

What's next for beer?

As the major brewers battle for share-of-stomach with wine and spirits, the craft brewers run away with the game

U.S. Beer Sales 2004 vs. 2003

| | 2004 Barrelage | 2003 Barrelage | % Change |
|----------|----------------|----------------|----------|
| Domestic | 180,950,000* | 179,843,643 | 0.6% |
| Imports | 23,849,825 | 23,518,724 | 1.4% |
| Exports | 3,747,418 | 3,660,267 | 2.4% |

*Estimate.

Note: Figures do not include non-alcohol products.

Export figure includes sales to U.S. military abroad and Puerto Rico.

Copyright 2005 Modern Brewery Age.

U.S. Beer Sales Domestic and Imported 2004/2003

| | 31-Gal. Barrels (in millions) | | Percent of Total | | Percent Gain or Loss | |
|---------------|----------------------------------|--------|---------------------|------|-------------------------|-------|
| | 2004 | 2003 | 2004 | 2003 | 2004 | 2003 |
| Domestic Beer | 180.9* | 179.8* | 88.4 | 88.4 | +0.6 | -0.6% |
| Imported Beer | 23.8 | 23.5 | 11.6 | 11.6 | +1.4 | +1.9% |
| Total Sales | 204.7* | 203.3* | 100 | 100 | +0.9 | -0.2% |

*Estimate.

Note: Does not include exports. Totals are tax-paid shipments.

Copyright 2005 Modern Brewery Age.

Barrelage of Top 11 U.S. Brewers, 2004 vs. 2003

| | 2004 Sales 31-Gal. Barrels | 2003 Sales 31-Gal. Barrels | Barrelage Gain or Loss | Gain or Loss Percent |
|-------------------------------|----------------------------------|----------------------------------|------------------------------|----------------------------|
| 1. Anheuser-Busch | 103,000,000 | 102,600,00 | +400,000 | +0.39% |
| 2. Miller Brewing Co.* | 38,600,000 | 38,000,000 | +600,000 | +1.58% |
| 3. Coors Brewing Co | 22,350,000 | 22,374,000 | -24,000 | -0.11% |
| 4. Pabst Brewing Co.(1)* | 7,300,000 | 7,900,000 | -600,000 | -7.59% |
| 5. D.G. Yuengling & Son | 1,380,691 | 1,320,000 | +60,691 | +4.60% |
| 6. City Brewing Co. | 1,312,000 | 948,189 | +363,811 | +38.37% |
| 7. Boston Beer Co. | 1,258,206 | 1,229,217 | +28,989 | +2.36% |
| 8. Latrobe Brewing Co.* | 1,050,000 | 1,100,000 | -50,000 | -4.55% |
| 9. High Falls Brewing Co.* | 720,000 | 750,000 | -30,000 | -4.0% |
| 10. Sierra Nevada Brewing Co. | 589,934 | 574,260 | +15,674 | +2.73% |
| 11. Pittsburgh Brewing Co. | 372,000 | 385,000* | -13,000 | +3.38% |

KEY: * = Estimate; (C) = Produces some volume under contract; (1) The Pabst Brewing Co. has closed all of its breweries, and now operates as a contract brewer, producing beer at Miller breweries. Contract brewer barrelage is reported by producer and seller, leading to some duplication of barrelage. Copyright 2005 Modern Brewery Age.

Last year wasn't a terribly exciting year in the beer business, unless you happen to be a top-tier craft brewer. Overall, the domestic brewers eked out a paltry 0.6% volume increase in 2004. Meanwhile, the crafters, that most dynamic sub-set of U.S. brewers, increased volume by 7%.

While the overall industry's 0.6% increase was a definite improvement from last year's 0.6% decrease, many beer executives were troubled by an industry seemingly locked in stasis. Even the imports stayed fairly level, with a 1.4% increase to 23,849,825 barrels. (On a side-note, export trends were actually positive for the first time in some years, with a 2.4% increase to 3,747,418).

A flat industry was not in the forecast for 2005. These were supposed to be the happy times for the U.S. brewers, as fresh cohorts of 21-year-olds enter the drinking population. These young cohorts are coming, but many of these new drinkers are being siphoned off by alternative beverages, not least spirits and wine. Spirits volume increased 3.1% in 2004, and wine jumped 2.7%.

The 21-34-year demographic is flirting heavily with vodka and pinot noir, and it shows in the numbers. The anecdotal evidence is particularly disheartening. One Heineken salesperson said he used to walk into his New York City nightclub accounts and see ranks of his green bottles lined up on the bar. Now, it's all martinis and Red Bull blends.

The brewing industry has reasonably active on the new product front, with flavored malt beverages (FMBs) and low-carb brews. But FMBs have been a double-edged sword, helping to fuel spirits

brand awareness even as they boosted sales. The segment seems to have reached its high point, with top brands like Smirnoff Ice and Mike's holding share, as the me-too brands drop out.

The interest in low-carb may have greater legs, even though some dietary watchers think that too has peaked. Nonetheless, low carb has certainly put Miller Brewing Co. back on the map.

Among the top brewers, Miller had the best year. They chalked up an estimated 600,000-barrel gain in 2004, an impressive performance given that A-B fought them for every barrel. The new Miller management has embraced aggressive marketing tactics, going head-to-head with Budweiser, and the approach seems to be working. Lite's continued rebirth took a lower growth trajectory than expected, but the brand performed solidly through the early part of the year.

Interestingly, in this year when new consumers seem to be looking for new things, craft beer made its comeback. The upper-echelon craft brewers have been enjoying this trend for the past few years, and have bolstered capacity accordingly. Now, many of them can meet the demand. Craft beer volume climbed 7%, handily surpassing competitive categories, both within and without the beer industry.

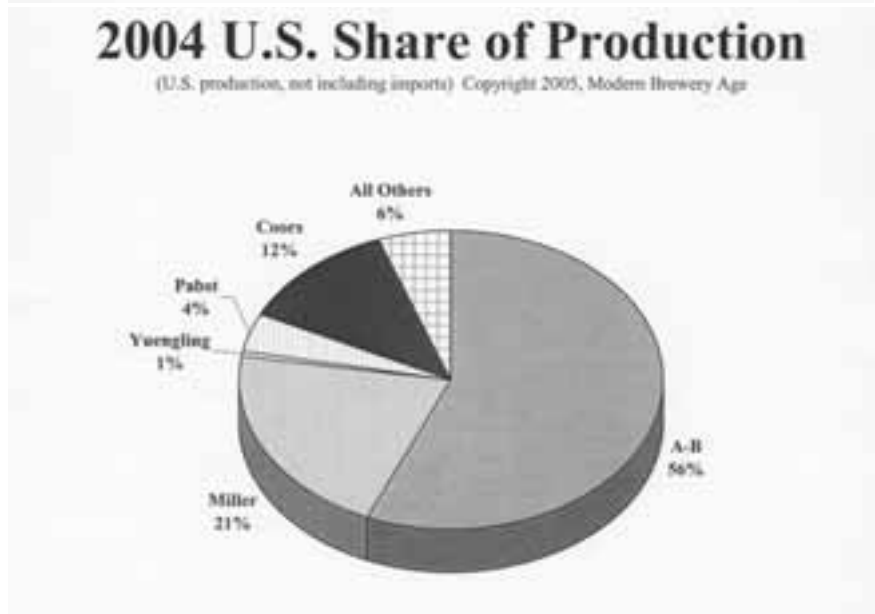
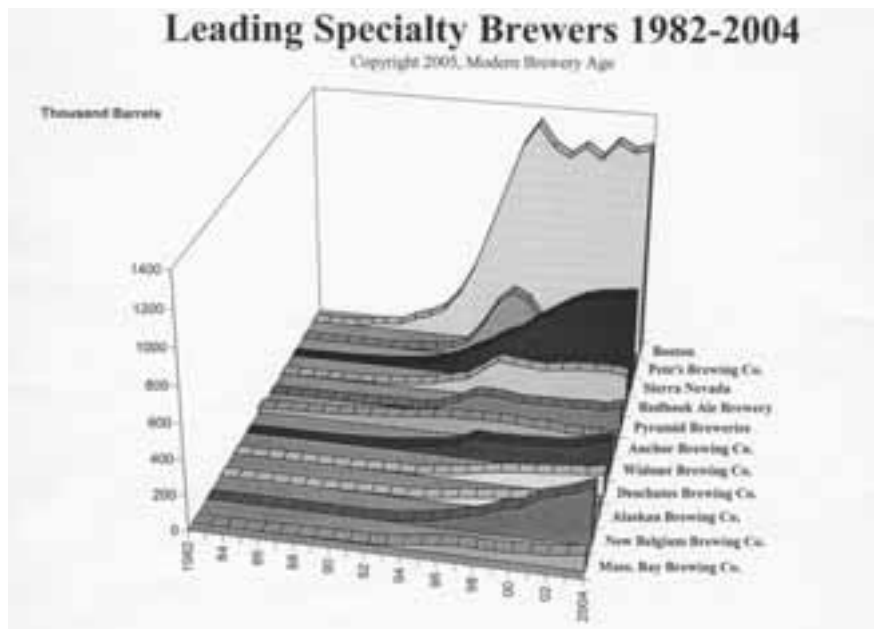
"Craft beer volume growth outpaced that of imports, large brewers, wine and spirits in 2004," noted Paul Gatza, Director of the Brewers Association, in Boulder, CO.

