

2010 Beer Industry Update

Get the data you need to track the fast-changing beer biz in the **2010 Beer Industry Update**. All of the key figures for 2009 -- brewer data, brand data, segments, supermarkets, c-stores and much more -- are now available.

New in this year's edition: 3-year trends for quarterly shipments from each of the top 5 suppliers - AB, MillerCoors, Crown Imports, Heineken USA and Pabst. This covers over 90% of total industry shipments. The Crown and HUSA estimates have not been previously published. We've also expanded the analysis of key suppliers.

Update is the **single-most reliable compendium of beer data and analysis available**, published by beer marketer's INSIGHTS. **Update buyers can now receive the complete CD-ROM disk with over 325 pages of key info in tables, text and graphs.** We also publish a print edition of the Update for those who prefer that format. In addition to tables and text, Update's 4-color graphs make industry trends really come alive.



**2010
Beer Industry
Update**

The 2010 Beer Industry Update includes:

1. *2009 Industry Overview*, with figures and analysis of industry totals, suppliers and major brands
2. *Brand and Segment Data 2005-2009*
3. Detailed Brewer, Brand and *Price Trends in Supermarkets*
4. Brewer, Brand and Segment data in C-Stores
5. *Import Brand Trends 2005-2009*
6. Industry Shipments 1999-2009
7. Major Brewers' Shipments 1999-2009
8. Major US Brewers' Shipments By Quarter 2007-2009
9. *Quarterly Depletions Trends 2005-2009*
10. *Beer Price Indexes*
11. *Leading Brands in Key Metro Markets*
12. US Import/Export Data
13. Absolute Alcohol Consumption Trends

14. Major *Brewers' Shipments and Share*, by Region and in 42 States 2007-2009
15. *Brewer Profiles*, including data and analysis of brands, finances, volume, ad spending, and review of 2009 trends
16. *Publicly-Held Brewers' Financial Data*, including Micros
17. Shipments by *Small Brewers 2005-2009*
18. *Media Spending* for Major Suppliers and Brands 2007- 2009
19. Per Capita Beer Consumption by State
20. *Draft & Package* Share by State
21. Shipments by *Major International Brewers 2004-2009*
22. Shipments and Market Share of Major Brewers in 9 International Markets

And much more....

2010 Update's got all the key facts and figures you need to plan strategy and protect your investment in the fast-changing beer industry. It's the best single-volume source of information about the U.S. beer industry on the market. Shipments data, brewer data, brand data, prices, demographics: Update's got it all. In over 325 pages jam-packed with information, tables, graphs and analysis, the **2010 Update** provides a complete picture of the US brewing industry. We also give you a 5-year series of shipments by the current global beer giants and trends in the biggest world beer markets.

Here are your options:

- 1. 2010 Beer Industry Update, CD-ROM Version: We'll provide all of the data and analysis in Microsoft Excel and Word files on a CD-ROM, complete with color graphics. We'll send the disk and a printed edition of the book immediately.**
- 2. 2010 Beer Industry Update, Print Version: We'll send you a printed edition of the book immediately.**

Remember, **Beer Industry Update** isn't just the key numbers. Readers also benefit from the long experience of the book's editors. Update is written and edited by the staff of Beer Marketer's INSIGHTS, the leading trade publisher for the US brewing industry. INSIGHTS' editors provide perspective to go along with the facts.

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