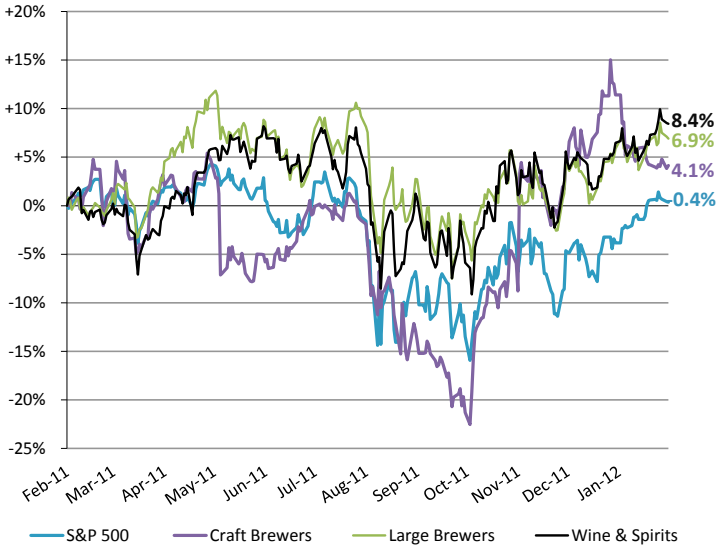


Craft Brewers, Major Brewers and Wine & Spirits vs. S&P 500 Index



Source: Capital IQ, Index prepared on market cap weighted basis

Market Commentary/Trends Narrative

The market for alcoholic beverages has continued to outperform the broader market, and for the trailing twelve month period ending January 31, 2012, craft brewers, large brewers and wine & spirits producers equities grew by 4.1%, 6.9% and 8.4%, respectively compared to 0.4% for the broader market.

For the trailing twelve month period, the index for craft brewers fell behind the other subsectors although on a multiple basis, craft brewers still commanded a premium to the large brewers and wine and distillery sub-sectors. In 2012, global volume growth for alcoholic beverages will be driven by emerging economies as a rising middle class will improve consumption. Domestically, the alcoholic beverage industry will seek to capture higher margins by capitalizing on the consumers demand for premium product offerings.

As the broader economy continues to rebound in the 1st quarter of 2012, alcoholic beverage producers will look to realize stronger growth both domestically and abroad.

EXCHANGE LISTED COMMODITY TRENDS

	1/31/2012	52-week			1/31/2012 'Close Price % Δ from:		
	Close Price	High	Low	Median	High	Low	Median
Aluminum - Cash, LME, 25 MT	\$3.23	\$4.23	\$1.91	\$3.44	-23.6%	69.1%	-6.2%
Barley - Top Quality, USDA, 1 bu.	7.15	7.95	3.00	5.75	-10.1%	138.3%	24.3%
Corn, #2 Yellow, USDA 1 bu.	6.40	7.81	3.18	5.86	-18.1%	101.3%	9.2%
Rice - Rought #2, CBOT, 2,000 cwt.	12.23	14.82	9.26	12.19	-17.5%	32.1%	0.4%
Sugar - Raw Cane, USDA, 1b.	0.34	0.42	0.29	0.37	-17.6%	18.9%	-8.8%
Wheat - Hard Red Winter, MGE, 5,000 bu.	6.79	8.61	3.48	6.43	-21.2%	95.2%	5.5%

Source: Commodity Research Bureau

Historical Chart for Aluminum



Source: Commodity Research Bureau

Historical Chart for Barley



Source: Commodity Research Bureau

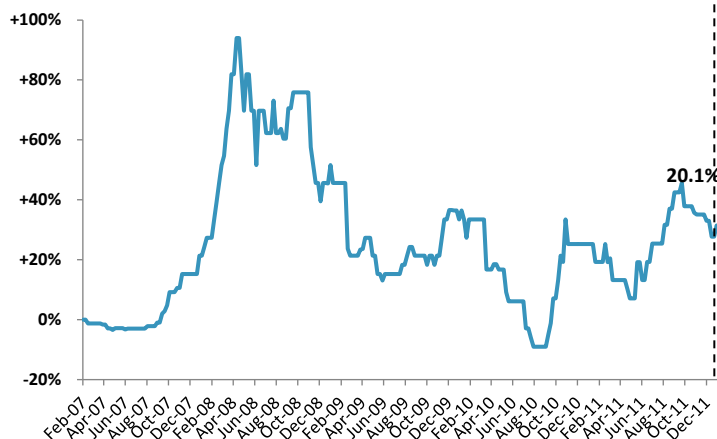
EXCHANGE LISTED COMMODITY TRENDS (CONTINUED)