The Brewers Association estimates 2004 sales by craft brewers at 7,023,651 31-gallon barrels, up from 6,563,461 barrels in 2003, an increase of 460,190 barrels or 6.34 million case-equivalents.

As industry veteran Bob Wilson notes in our interview in this issue, "Many of today's consumers are drinking something other than lagers. The major brewers are selling just vanilla, while the 21-34 year-olds are looking for 28 flavors. This is one of the reasons the craft brewers are doing well again."

If one examines the barrelage figures, virtually ever brewer outside the top ten experienced decent growth. These gains were most concentrated in the upper echelon of the craft segment.

Led by bellwether and category



TOP U.S. COMMERCIAL BREWERS

| BREWER | LOCATION | 2004 SALES 31-GAL. BARRELS | 2003 SALES 31-GAL. BARRELS | VARIANCE AMOUNT (04-03) | VARIANCE PERCENT (04-03) | 2004 PRODUCTION SHARE OF U.S. SALES | 2004 MARKET SHARE OF U.S. SALES |
|--------------------------------------|---------------------|----------------------------------|----------------------------------|-------------------------------|--------------------------------|--|--|
| 1. Anheuser-Busch | St. Louis, MO | 103,000,000 | 102,600,000 | 400,000 | 0.39% | 55.77% | 50.29% |
| 2. Miller Brewing Co.* | Milwaukee, WI | 38,600,000 | 38,000,000 | 600,000 | 1.58% | 20.57% | 18.55% |
| 3. Coors Brewing Co. | Golden, CO | 22,350,000 | 22,374,000 | (24,000) | -0.11% | 12.11% | 10.92% |
| 4. Pabst Brewing Co. (C)* | Milwaukee, WI | 7,300,000 | 7,900,000 | (600,000) | -7.59% | 4.28% | 3.86% |
| 5. D.G. Yuengling & Son | Pottsville, PA | 1,380,691 | 1,320,000 | 60,691 | 4.60% | 0.71% | 0.64% |
| 6. City Brewery | LaCrosse, WI | 1,312,000 | 948,189 | 363,811 | 38.37% | 0.51% | 0.46% |
| 7. Boston Beer Co. | Boston, MA | 1,258,206 | 1,229,217 | 28,989 | 2.36% | 0.67% | 0.60% |
| 8. Latrobe Brewing Co.* | Latrobe, PA | 1,050,000 | 1,100,000 | (50,000) | -4.55% | 0.60% | 0.54% |
| 9. High Falls Brewing Co.* | Rochester, NY | 720,000 | 750,000 | (30,000) | -4.00% | 0.41% | 0.37% |
| 10. Sierra Nevada Brewing Co. | Chico, CA | 589,934 | 574,260 | 15,674 | 2.73% | 0.31% | 0.28% |
| 11. Pittsburgh Brewing Co. | Pittsburgh, PA | 372,000 | 385,000 | (13,000) | -3.38% | 0.21% | 0.19% |
| 12. McKenzie River Corp.(C)* | San Francisco, CA | 350,000 | 348,000 | 2,000 | 0.57% | 0.19% | 0.17% |
| 13. New Belgium Brewing Co.* | Ft. Collins, CO | 331,000 | 285,000 | 46,000 | 16.14% | 0.15% | 0.14% |
| 14. J. Leinenkugel Brewing Co. (2)* | Chippewa Falls, WI | 318,000 | 320,000 | (2,000) | -0.63% | 0.17% | 0.16% |
| 15. Spoetzl Brewery, Inc. | Shiner, TX | 279,697 | 265,259 | 14,438 | 5.44% | 0.14% | 0.13% |
| 16. Matt Brewing Co. | Utica, NY | 233,200 | 228,700 | 4,500 | 1.97% | 0.12% | 0.11% |
| 17. Redhook Ale Brewery | Seattle, WA | 218,681 | 228,837 | (10,156) | -4.44% | 0.12% | 0.11% |
| 18. Widmer Bros. Brewing Co. | Portland, OR | 199,000 | 169,806 | 29,194 | 17.19% | 0.09% | 0.08% |
| 19. Joseph Huber Brewing Co. | Monroe, WI | 155,808 | 74,346 | 81,462 | 109.57% | 0.04% | 0.04% |
| 20. Pyramid Breweries | Kalama, WA | 143,000 | 115,000 | 28,000 | 24.35% | 0.06% | 0.06% |
| 21. Deschutes Brewing Co. | Bend, OR | 135,000 | 118,186 | 16,814 | 14.23% | 0.06% | 0.06% |
| 22. Mass Bay Brewing Co. | Boston, MA | 94,575 | 79,340 | 15,235 | 19.20% | 0.04% | 0.04% |
| 23. Alaskan Brewing Co. | Juneau, AK | 90,400 | 86,900 | 3,500 | 4.03% | 0.05% | 0.04% |
| 24. Boulevard Brewing Co. | Kansas City, MO | 89,083 | 74,872 | 14,211 | 18.98% | 0.04% | 0.04% |
| 25. Anchor Brewing Co. | San Francisco, CA | 83,599 | 81,000 | 2,599 | 3.21% | 0.04% | 0.04% |
| 26. Full Sail Brewing Co. | Hood River, OR | 82,624 | 75,796 | 6,828 | 9.01% | 0.04% | 0.04% |
| 27. Gluek Brewing Co.* | Cold Spring, MN | 65,000 | 58,300 | 6,700 | 11.49% | 0.03% | 0.03% |
| 28. Carolina Beer & Beverage | Mooreville, NC | 61,500 | 63,215 | (1,715) | -2.71% | 0.03% | 0.03% |
| 29. Summit Brewing Co. | St. Paul, MN | 59,782 | 55,936 | 3,846 | 6.88% | 0.03% | 0.03% |
| 30. Shipyard Brewery | Portland, ME | 50,508 | 45,255 | 5,253 | 11.61% | 0.02% | 0.02% |
| 31. Portland Brewing Co.* | Portland, OR | 50,000 | 51,375 | (1,375) | -2.68% | 0.03% | 0.03% |
| 32. Kalamazoo Brewing Co. | Galesburg, MI | 47,378 | 38,738 | 8,640 | 22.30% | 0.02% | 0.02% |
| 33. Magic Hat Brewing Co. | Burlington, VT | 47,110 | 38,339 | 8,771 | 22.88% | 0.02% | 0.02% |
| 34. Abita Brewing Co. | Abita Springs, LA | 45,080 | 41,330 | 3,750 | 9.07% | 0.02% | 0.02% |
| 35. Pete's Brewing Co. (C)* | Palo Alto, CA | 44,818 | 68,169 | (23,351) | -34.25% | 0.04% | 0.03% |
