



BEER MARKETER'S INSIGHTS

LEADING SOURCE OF BEER INDUSTRY INFORMATION
SINCE 1970

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Dear <name>, personalized

What's the best way to get a handle on the US beer business? **Beer Marketer's INSIGHTS.**

Now that the three largest global brewers – AB InBev, SABMiller and Heineken – sell more beer and earn more in the US market, you need Beer Marketer's INSIGHTS. Beer Marketer's INSIGHTS is the #1 source of accurate, illuminating information & analysis about the US beer industry.

- Who's winning & losing – market share trends
- Regulatory issues – what's affecting sales, policies & public opinion
- Scanner data – beer sales in supermarkets, c-stores & key retailers
- Succinct coverage of brewer meetings
- In-depth analysis – how wine/spirits trends affect beer, and actionable info on beer industry dynamics.

4 jam-packed pages, bi-weekly. No advertising. Just the unbiased, accurate, business-critical information you need. Insightful analysis helps you sort out what's important, highlighting the business implications of market, competitive, regulatory and distribution changes.

Sent directly to your e-mail inbox (unless you prefer the print version).

Beer Marketer's INSIGHTS gives you the information you need to cover players in the US beer industry. *Actionable, exclusive info and in-depth analysis, 23 times a year.* It's like getting insights from a consultant with 30 years of US beer industry experience for only US \$700 per year!

Inside each issue, you'll find articles that will help you make investment decisions to improve your business:

- A complete picture of competitive battles: BMI tracks brewer shipments, depletions, supermarket sales, brand trends, state data, and more.
- Analysis of pricing and sales trends including key brand developments and channel trends.
- Insight into the craft and import markets, including market factors that drive sales.
- Important info on supplier and wholesaler consolidation.
- Detailed reports on legal and regulatory issues, including developments on lawsuits that affect supplier-distributor negotiations, termination, valuation, antitrust developments, and more.

And, with your subscription, you get **free unlimited access to the Beer Marketer's Insights archives.** Over 10 years of historical insight into the US beer industry, at your fingertips.

Beer Marketer's INSIGHTS is the ONLY publication that delivers a complete picture of the US beer business, from the most experienced and knowledgeable publishers in the industry.

Recent articles gave BMI readers the information you need on:

- **US Beer's 6 Month Slump; Shipments -5% Since Summer; Soft Scans Too**
- **ABI Sees "No Improvement in the Operating Environment"; Soft US and Slow Start to 2010**
- **A Hiatus for High End in 09, Despite Craft Health; Flight from Premium Regular Continued**
- **Liquor Control Commission Puts AB Chicago Branch in Limbo; What's Next?**
- **Crown Profits Smacked in 09, But Heineken Made Lots More \$ Despite Tough Volume Hit Here**
- **Strange Days: Tension, Malaise, Sales Drops; AB Reorg, MC Culture Clash, "Wary" Distribs**
- **Growth, Energy at Small Suppliers; Yuengling, Craft; Mike's Four Loko Off to Fast Start**
- **Sizable Setbacks in Imports Yr from Hell; Down 1.6 Share from Peak; Can they get Mojo Back?**
- **MillerCoors Scored Solid Profits in 2009, Despite Weak Q4; "Rebuilding Value" in 2010**
- **And more!**

Get the essential data, exclusive info, in-depth analysis and insider knowledge you need to make smart business decisions. Order today!

Sincerely,

Benj Steinman
President

P.S. We guarantee that Beer Marketer's INSIGHTS will give you no-nonsense, actionable information. We're so confident that BMI will become essential to your beer industry coverage that we'll gladly refund the unused portion of your subscription at any time. Put INSIGHTS to work for you today!

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