

# MARINE CORPS PACKAGE STORES



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## TOP BEER BRANDS 2015

### Top 10 Domestic Brands

(Represents 80.4 percent of total domestic beer sales)

Bud Light	24.1 percent
Coors Light	15.1 percent
Miller Lite	11.9 percent
Budweiser	10.0 percent
Yuengling Lager	4.9 percent
Bud Light Platinum	4.0 percent
Michelob Ultra	3.4 percent
Bud Light Lime	2.4 percent
Pabst Blue Ribbon	2.3 percent
Busch Light	2.3 percent

### Top 10 Import Brands

(Represents 67.2 percent of import beer sales)

Corona Extra	20.9 percent
Heineken Lager	10.4 percent
Stella Artois	8.5 percent
Dos Equis Special Lager	7.0 percent
Corona Light	5.4 percent
Guinness Draught Stout	5.2 percent
Modelo Especial	3.0 percent
Pacifico Clara	2.6 percent
Newcastle Brown Ale	2.3 percent
Heineken Light	1.9 percent

### Market Share of Beer Brewers by Classification for Marine Corps

Anheuser-Busch	30.8 percent
MillerCoors	21.4 percent
Constellation Brands	6.3 percent
Boston Beer	5.6 percent
Heineken	4.7 percent
Craft Brewers Alliance	4.1 percent
Yuengling	2.6 percent
Guinness	1.9 percent
Smalltown Brewery	1.7 percent
Sierra Nevada	1.7 percent
All Other	19.2 percent

### Top 10 Craft Beer Brands

(Represents 39.6 percent of total craft beer sales)

Blue Moon Belgium White Ale	8.3 percent
Samuel Adams Seasonal	7.8 percent
Kona Longboard Island Lager	4.3 percent
Shock Top Belgian White Ale	3.7 percent
Sierra Nevada Pale Ale	3.0 percent
Leinenkugels Seasonal Shandy	2.9 percent
Kona Big Wave	2.9 percent
Samuel Adams Boston Lager	2.7 percent
Shiner Bock	2.1 percent
New Belgium Flat Tire	1.9 percent



JB Myer-Henderson Hall, Va.

## MARINE CORPS PACKAGE STORES RANKED BY FISCAL 2015 SALES

Rank	Base	FY15 Sales	FY14 Sales	Rank in FY14
1	MCB Camp Lejeune, N.C.	\$4,453,931	\$4,391,206	1
2	MCB Camp Pendleton, Calif., Pacific Plaza	\$3,547,937	\$3,424,429	2
3	JB Myer-Henderson Hall, Hqs. Henderson Hall, Va.	\$3,106,109	\$3,262,542	3
4	MCB Camp Pendleton, Calif., Vineyard	\$2,360,390	\$2,249,552	4
5	MCAS Cherry Point, N.C.	\$2,091,728	\$2,120,996	5
6	MCRD San Diego, Calif.	\$994,892	\$1,094,280	6
<b>Total Package Store Sales:</b>		<b>\$16,555,067</b>	<b>\$16,543,006</b>	