| 36. Brooklyn Brewery* | Brooklyn, NY | 44,800 | 42,010 | 2,790 | 6.64% | 0.02% | 0.02% |
| 37. Rock Bottom Brewery+(chain) | Louisville, CO | 42,346 | N/A | 42,346 | - | 0.00% | 0.00% |
| 38. Bridgeport Brewing Co.* | Portland, OR | 42,000 | 40,128 | 1,872 | 4.67% | 0.02% | 0.02% |
| 39. Rogue Ales | Newport, OR | 38,084 | 33,076 | 5,008 | 15.14% | 0.02% | 0.02% |
| 40. Dixie Brewing Co.* | New Orleans, LA | 38,000 | 37,000 | 1,000 | 2.70% | 0.02% | 0.02% |
| 41. Straub Brewing Co. | St. Mary's, PA | 33,437 | 35,896 | (2,459) | -6.85% | 0.02% | 0.02% |
| 42. Stone Brewing Co. | San Marcos, CA | 32,159 | 24,500 | 7,659 | 31.26% | 0.01% | 0.01% |
| 43. Kona Brewing Co.* | Kona, HI | 31,192 | 16,500 | 14,692 | 89.04% | 0.01% | 0.01% |
| 44. Flying Dog Brewery | Aspen, CO | 30,048 | 25,561 | 4,487 | 17.55% | 0.01% | 0.01% |
| 45. New Glarus Brewing Co. | New Glarus, WI | 30,000 | 19,179 | 10,821 | 56.42% | 0.01% | 0.01% |
| 46. Otter Creek Brewing Co. | Middlebury, VT | 29,000 | 25,400 | 3,600 | 14.17% | 0.01% | 0.01% |
| 47. Great Lakes Brewing Co. | Cleveland, OH | 27,592 | 24,963 | 2,629 | 10.53% | 0.01% | 0.01% |
| 48. Old Dominion Brewing Co. | Ashburn, VA | 26,700 | 24,306 | 2,394 | 9.85% | 0.01% | 0.01% |
| 49. Lagunitas Brewing Co. | Petaluma, CA | 26,420 | 25,159 | 1,261 | 5.01% | 0.01% | 0.01% |
| 50. Odell Brewing Co. | Ft. Collins, CO | 26,050 | 26,017 | 33 | 0.13% | 0.01% | 0.01% |
| 51. Big Sky Brewing Co. | Missoula, MT | 25,400 | 22,450 | 2,950 | 13.14% | 0.01% | 0.01% |
| 52. Utah Brewers Cooperative* | Salt Lake City, UT | 23,000 | N/A | 23,000 | - | 0.00% | 0.00% |
| 53. Anderson Valley Brewing Co.* | Boonville, CA | 21,050 | 19,000 | 2,050 | 10.79% | 0.01% | 0.01% |
| 54. McMenamin's +(chain) | Portland, OR | 20,706 | 19,750 | 956 | 4.84% | 0.01% | 0.01% |
| 55. Dogfish Head Brewing Co. | Milton, DE | 20,200 | N/A | - | - | 0.00% | 0.00% |
| 56. Boulder Beer Co. | Boulder, CO | 20,000 | 17,923 | 2,077 | 11.59% | 0.01% | 0.01% |
| 57. Victory Brewing Co. | Downington, PA | 17,600 | 15,200 | 2,400 | 15.79% | 0.01% | 0.01% |
| 58. North Coast Brewing Co. | Ft. Bragg, CA | 17,553 | 18,095 | (542) | -3.00% | 0.01% | 0.01% |
| 59. Uinta Brewing Co. | Salt Lake City, UT | 15,021 | 14,225 | 796 | 5.60% | 0.01% | 0.01% |
| 60. D.L. Geary Brewing Co.* | Portland, ME | 15,000 | 15,000 | 0 | 0.00% | 0.01% | 0.01% |
| 61. Capital Brewery, Inc. | Middleton, WI | 14,856 | 14,000 | 856 | 6.11% | 0.01% | 0.01% |
| 62. Saint Louis Brewery+ | St. Louis, MO | 14,423 | 11,767 | 2,656 | 22.57% | 0.01% | 0.01% |
| 63. Sweetwater Brewing Co. | Atlanta, GA | 14,100 | 14,200 | (100) | -0.70% | 0.01% | 0.01% |
| 64. Hops Grillhouse/Brewery (chain)* | Tampa, FL | 14,000 | 17,013 | (3,013) | -17.71% | 0.01% | 0.01% |
| 65. Wachusett Brewing Co. | Westminster, MA | 10,848 | 9,356 | 1,492 | 15.95% | 0.01% | 0.00% |
| 66. Yakima Brewing & Malting Co. | Yakima, WA | 10,767 | 5,626 | 5,141 | 91.38% | 0.00% | 0.00% |
| 67. Berkshire Brewing Co. | South Deerfield, MA | 10,658 | 9,842 | 816 | 8.29% | 0.01% | 0.00% |
| 68. Sprecher Brewing Co. | Milwaukee, WI | 10,500 | 11,475 | (975) | -8.50% | 0.01% | 0.01% |
| 69. Flying Fish Brewing Co. | Cherry Hill, NJ | 10,000 | N/A | 10,000 | - | 0.00% | 0.00% |
| 70. Four Peaks Brewing Co. | Tempe, AZ | 9,600 | 6,900 | 2,700 | 39.13% | 0.00% | 0.00% |
| 71. Saint Arnold Brewing Co. | Houston, TX | 9,120 | 7,208 | 1,912 | 26.53% | 0.00% | 0.00% |
| 72. Left Hand/Tabernash Brewing Co. | Longmont, CO | 8,984 | 8,718 | 266 | 3.05% | 0.00% | 0.00% |
| 73. Hale's Ales | Seattle, WA | 8,161 | 8,343 | (182) | -2.18% | 0.00% | 0.00% |
| 74. Stoudt's Brewing Co. | Adamstown, PA | 8,000 | 7,500 | 500 | 6.67% | 0.00% | 0.00% |
| 75. Highland Brewing Co. | Asheville, NC | 7,550 | 5,325 | 2,225 | 41.78% | 0.00% | 0.00% |
| 76. Fish Brewing Co. | Olympia, WA | 7,440 | 7,140 | 300 | 4.20% | 0.00% | 0.00% |
| 77. Mad River Brewing Co. | Blue Lake, CA | 7,100 | 7,464 | (364) | -4.88% | 0.00% | 0.00% |
| 78. Buzzards Bay Brewing Co. | Westport, MA | 7,010 | 4,929 | 2,081 | 42.22% | 0.00% | 0.00% |
| 79. Yards Brewing Co. | Philadelphia, PA | 7,000 | N/A | 7,000 | - | 0.00% | 0.00% |
| 80. Blue Point Brewing Co. | Patchogue, NY | 6,800 | 5,850 | 950 | 16.24% | 0.00% | 0.00% |
| 81. Lakefront Brewery | Milwaukee, WI | 6,132 | 5,447 | 685 | 12.58% | 0.00% | 0.00% |
| 82. Tommyknocker Brewery | Idaho Springs, CO | 6,100 | N/A | 6,100 | - | 0.00% | 0.00% |
| 83. Great Divide Brewing Co. | Denver, CO | 6,002 | 5,100 | 902 | 17.69% | 0.00% | 0.00% |
| 84. Brewery Ommegang | Cooperstown, NY | 5,285 | 4,384 | 901 | 20.55% | 0.00% | 0.00% |