Historical Chart for Corn



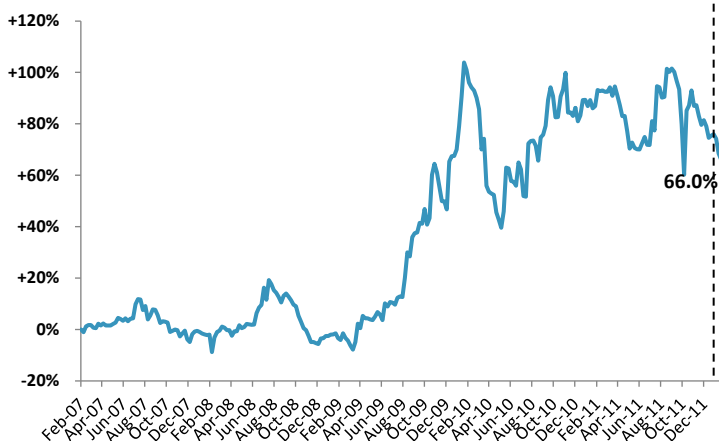
Source: Commodity Research Bureau

Historical Chart for Rice



Source: Commodity Research Bureau

Historical Chart for Sugar



Source: Commodity Research Bureau

Historical Chart for Wheat



Source: Commodity Research Bureau

TRAILING TWELVE MONTH VALUATION MULTIPLES FOR PUBLIC COMPANIES

Market Data (Given in \$Millions)

Company (\$ mm)	Ticker	Price 01/31/12	Price Performance LTM	Equity Value	Firm Value	1 Yr Est. Growth Rate	EV / LTM		EBITDA Margin
							Sales	EBITDA	
Craft Brewers									
Big Rock Brewery Inc.	TSX:BR	\$12.28	-22.0%	\$74	\$75	NMF	1.7x	13.2x	13.1%
Boston Beer Co. Inc.	NYSE:SAM	100.05	11.2%	1,274	1,226	7.8%	2.5x	13.0x	19.4%
Brick Brewing Co. Ltd.	TSX:BRB	1.08	13.4%	30	41	18.1%	1.2x	13.6x	8.8%
Craft Brew Alliance, Inc.	NasdaqGM:HOOK	6.27	-14.6%	118	132	NMF	0.9x	11.3x	8.1%
Average						12.9%	1.6x	12.8x	12.4%
Median						12.9%	1.5x	13.1x	11.0%

Source: Capital IQ and Company Documents
 Except per share data, presented in \$ millions
 EBITDA = Earnings before interest, taxes
 depreciation and amortization

Enterprise Value (EV) = Market value of
 equity + Interest-bearing debt – cash
 NA = Not Available
 NMF – Not Meaningful

TRAILING TWELVE MONTH VALUATION MULTIPLES FOR PUBLIC COMPANIES (CONTINUED)

Market Data (Given in \$Millions)

Company (\$ mm)	Ticker	Price 01/31/12	Price Performance LTM	Equity Value	Firm Value	1 Yr Est. Growth Rate	EV / LTM		EBITDA Margin
							Sales	EBITDA	
Large Brewers									
Anheuser-Busch InBev	ENXTBR:ABI	\$60.64	9.5%	\$96,698	\$142,405	7.4%	3.8x	10.0x	37.6%
Asahi Group Holdings, Ltd.	TSE:2502	22.09	17.5%	10,284	14,944	NMF	0.9x	6.8x	13.8%
Grupo Modelo, S.A.B. de C.V.	BMV:GMODELO C	6.20	0.8%	20,052	19,615	-5.7%	3.0x	10.2x	29.9%
Heineken NV	ENXTAM:HEIA	46.20	-8.3%	26,505	37,716	NMF	1.5x	7.8x	19.7%
Kirin Holdings Company, Limited	TSE:2503	12.25	-9.1%	11,778	25,750	NMF	0.9x	6.6x	14.1%
Molson Coors Brewing Company	NYSE:TAP	42.89	-8.5%	7,770	8,772	7.2%	2.6x	14.3x	18.0%
SABMiller plc	LSE:SAB	37.97	17.2%	60,427	68,322	NMF	4.3x	14.1x	30.4%
Sapporo Holdings Ltd.	TSE:2501	3.85	-13.2%	1,509	4,076	NMF	0.7x	7.2x	10.2%
Average			0.8%			3.0%	2.2x	9.6x	21.7%
Median			-3.7%			7.2%	2.1x	8.9x	18.9%
Wineries & Distillers									
Beam, Inc.	NYSE:BEAM	\$52.31	-15.2%	\$8,132	\$10,405	-63.6%	1.5x	10.2x	14.9%
Brown-Forman Corporation	NYSE:BF.B	81.21	22.4%	11,426	11,805	40.6%	4.3x	13.5x	31.9%
Constellation Brands Inc.	NYSE:STZ	20.90	8.7%	4,172	7,263	-20.6%	2.6x	11.5x	23.1%
Diageo plc	LSE:DGE	22.11	14.7%	55,284	67,001	6.0%	4.2x	NM	29.1%
Pernod-Ricard SA	ENXTPA:RI	96.00	0.6%	25,214	37,258	NMF	3.4x	12.7x	26.3%
Remy Cointreau	ENXTPA:RCO	88.05	24.1%	4,365	4,532	NMF	3.5x	16.7x	21.2%
Average			9.2%			-9.4%	3.3x	12.9x	24.4%
Median			11.7%			-7.3%	3.4x	12.7x	24.7%

