHONY BRANDS **(EST)**	2	49,275	54,550	5,275	10.7	1.2	1.4
YUENGLING BREWERY	3	60,003	52,216	7,787-	13.0-	1.5	1.3
NEW BELGIUM BREWING	4	9,401	7,764	1,637-	17.4-	.2	.2
AMERICAN VINTAGE BEV **(EST)**	5	1,313	970	343-	26.1-	.0	.0
TOTALS		4,006,692	3,929,800	76,892-	1.9-		
- CINCINNATI -							
MILLERCOORS	1	3,466,426	3,361,997	104,429-	3.0-	39.2	38.2
ANHEUSER-BUSCH **(ESTIMATE)**	2	3,183,825	3,123,975	59,850-	1.9-	36.0	35.5
PABST BREWING COMPANY	3	274,360	330,520	56,160	20.5	3.1	3.8