TOP U.S. COMMERCIAL BREWERS

| BREWER | LOCATION | 2004 SALES 31-GAL. BARRELS | 2003 SALES 31-GAL. BARRELS | VARIANCE AMOUNT (04-03) | VARIANCE PERCENT (04-03) | 2004 PRODUCTION SHARE OF U.S. SALES | 2004 MARKET SHARE OF U.S. SALES |
|--------|-----------------------------------|----------------------------------|----------------------------------|-------------------------------|--------------------------------|--|--|
| 85. | SKA Brewing Co. | Durango, CA | 4,525 | 4,030 | 495 | 12.28% | 0.00% |
| 86. | Slesar Bros. Brewing Co. | Boston, MA | 4,403 | 4,484 | (81) | -1.81% | 0.00% |
| 87. | Arcadia Brewing Co. | Battle Creek, MI | 4,216 | 4,006 | 210 | 5.24% | 0.00% |
| 88. | Allagash Brewing Co. | Portland, ME | 4,043 | 3,598 | 445 | 12.37% | 0.00% |
| 89. | Sudwerk Privatbrauerei* | Davis, CA | 3,950 | 3,900 | 50 | 1.28% | 0.00% |
| 90. | Ithaca Beer Co. | Ithaca, NY | 3,700 | 3,100 | 600 | 19.35% | 0.00% |
| 91. | Lake Placid Brewery+ | Lake Placid, NY | 3,653 | 2,968 | 685 | 23.08% | 0.00% |
| 92. | Brew Brothers | Reno, NV | 3,500 | 3,000 | 500 | 16.67% | 0.00% |
| 93. | High Point Brewing Co. | Butler, NJ | 3,400 | 3,100 | 300 | 9.68% | 0.00% |
| 94. | Wynkoop Brewing Co.+ | Denver, CO | 3,174 | 2,810 | 364 | 12.95% | 0.00% |
| 95. | Grand Teton Brewing Co. | Jackson, WY | 3,167 | N/A | 3,167 | - | 0.00% |
| 96. | Three Floyds Brewing | Munster, IN | 3,075 | 2,220 | 855 | 38.51% | 0.00% |
| 97. | Sun Valley Brewing Co. | Hailey, ID | 3,000 | 580 | 2,420 | 417.24% | 0.00% |
| 98. | Southern Tier Brewing Co. | Lakewood, NY | 3,000 | N/A | 3,000 | - | 0.00% |
| 99. | Ballast Point Brewing Co. | San Diego, CA | 2,950 | N/A | 2,950 | - | 0.00% |
| 100. | Weyerbacher Brewing Co. | Easton, PA | 2,944 | 2,610 | 334 | 12.80% | 0.00% |
| 101. | Gritty McDuff's+* | Freeport, ME | 2,850 | 2,663 | 187 | 7.02% | 0.00% |
| 102. | Marin Brewing Co.+ | Larkspur, CA | 2,787 | 2,841 | (54) | -1.90% | 0.00% |
| 103. | Monte Carlo Brewery+ | Las Vegas, NV | 2,750 | 2,840 | (90) | -3.17% | 0.00% |
| 104. | Atlantic Brewing Co. | Bar Harbor, ME | 2,741 | 3,225 | (484) | -15.01% | 0.00% |
| 105. | Rock Bottom-Chicago+ | Chicago, IL | 2,650 | 2,200 | 450 | 20.45% | 0.00% |
| 106. | Moylan's Brewery+ | Novato, CA | 2,640 | 2,465 | 175 | 7.10% | 0.00% |
| 107. | Glacier Brewhouse | Anchorage, AK | 2,604 | 2,000 | 604 | 30.20% | 0.00% |
| 108. | Weeping Radish Brewery* | Manteo, NC | 2,500 | 2,200 | 300 | 13.64% | 0.00% |
| 109. | Free State Brewing Co.+ | Lawrence, KS | 2,380 | 2,410 | (30) | -1.24% | 0.00% |
| 110. | Rock Bottom-Denver+ | Denver, CO | 2,341 | 3,534 | (1,193) | -33.76% | 0.00% |
| 111. | Coronado Brewing Co. | Coronado, CA | 2,200 | 2,000 | 200 | 10.00% | 0.00% |
| 112. | Custom Brewcrafters, Inc. | Honeoye Falls, NY | 2,191 | 2,063 | 128 | 6.20% | 0.00% |
| 113. | Sierra Blanca Brewing Co. | Carrizozo, NM | 2,108 | 1,929 | 179 | 9.28% | 0.00% |
| 114. | Angel City Brewing Co. | Culver City, CA | 2,080 | 1,850 | 230 | 12.43% | 0.00% |
| 115. | Olde Burnside Brewing Co. | East Hartford, CT | 2,000 | 1,950 | 50 | 2.56% | 0.00% |
| 116. | Lake Superior Brewing Co. | Duluth, MN | 2,000 | 1,763 | 237 | 13.44% | 0.00% |
| 117. | Alltech Lexington Brewery | Lexington, KY | 1,880 | 1,460 | 420 | 28.77% | 0.00% |
| 118. | Dillon Dam Brewery | Dillon, CO | 1,876 | 1,794 | 82 | 4.57% | 0.00% |
| 119. | Scuttlebutt Brewing Co. | Everett, WA | 1,872 | 1,609 | 263 | 16.35% | 0.00% |
| 120. | Rock Bottom Brewery-Portland | Portland, OR | 1,765 | 1,200 | 565 | 47.08% | 0.00% |
| 121. | Sante Fe Brewing Co. | Sante Fe, NM | 1,750 | 1,070 | 680 | 63.55% | 0.00% |
| 122. | Rock Bottom-Arlington+ | Arlington, VA | 1,722 | N/A | 1,722 | - | 0.00% |
| 123. | Upstream Brewing Co. | Omaha, NB | 1,705 | 1,740 | (35) | -2.01% | 0.00% |
| 124. | Rock Bottom-Pittsburgh+ | Pittsburgh, PA | 1,684 | N/A | 1,684 | - | 0.00% |