Source: Capital IQ and Company Documents

Except per share data, presented in \$ millions

EBITDA = Earnings before interest, taxes depreciation and amortization

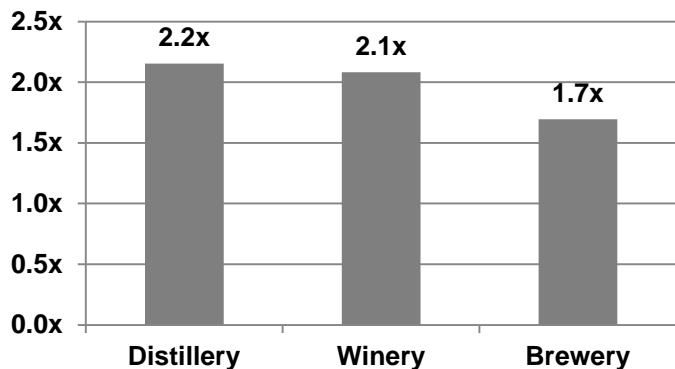
Enterprise Value (EV) = Market value of equity + Interest-bearing debt - cash

NA = Not Available

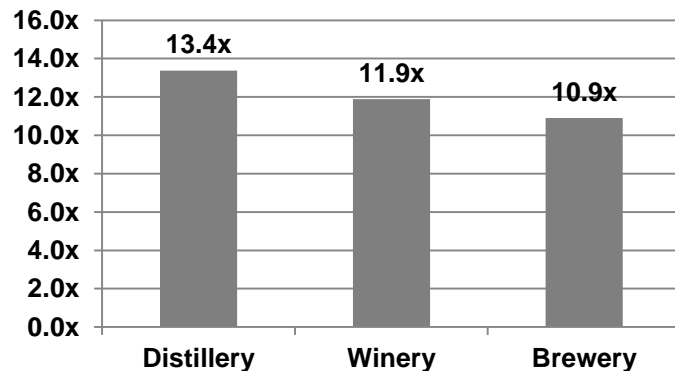
NMF = Not Meaningful

M&A ALCOHOLIC BEVERAGE VALUATION MULTIPLES (2005 – YTD 2012)

Historical M&A
EV / Revenue Multiples by Subsector Within Alc. Bev.

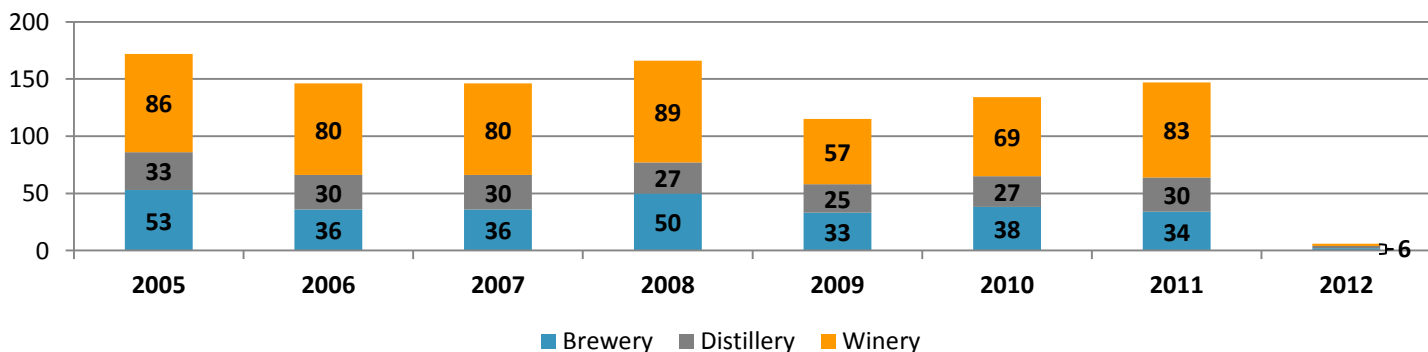


Historical M&A
EV / EBITDA Multiples by Subsector Within Alc. Bev.