| 125. | Rock Bottom-La Jolla+ | La Jolla, CA | 1,642 | 1,574 | 68 | 4.32% | 0.00% |
| 126. | Rock Bottom-San Jose | San Jose, CA | 1,583 | N/A | 1,583 | - | 0.00% |
| 127. | Erie Brewing Co. | Erie, PA | 1,557 | 1,638 | (81) | -4.95% | 0.00% |
| 128. | Rock Bottom-San Diego+ | San Diego, CA | 1,536 | N/A | 1,536 | - | 0.00% |
| 129. | Rohrbach Brewing Co. | Rochester, NY | 1,530 | 1,385 | 145 | 10.47% | 0.00% |
| 130. | Couer d'Alene Brewing Co. | Couer d'Alene, ID | 1,500 | 1,200 | 300 | 25.00% | 0.00% |
| 131. | Lewis & Clark Brewing Co. | Helena, MT | 1,500 | N/A | 1,500 | - | 0.00% |
| 132. | Rock Bottom-Bethesda | Bethesda, MD | 1,483 | 1,496 | (13) | -0.87% | 0.00% |
| 133. | Rock Bottom-Desert Ridge+ | Phoenix, AZ | 1,465 | N/A | 1,465 | - | 0.00% |
| 134. | Beach Chalet Brewing Co. | San Francisco, CA | 1,400 | 1,200 | 200 | 16.67% | 0.00% |
| 135. | Rock Bottom-Westminster+ | Westminster | 1,395 | N/A | 1,395 | - | 0.00% |
| 136. | Rock Bottom Brewery-Long Beach+ | Long Beach, CA | 1,363 | N/A | 1,363 | - | 0.00% |
| 137. | Mishiwaka Brewing Co. | Mishiwaka, IN | 1,350 | 1,310 | 40 | 3.05% | 0.00% |
| 138. | Rock Bottom-Warrenville+ | Warrenville, IL | 1,327 | N/A | 1,327 | - | 0.00% |
| 139. | Rock Bottom-Indianapolis+ | Indianapolis, IN | 1,317 | N/A | 1,317 | - | 0.00% |
| 140. | Rock Bottom-Arrowhead+ | Glendale, AZ | 1,314 | N/A | 1,314 | - | 0.00% |
| 141. | Rock Bottom-Phoenix+ | Phoenix, AZ | 1,299 | N/A | 1,299 | - | 0.00% |
| 142. | Midnight Sun Brewing Co. | Anchorage, AK | 1,297 | 1,224 | 73 | 5.96% | 0.00% |
| 143. | Upstream Brewing Co. #2 | Omaha, NB | 1,292 | N/A | 1,292 | - | 0.00% |
| 144. | Big Horn Brewing Co. | Salem, OR | 1,255 | 1,252 | 3 | 0.24% | 0.00% |
| 216. | Rock Bottom-Minneapolis+ | Minneapolis, MN | 1,244 | 1,200 | 44 | 3.67% | 0.00% |
| 146. | Denver Chophouse+ | Denver, CO | 1,224 | N/A | 1,224 | - | 0.00% |
| 147. | Fitger's Brewhouse+ | Duluth, MN | 1,207 | 980 | 227 | 23.16% | 0.00% |
| 148. | Lengthwise Brewing | Bakersfield, CA | 1,200 | 1,302 | (102) | -7.83% | 0.00% |
| 149. | Oaken Barrel Brewing Co. | Greenwood, IN | 1,200 | 1,250 | (50) | -4.00% | 0.00% |
| 150. | Santa Barbara Brewing Co. | Santa Barbara, CA | 1,200 | 1,200 | 0 | 0.00% | 0.00% |
| 151. | Port Townsend Brewing Co. | Port Townsend, WA | 1,200 | 1,050 | 150 | 14.29% | 0.00% |
| 152. | Southampton Publick House+ | Southampton, NY | 1,200 | 1,000 | 200 | 20.00% | 0.00% |
| 153. | Wild River Brewing Co.+ | Grant's Pass, OR | 1,200 | 850 | 350 | 41.18% | 0.00% |
| 154. | Brown's Brewing Co. | Troy, NY | 1,183 | 988 | 195 | 19.74% | 0.00% |
| 155. | Breckenridge Brewery-Breckenridge | Breckenridge, CO | 1,180 | 1,150 | 30 | 2.61% | 0.00% |
| 156. | Sly Fox Brewing Co. | Phoenixville, PA | 1,150 | 848 | 302 | 35.61% | 0.00% |
| 157. | Rock Bottom-Des Moines+ | Des Moines, IA | 1,149 | N/A | 1,149 | - | 0.00% |
| 158. | Rock Bottom-King of Prussia+ | King of Prussia, PA | 1,146 | N/A | 1,146 | - | 0.00% |
| 159. | Flat Branch Brewing Co. | Columbia, MO | 1,145 | 1,075 | 70 | 6.51% | 0.00% |
| 160. | Pelican Pub & Brewery+ | Pacific City, OR | 1,129 | 750 | 379 | 50.53% | 0.00% |
| 161. | Rock Bottom Brewery-Cincinnati+ | Cincinnati, OH | 1,127 | N/A | 1,127 | - | 0.00% |
| 162. | Moab Brewing Co.+ | Moab, UT | 1,100 | N/A | 1,100 | - | 0.00% |
| 163. | Rock Bottom-Milwaukee+ | Milwaukee, WI | 1,100 | N/A | 1,100 | - | 0.00% |
| 164. | Jack Russell Brewing Co. | Camino, CA | 1,100 | N/A | 1,100 | - | 0.00% |
| 165. | Walnut Brewery+ | Boulder, CO | 1,080 | 1,082 | (2) | -0.18% | 0.00% |
| 166. | Thirsty Bear Brewing Co. | San Francisco, CA | 1,080 | 1,066 | 14 | 1.31% | 0.00% |
| 167. | Rock Bottom-Bellevue+ | Bellevue, WA | 1,067 | N/A | 1,067 | - | 0.00% |
| 168. | Rock Bottom-South Denver+ | Englewood, CO | 1,063 | N/A | 1,063 | - | 0.00% |

| | BREWER | LOCATION | 2004 SALES 31-GAL. BARRELS | 2003 SALES 31-GAL. BARRELS | VARIANCE AMOUNT (04-03) | VARIANCE PERCENT (04-03) | 2004 PRODUCTION SHARE OF U.S. SALES | 2004 MARKET SHARE OF U.S. SALES |
|------|---------------------------------|----------------------|----------------------------------|----------------------------------|-------------------------------|--------------------------------|--|--|
| 169. | Belfast Bay Brewing Co.* | Belfast, ME | 1,050 | 950 | 100 | 10.53% | 0.00% | 0.00% |
| 170. | Red Rock Brewing Co. | Salt Lake City, UT | 1,046 | N/A | 1,046 | - | 0.00% | 0.00% |
| 171. | Carolina Brewery | Chapel Hill, NC | 1,034 | 998 | 36 | 3.61% | 0.00% | 0.00% |
| 172. | Hops of Newington+ | Newington, CT | 1,019 | 1,215 | (196) | -16.13% | 0.00% | 0.00% |
| 173. | Rock Bottom-Stuart Street+ | Boston, MA | 1,014 | N/A | 1,014 | - | 0.00% | 0.00% |
| 174. | Tustin Brewing Co. | Tustin, CA | 980 | 980 | 0 | 0.00% | 0.00% | 0.00% |
| 175. | Rock Bottom Brewery-Seattle+ | Seattle, WA | 962 | N/A | 962 | - | 0.00% | 0.00% |
| 176. | Sleeping Lady Brewing Co. | Anchorage, AK | 950 | N/A | 950 | - | 0.00% | 0.00% |
| 177. | Blind Tiger Brewery+ | Topeka, KS | 918 | 1,005 | (87) | -8.66% | 0.00% | 0.00% |
| 178. | Hoptown Brewing Co. | Pleasanton, CA | 910 | 850 | 60 | 7.06% | 0.00% | 0.00% |
| 179. | Kreb's Brewing Co. | Krebs, OK | 900 | N/A | 900 | - | 0.00% | 0.00% |
| 180. | Rock Bottom-Scottsdale+ | Scottsdale, AZ | 866 | N/A | 866 | - | 0.00% | 0.00% |
| 181. | AleSmith Brewing Co. | San Diego, CA | 855 | 800 | 55 | 6.88% | 0.00% | 0.00% |
| 182. | DC Chophouse Brewery+ | Washington, DC | 805 | N/A | 805 | - | 0.00% | 0.00% |
| 183. | Fox River Brewing Co. | Oshkosh, WI | 803 | 785 | 18 | 2.29% | 0.00% | 0.00% |
| 184. | Bosco's Squared+ | Memphis, TN | 800 | 717 | 83 | 11.58% | 0.00% | 0.00% |
| 185. | Fox River Brewing Co. #2 | Appleton, WI | 797 | 717 | 80 | 11.16% | 0.00% | 0.00% |
| 186. | Rock Bottom-Cleveland+ | Cleveland, OH | 797 | N/A | 797 | - | 0.00% | 0.00% |
| 187. | San Francisco Brewing Co.+ | San Francisco, CA | 796 | 853 | (57) | -6.68% | 0.00% | 0.00% |
| 188. | Blue Corn Cafe+ | Sante Fe, NM | 788 | 751 | 37 | 4.93% | 0.00% | 0.00% |
| 189. | McGuire's Irish Pub & Brewery+ | Pensacola, FL | 785 | 772 | 13 | 1.68% | 0.00% | 0.00% |
| 190. | Barrington Brewery+ | Great Barrington, MA | 782 | 755 | 27 | 3.58% | 0.00% | 0.00% |
| 191. | Rock Bottom-Braintree+ | Braintree, MA | 772 | N/A | 772 | - | 0.00% | 0.00% |
| 192. | Magnolia Pub & Brewery+ | San Francisco, CA | 770 | 750 | 20 | 2.67% | 0.00% | 0.00% |
| 193. | Stewart's Brewing Co. | Bear, DE | 760 | 603 | 157 | 26.04% | 0.00% | 0.00% |
| 194. | Richbrau Brewing Co. | Richmond, VA | 720 | 700 | 20 | 2.86% | 0.00% | 0.00% |
| 195. | Moonlight Brewing Co. | Fulton, CA | 710 | 707 | 3 | 0.42% | 0.00% | 0.00% |
| 196. | Ramapo Valley Brewpub+ | Suffern, NY | 688 | 761 | (73) | -9.59% | 0.00% | 0.00% |
| 197. | Blue Corn Cafe & Brewery+ | Albuquerque, NM | 670 | 648 | 22 | 3.40% | 0.00% | 0.00% |
| 198. | Flossmoor Station Brewing CO. | Flossmoor, IL | 610 | 695 | (85) | -12.23% | 0.00% | 0.00% |
| 199. | Brew Moon+ | Honolulu, HI | 600 | 600 | 0 | 0.00% | 0.00% | 0.00% |
| 200. | Rowland's Calumet Brewing Co. | Chilton, WI | 585 | 581 | 4 | 0.69% | 0.00% | 0.00% |
| 201. | Rock Bottom-Irvine+ | Irvine, CA | 574 | | 574 | - | 0.00% | 0.00% |
| 202. | Bosco's Nashville Brewing Co. | Nashville, TN | 573 | 572 | 1 | 0.17% | 0.00% | 0.00% |
| 203. | Huntington Beach Beer Co.+ | Huntington Beach, CA | 567 | 559 | 8 | 1.43% | 0.00% | 0.00% |
| 204. | Old Market Pub & Brewery+ | Portland, OR | 550 | 500 | 50 | 10.00% | 0.00% | 0.00% |
| 205. | Firehouse Brewing Co. | Rapid City, SD | 546 | 533 | 13 | 2.44% | 0.00% | 0.00% |
| 206. | Firehouse Brewing Co. | Rapid City, SD | 546 | 533 | 13 | 2.44% | 0.00% | 0.00% |
| 207. | Seven Barrel Brewery+ | West Lebanon, NH | 528 | 537 | (9) | -1.68% | 0.00% | 0.00% |
| 208. | Oregon Trail Brewing Co.* | Corvallis, OR | 500 | 500 | 0 | 0.00% | 0.00% | 0.00% |
| 209. | Stone Cellar Brewpub+ | Appleton, WI | 500 | 439 | 61 | 13.90% | 0.00% | 0.00% |
| 210. | Roslyn Brewing Co. | Roslyn, WA | 500 | 270 | 230 | 85.19% | 0.00% | 0.00% |
| 211. | Hyannisport Brewing Co. | Hyannis, MA | 500 | N/A | 500 | - | 0.00% | 0.00% |
| 212. | R.J. Rockers Brewing | Spartanburg, SC | 495 | 210 | 285 | 135.71% | 0.00% | 0.00% |
| 213. | Trumer Brewing Co. (est. 9/04) | Berkeley, CA | 475 | N/A | 475 | - | 0.00% | 0.00% |
| 214. | Cleveland Chophouse+ | Cleveland, OH | 473 | N/A | 473 | - | 0.00% | 0.00% |
| 215. | Hops of Alexandria+ | Alexandria, VA | 468 | 396 | 72 | 18.18% | 0.00% | 0.00% |
| 216. | Siletz Brewing Co. | Siletz, OR | 412 | 350 | 62 | 17.71% | 0.00% | 0.00% |
| 217. | Milford Brewing Co.* | Milford, NJ | 400 | 300 | 100 | 33.33% | 0.00% | 0.00% |
| 218. | Anacapa Brewing Co. | Ventura, CA | 375 | 350 | 25 | 7.14% | 0.00% | 0.00% |
| 219. | Boscos Little Rock+ | Little Rock, AR | 369 | 115 | 254 | 220.87% | 0.00% | 0.00% |
| 220. | Draught House Brewery+ | Austin, TX | 350 | 350 | 0 | 0.00% | 0.00% | 0.00% |
| 221. | Great Adirondack Brewing Co. | Lake Placid, NY | 335 | 260 | 75 | 28.85% | 0.00% | 0.00% |
| 222. | Spiljer Ales | Cortland, NB | 302 | 300 | 2 | 0.67% | 0.00% | 0.00% |
| 223. | Montgomery Brewing Co. | Montgomery, AL | 282 | N/A | 282 | - | 0.00% | 0.00% |
| 224. | Pacific Coast Brewery+ | Oakland, CA | 268 | 275 | (7) | -2.55% | 0.00% | 0.00% |
| 225. | Norwich Inn+ | Norwich, VT | 199 | 192 | 7 | 3.65% | 0.00% | 0.00% |
| 226. | Race Brook Brewpub+ | Uncasville, CT | 170 | 201 | (31) | -15.42% | 0.00% | 0.00% |
| 227. | Sly Fox Brewing #2 (est. 11/04) | Royersford, PA | 100 | N/A | 100 | - | 0.00% | 0.00% |
| 228. | Frank-N-Stein+ | Ferndale, WA | 6 | 5 | 1 | 20.00% | 0.00% | 0.00% |
| 229. | Olde Saratoga Brewing Co. | Saratoga, NY | N/A | 15,135 | (15,135) | - | 0.01% | 0.01% |
| 230. | Lost Coast Brewing Co. | Eureka, CA | N/A | 13,856 | (13,856) | - | 0.01% | 0.01% |
| 231. | Smuttynose Brewing Co. | Portsmouth, NH | N/A | 8,246 | (8,246) | - | 0.00% | 0.00% |
| 232. | Bayern Brewing Co. | Missoula, MT | N/A | 7,899 | (7,899) | - | 0.00% | 0.00% |
| 233. | Bayhawk Ales, Inc. | Irvine, CA | N/A | 6,343 | (6,343) | - | 0.00% | 0.00% |
| 234. | James Page Brewing | Minneapolis, MN | N/A | 5,250 | (5,250) | - | 0.00% | 0.00% |
| 235. | Avery Brewing Co. | Boulder, CO | N/A | 4,984 | (4,984) | - | 0.00% | 0.00% |
| 236. | Speakeasy Ales | San Francisco, CA | N/A | 4,875 | (4,875) | - | 0.00% | 0.00% |
| 237. | Butte Creek Brewing | Chico, CA | N/A | 4,000 | (4,000) | - | 0.00% | 0.00% |
| 238. | Drake's Brewing Co. | San Leandro, CA | N/A | 3,500 | (3,500) | - | 0.00% | 0.00% |
| 239. | Oak Creek Brewing Co. | Sedona, AZ | N/A | 3,250 | (3,250) | - | 0.00% | 0.00% |
| 240. | Moose's Tooth Brewing Co. | Anchorage, AK | N/A | 2,480 | (2,480) | - | 0.00% | 0.00% |
| 241. | Coopersmith's Brewing Co.+ | Ft. Collins, CO | N/A | 1,867 | (1,867) | - | 0.00% | 0.00% |
| 242. | Coronado Brewing Co. | Coronado, CA | N/A | 1,570 | (1,570) | - | 0.00% | 0.00% |
| 243. | Cornelius Pass Roadhouse+ | Hillsboro, OR | N/A | 1,532 | (1,532) | - | 0.00% | 0.00% |
| 244. | Smoky Mountain Brewing Co. | Gatlinburg, TN | N/A | 1,425 | (1,425) | - | 0.00% | 0.00% |
| 245. | Steamworks Brewing Co. | Durango, CO | N/A | 1,401 | (1,401) | - | 0.00% | 0.00% |