ALCOHOLIC BEVERAGE M&A HISTORICAL DATA

Historical Transaction Volume by Subsector



*Source: Capital IQ and Proprietary Database (2005 to YTD 2012)

RECENT MERGERS AND ACQUISITIONS

Breweries

Date Closed	Target	Transaction Value (\$ in MM)	Business Description	Target Nation	Acquirer Name	Acquisition Type	Acquirer Nation
Jan-10-12	Meta Abo Beer SC	225.0	Meta Abo Beer SC manufactures and markets beer in Addis Ababa, Ethiopia.	Ethiopia	Diageo plc (LSE:DGE)	Strategic	United Kingdom
Jan-04-12	Southern California Brewing Company, Inc.	-	Southern California Brewing Company, Inc. doing business as Angel City Brewing Company, operates as a microbrewery.	United States	A&S Brewing Collaborative LLC	Strategic	United States

Distilleries

Date Closed	Target	Transaction Value (\$ in MM)	Business Description	Target Nation	Acquirer Name	Acquisition Type	Acquirer Nation
Jan-24-12	Catco Vín ehf.	-	Catco Vín ehf. owns and operates alcoholic drinks plant.	Iceland	Undisclosed	Strategic	Iceland
Jan-17-12	Cooley Distillery PLC	95.0	Cooley Distillery Plc engages in distilling, blending, distributing, and exporting spirits primarily in the United States, France, the United Kingdom, Ireland, Germany, Russia, and internationally.	Ireland	Beam, Inc. (NYSE:BEAM)	Strategic	United States

Wineries

Date Closed	Target	Transaction Value (\$ in MM)	Business Description	Target Nation	Acquirer Name	Acquisition Type	Acquirer Nation
Jan-13-12	Bodegas Medorras	-	Bodegas Medorras engages in the production of wines in Valdeorras, Spain.	Spain	Vinigalicia, S.L.	Strategic	Spain
Jan-09-12	Adelaide Hills Vineyards	3.3	Adelaide Hills Vineyards comprises two Angus Creek vineyards spread over an area of 78 and 65 hectares.	Australia	Undisclosed	Strategic	Australia

Source: Capital IQ and Proprietary Database (2005 to 2012)

M&A markets reported six transactions completed in the alcoholic beverage industry in the month of January, a decrease from the fourteen transactions completed in December. There were two brewery transactions, two distillery transactions and two winery transactions completed in January 2012 as reported by Capital IQ. Winery transactions decreased from the ten reported during the prior month, while transaction volume in other subsectors remained flat. The average transaction size for the alcoholic beverage industry for the month was \$107.8 million (three companies reporting). The majority of transactions were international, with only two U.S. based companies acquired by strategic companies in the month of January.

In the brewery sub-sector, Diageo plc acquired Meta Abo Beer SC, an Ethiopian brewery with volume share of approximately 15% of the Ethiopian market. The brewery manufactures national lager brands Meta and Meta Premium and will allow Diageo to gain a foothold in the Ethiopian beer market, a complement to its existing premium spirits business within the country. In the craft brewer segment, Alchemy & Science, a collaboration funded by the Boston Beer Company acquired Angel City Brewing Company, a 2,000 barrel producer located in Los Angeles, CA.

As reported last month, in the distillery sub-sector, Cooley Distillery was acquired by Beam, Inc. for \$95.0 million. Cooley Distillery manufactures roughly 250,000 9 liter cases annually and is one of three sources of Irish whiskey. The Irish whiskey segment is considered a high growth category and the acquisition represents a tremendous opportunity for Beam.

In addition to the transactions closed in January, a handful of winery acquisitions were announced during the month including the potential acquisition of Grands Amis, Inc., a winery operating in Lodi, California, by Estate Crush, LLC and the potential acquisition of Dos Andes Wines SA, a winery operating in Chile, by Bethia SA a retailer of groceries and provider of other consumer related services.

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