EDITOR'S NOTE: The chart above is a ranking of the top reporting national and craft brewers. The chart is not all inclusive, but does include most major producers. There are now approximately 1400 U.S. brewers, the majority pub operations with average production under 1200 barrels per annum. KEY: *=Modern Brewery Age estimate; += brewpub; (*) barregeage includes some contract production; (C)=contract brewer, a company that produces beer at another brewer's facility; N/A=barregeage not available, or company not in operation; (1) Miller Brewing Co. figure is an estimate, adjusted to subtract J. Leinenkugel volume. A separate estimate of Leinenkugel volume is included for historical purposes (2) Pabst now produces all beer under contract at Miller breweries. Those brewers that did not report before our deadline but would like inclusion in a future chart should send 2004-2003 barregeage figures by e-mail to pete@breweryage.com. An updated version of this chart will be published in our next edition. Brewers can also fax data to (203) 852-8175 Attn: Modern Brewery Age. Copyright Modern Brewery Age, 2005.

Production Draught and Package Sales and Total Taxpaid Removals of Malt Beverages

For Calendar Years 1946-2003 (Quantities in 31 Gallon Barrels). Beer Institute figures.

| Calendar Year | Production | Package Removals | % of Total | Draught Removals | % of Total | Total Taxpaid Removals |
|---------------|-------------|------------------|------------|------------------|------------|------------------------|
| 1946 | 83,312,516 | 53,010,253 | 66.6 | 26,530,243 | 33.4 | 79,540,496 |
| 1947 | 91,742,212 | 58,899,477 | 67.6 | 28,272,887 | 32.4 | 87,172,334 |
| 1948 | 88,125,320 | 58,699,355 | 69.0 | 26,367,959 | 31.0 | 85,067,314 |
| 1949 | 88,618,322 | 59,443,805 | 70.3 | 25,113,802 | 29.7 | 84,557,607 |
| 1950 | 88,178,356 | 59,487,512 | 71.8 | 23,342,616 | 28.2 | 82,830,137 |
| 1951 | 89,742,138 | 61,706,743 | 73.6 | 22,116,893 | 26.4 | 83,823,636 |
| 1952 | 90,489,824 | 63,359,469 | 74.7 | 21,477,011 | 25.3 | 84,836,480 |
| 1953 | 92,104,063 | 65,830,505 | 76.5 | 20,214,611 | 23.5 | 86,045,116 |
| 1954 | 88,940,268 | 63,927,035 | 76.7 | 19,377,986 | 23.3 | 83,305,021 |
| 1955 | 90,285,488 | 66,179,019 | 77.9 | 18,789,255 | 22.1 | 84,977,274 |
| 1956 | 90,338,445 | 67,087,002 | 78.9 | 17,921,154 | 21.1 | 85,008,156 |
| 1957 | 89,465,986 | 66,982,200 | 79.4 | 17,388,825 | 20.6 | 84,371,025 |
| 1958 | 90,120,512 | 67,168,341 | 79.6 | 17,256,368 | 20.4 | 84,424,709 |
| 1959 | 93,127,427 | 70,308,462 | 80.2 | 17,313,897 | 19.8 | 87,622,359 |
| 1960 | 93,415,363 | 70,955,595 | 80.7 | 16,957,244 | 19.3 | 87,912,839 |
| 1961 | 95,030,031 | 71,910,757 | 80.0 | 17,117,674 | 19.2 | 89,028,431 |
| 1962 | 96,831,989 | 74,128,498 | 81.3 | 17,068,659 | 18.7 | 91,197,157 |
| 1963 | 100,631,563 | 76,343,134 | 81.4 | 17,446,808 | 18.6 | 93,789,942 |
| 1964 | 105,897,968 | 80,685,951 | 81.8 | 17,958,041 | 18.2 | 98,643,992 |
| 1965 | 108,221,725 | 82,624,078 | 82.3 | 17,796,839 | 17.7 | 100,420,917 |
| 1966 | 113,037,193 | 86,531,831 | 83.0 | 17,730,210 | 17.0 | 104,262,041 |
| 1967 | 116,550,659 | 89,579,475 | 83.7 | 17,394,922 | 16.3 | 106,974,397 |
| 1968 | 122,407,762 | 94,007,957 | 84.4 | 17,407,741 | 15.6 | 111,415,698 |
| 1969 | 127,311,042 | 98,991,915 | 85.1 | 17,279,482 | 14.9 | 116,271,397 |
| 1970 | 133,123,267 | 104,619,875 | 85.9 | 17,240,131 | 14.1 | 121,860,006 |
| 1971 | 137,479,910 | 110,026,703 | 86.4 | 17,370,566 | 13.6 | 127,397,269 |
| 1972 | 141,336,930 | 114,219,578 | 86.7 | 17,589,085 | 13.3 | 131,808,663 |
| 1973 | 148,601,510 | 120,340,835 | 86.9 | 18,127,596 | 13.1 | 138,468,431 |
| 1974 | 156,147,443 | 127,227,705 | 87.5 | 18,236,377 | 12.5 | 145,464,082 |
| 1975 | 160,598,916 | 130,229,488 | 87.6 | 18,414,297 | 12.4 | 148,643,785 |
| 1976 | 163,656,955 | 132,125,154 | 87.9 | 18,262,233 | 12.1 | 150,387,387 |
| 1977 | 170,507,857 | 138,673,342 | 88.4 | 18,240,789 | 11.6 | 156,914,131 |
| 1978 | 179,656,544 | 144,585,652 | 88.9 | 18,120,235 | 11.1 | 162,705,887 |
| 1979 | 184,187,771 | 148,684,013 | 88.4 | 19,431,684 | 11.6 | 168,115,697 |
| 1980 | 194,086,267 | 152,346,481 | 87.9 | 21,020,539 | 12.1 | 173,367,020 |
| 1981 | 193,687,085 | 154,545,763 | 87.5 | 22,150,730 | 12.5 | 176,696,493 |
| 1982 | 194,349,406 | 153,606,164 | 87.0 | 22,968,671 | 13.0 | 176,574,835 |
| 1983 | 195,123,375 | 154,186,944 | 86.9 | 23,307,984 | 13.1 | 177,494,928 |
| 1984 | 193,021,392 | 152,640,123 | 86.9 | 22,839,376 | 13.1 | 175,479,499 |
| 1985 | 193,307,822 | 153,362,068 | 87.6 | 21,769,542 | 12.4 | 175,131,610 |
| 1986 | 196,498,984 | 157,422,686 | 88.1 | 21,298,341 | 11.9 | 178,721,027 |
| 1987 | 195,420,205 | 156,872,204 | 88.2 | 20,976,382 | 11.8 | 177,848,586 |
| 1988 | 198,024,766 | 157,934,409 | 88.6 | 20,299,638 | 11.4 | 178,234,047 |
| 1989 | 200,124,365 | 159,433,057 | 88.9 | 19,963,928 | 11.1 | 179,396,985 |
| 1990 | 203,658,410 | 163,998,656 | 88.9 | 20,475,177 | 11.1 | 184,473,833 |
| 1991 | 202,370,518 | 160,930,740 | 88.7 | 20,518,639 | 11.3 | 181,449,379 |
| 1992 | 202,107,862 | 159,809,506 | 88.4 | 20,559,366 | 11.4 | 180,874,804 |
| 1993 | 202,638,596 | 160,337,440 | 88.6 | 20,563,370 | 11.4 | 180,900,810 |
| 1994 | 202,039,109 | 160,122,576 | 89.1 | 19,564,706 | 10.9 | 179,687,282 |
| 1995 | 199,215,197 | 157,947,168 | 89.3 | 18,955,400 | 10.7 | 176,902,568 |
| 1996 | 201,050,049 | 159,213,737 | 89.5 | 18,746,053 | 10.5 | 177,959,790 |
| 1997 | 198,904,373 | 159,359,238 | 89.8 | 18,093,839 | 10.2 | 177,453,077 |
| 1998 | 198,130,339 | 159,935,547 | 90.2 | 17,383,919 | 9.8 | 177,319,466 |
| 1999 | 198,251,742 | 162,582,242 | 90.5 | 17,046,914 | 9.5 | 179,629,156 |
| 2000 | 199,173,709 | 162,644,340 | 90.7 | 16,710,730 | 9.3 | 179,355,070 |
| 2001 | 199,332,251 | 163,550,113 | 90.6 | 16,494,110 | 9.1 | 180,422,561 |
| 2002 | 200,406,545 | 165,599,785 | 90.7 | 16,628,422 | 9.2 | 182,596,473 |
| 2003 | 196,722,477 | 163,319,190 | 90.6 | 16,621,931 | 9.2 | 180,279,439 |

Data collected by the Beer Institute, Washington, D.C. Note: 2002/2003 figures are estimates.

leader Boston Beer Company, the top ten crafters added an estimated 200,000 barrels of additional volume. Percentage increases were not the wild triple digit increases of yore, but that is also significant—many of the larger craft brewers are now operating from an appreciable base.

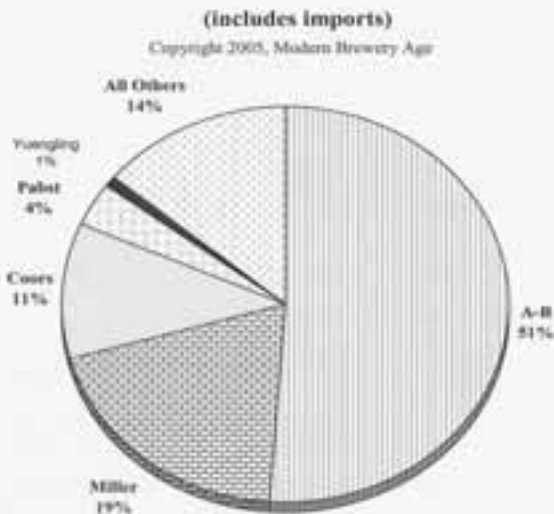
The mini-boom in craft was also in stark contrast to the static position of the top brewers. We've noted Miller's position on the comeback trail. When Miller added 600,000 barrels, those are 600,000 barrels that A-B would have gotten, had the new SABMiller management bobbled the ball as their predecessors did. But SABMiller has made the game a lot tougher for Anheuser.

When Anheuser-Busch adds 400,000 domestic barrels, as they did in 2004, that has to count as a bad year. Fortunately for Anheuser, the company no longer operates in one dimension. Management could happily contrast the logy domestic numbers with sparkling performance overseas, where Budweiser may soon be as ubiquitous as Coca-Cola.

And, of all the major brewers, A-B seems to be the one that sees the future most clearly. One can learn a lot from simply watching what kind of beer is coming out of A-B brewhouses. The debut of Michelob Ultra coincided with the low-carb fad. In 2004, it was B(e), the Red Bull slayer, and now it is Budweiser Select, a no-aftertaste, low-carb, low-calorie lager beer. If no-aftertaste, low-cal low-carb is the future of beer, then it is a bleak future indeed. But A-B deserves credit for attempting to ease women and young adult consumers into the beer fold, albeit with small beer.

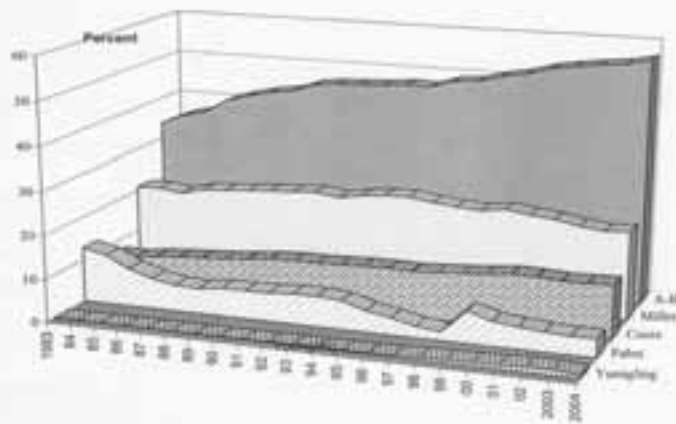
Number three brewer Coors lost a few barrels in 2004, but the travails of Coors Light were nothing compared to the big news in Golden. After much back and forth, the Molson and Coors families finally consummated their long-sought merger. Many analysts complained that the merger brought nothing in potential added sales, but for the Coors and Molson families this was

2004 Market Share-Top Brewers



Domestic Share of Production Current Top Five Brewers 1983-2004

Copyright 2005, Modern Brewery Age



Decennial Production, Population and Per Capita Production, 1860-2000

| YEAR | BARRELS | POPULATION | PER CAPITA |
|------|-------------|-------------|------------|
| 1860 | 3,812,346 | 31,443,321 | 3.8 |
| 1870 | 6,574,617 | 38,558,371 | 5.3 |
| 1880 | 13,347,111 | 50,155,783 | 8.2 |
| 1890 | 27,561,944 | 62,947,714 | 13.6 |
| 1900 | 39,330,848 | 75,994,575 | 16.0 |
| 1910 | 59,485,117 | 91,972,266 | 20.0 |
| 1920 | 9,263,280 | 105,710,620 | 2.7 |
| 1930 | 3,681,183 | 122,775,046 | 0.9 |
| 1940 | 54,891,737 | 131,669,275 | 12.9 |
| 1950 | 88,807,075 | 151,325,798 | 18.2 |
| 1960 | 94,547,867 | 179,323,175 | 16.3 |
| 1970 | 134,653,881 | 203,302,031 | 20.5 |
| 1980 | 188,373,657 | 226,542,199 | 25.8 |
| 1990 | 203,658,410 | 248,718,301 | 25.4 |
| 2000 | 199,173,709 | 281,421,906 | 21.9 |

Figures compiled by the Beer Institute

beside the point. The two companies had become odd men out in North America. Both are old-line family companies, where the founding families still take great pride in the process of brewing. By merging, they headed off any number of acquisitive foreign brewers who had been eyeing these two brewers. Cynics say the acquirers will simply seek to buy the combined Coors/Molson, but there's no doubt the founding families have bought some time. The combined brewery is a respectable colossus, bestriding North America and the U.K., together with a weak toehold in Brazil. If the company can make progress in Brazil, and enter additional emerging markets, it has a good shot at an independent future among the top ten world brewers.

The Pabst brands continued to subside gradually into the firmament, despite Blue Ribbon's nascent retro appeal. But other breweries in the old second tier are showing the way. The D.G. Yuengling Brewing Co. enjoyed another year of growth, building depth in existing markets before it takes its next big plunge.

The standout in the second tier would have to be City Brewing Co., which operates in G. Heileman's old flagship plant. The company reported a substantial barrel increase in 2004, placing them alongside Yuengling and Boston Beer. Some analysts look askance at their numbers, but no one doubts they have the capacity.

Running the old big regional breweries is one of the toughest jobs in the business, but these companies are making a go of it. High Falls has been putting new products out, and has added imports to the mix, while Pittsburgh Brewing Co. continues to come out with cutting edge packaging. Both companies seem to have stabilized as they enter 2005.

The beer business had a flat '04, and the major culprits are the agile distillers and vintners. Consumers are looking for new tastes, and brewers are now trying to provide them. For A-B, that means making beers that are less and less like beer. For craft brewers, it has meant making more and more real beer. As 2005 unfolds, we'll see which approach puts more malt and hops into the glass. ■