



2012 ECONOMIC CENSUS

Beer, Wine, and Distilled Alcoholic Beverages

DUE DATE
FEBRUARY 12, 2013

(Please correct any errors in this mailing address.)

Need help or have questions?

- **Read** the accompanying information sheet(s) before answering the questions.
- **Visit** econhelp.census.gov
- **Call** 1-800-233-6136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday.

WH-42427

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Report Online - It's fast and secure!
Go to: econhelp.census.gov

- OR -

Mail your completed form to:

U.S. CENSUS BUREAU
1201 East 10th Street
Jeffersonville, IN 47134-0001

YOUR RESPONSE IS REQUIRED BY LAW. Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the U.S. Census Bureau. By the same law, **YOUR CENSUS REPORT IS CONFIDENTIAL.** It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.

- Use blue or black ballpoint pen.
- Do not use pencil or felt-tip pen.
- Do not put slashes through 0 or 7.
- Please center numbers in their respective boxes.
- Place an "X" inside the box.

Examples:

0 1 2 3 4 5 6 7 8 9

The reporting unit for this form is an establishment. An **establishment** is generally a single physical location where business is conducted or where services or industrial operations are performed. For further clarification, see information sheet(s).

1 EMPLOYER IDENTIFICATION NUMBER

Is the Employer Identification Number (EIN) shown to the left of the mailing address the same as the one used for this establishment on its latest 2012 Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return?

0021 Yes - Go to **2**

0022 No - Enter current EIN (9 digits) → 0025

 -

2 PHYSICAL LOCATION

A. Is this establishment's physical location the same as shown in the mailing address? (P.O. Box and rural route addresses are not physical locations.)

0031 Yes - Go to line B

0032 No - Enter physical location →

0035 Number and street

0036 City, town, village, etc. 0037 State 0038 ZIP Code

CONTINUE WITH **2** ON PAGE 2



2 PHYSICAL LOCATION - Continued

B. Is this establishment physically located inside the legal boundaries of the city, town, village, etc.? (Mark "X" only ONE box.)

- 0041 Yes
- 0042 No
- 0043 No legal boundaries
- 0044 Do not know

C. In what type of municipality is this establishment physically located? (Mark "X" only ONE box.)

- 0046 City, village, or borough
- 0047 Town or township
- 0048 Other
- 0024 Do not know

3 OPERATIONAL STATUS

Which ONE of the following best describes this establishment's operational status at the end of 2012? (Mark "X" only ONE box.)

- 0011 In operation
- 0013 Temporarily or seasonally inactive
- 0014 Ceased operation - Give date at right →
- 0015 Sold or leased to another corporation - Give date at right AND enter name and address of new owner or operator and Employer Identification Number (EIN) below ↴

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Month	Day	Year
<input style="width: 100%; height: 100%;" type="text"/>	<input style="width: 100%; height: 100%;" type="text"/>	<input style="width: 100%; height: 100%;" type="text"/>

0060 Name of new owner or operator	0061 EIN (9 digits)
	<input style="width: 100%; height: 100%;" type="text"/> - <input style="width: 100%; height: 100%;" type="text"/>

0062 Mailing address (Number and street, P.O. Box, etc.)

0063 City, town, village, etc.	0064 State	0065 ZIP Code
	<input style="width: 100%; height: 100%;" type="text"/>	<input style="width: 100%; height: 100%;" type="text"/> - <input style="width: 100%; height: 100%;" type="text"/>

0016 Other - Specify →

4 MONTHS IN OPERATION

Number of months in operation during 2012 (If none, mark "X" and go to 30.) 0002

	2012
	Number
<input type="checkbox"/>	<input style="width: 100%; height: 100%;" type="text"/>

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If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

HOW TO REPORT DOLLAR FIGURES

Dollar figures should be **rounded to thousands** of dollars.

If a figure is **\$2,035,628.79**:

Report →

If a value is "0" (or less than \$500.00):

Report →

Mark "X" if None

2012		
\$ Bil.	Mil.	Thou.
	2	036
EXAMPLE		

5 SALES, SHIPMENTS, RECEIPTS, OR REVENUE

A. Sales and operating receipts (Include the gross selling value of business conducted for others. Include shipping and handling charges. Exclude sales taxes and Hawaii's General Excise Tax.) . . . 0100

Mark "X" if None

2012		
\$ Bil.	Mil.	Thou.

B. Did this establishment earn commissions for the sale of merchandise?

1121 Yes - Go to line C

1122 No - Go to line E

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C. Gross selling value of business conducted on a commission basis (Include on line A.) 1123

2012		
\$ Bil.	Mil.	Thou.

D. Commissions received on transactions reported on line C 1124

E. Is this the only establishment of this firm?

0907 Yes - Go to line G

0908 No - Go to line F

F. Percent of products sold by this establishment manufactured or mined in the United States by **your company** or its subsidiaries 1125

Mark "X" if None

2012	
Percent	
	%

G. Did e-commerce account for more than 50% of this establishment's sales and/or operating receipts as reported on line A?

0308 Yes

0309 No

6 Not Applicable.

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7 EMPLOYMENT AND PAYROLL

Include:

- Full- and part-time employees working at this establishment whose payroll was reported on Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return, and filed under the Employer Identification Number (EIN) shown to the left of the mailing address or corrected in 7.

Exclude:

- Temporary staffing obtained from a staffing service.
- Contractors, subcontractors, or independent contractors.
- Full- or part-time leased employees whose payroll was filed under an employee leasing company's EIN.
- Purchased or managed services, such as janitorial, guard, or landscape services.
- Professional or technical services purchased from another firm, such as software consulting, computer programming, engineering, or accounting services.

For further clarification, see information sheet(s).

Mark "X" if None

2012

Number

A. Number of employees for pay period including March 12 0320

--	--	--	--	--	--

B. Payroll before deductions
(Exclude employer's cost for fringe benefits.)

Mark "X" if None

2012

\$ Bil.

Mil.

Thou.

1. Annual payroll 0300

2. First quarter payroll (January-March 2012) 0310

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8 Not Applicable.

9 VALUE OF INVENTORIES

A. Did this establishment own inventories, regardless of where held, at the end of 2012 and/or 2011?

0486 Yes - Go to line B

0487 No - Go to 16

B. Report inventories and Last-in, First-out (LIFO) adjustment, if any, for products owned by this establishment as of December 31.

1. Total inventories before LIFO adjustment (if any)

Mark "X" if None

End of 2012

\$ Bil.

Mil.

Thou.

0460

Mark "X" if None

End of 2011

\$ Bil.

Mil.

Thou.

0470

2. LIFO reserve (if any)

0466

0476

3. Total inventories after LIFO adjustment (Line B1 minus line B2.)

0468

0469

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If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

10 INVENTORIES BY VALUATION METHOD

Report how much of the inventory reported in **9**, line B1, for 2012 is subject to the following valuation methods:

Mark "X" if None

			2012		
			\$ Bil.	Mil.	Thou.
A.	LIFO valuation method before adjustment	0244	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B.	First-in, First-out (FIFO)	0491	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C.	Average cost	0492	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D.	Standard cost	0493	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E.	Other valuation method - Specify method 0895 <input type="text"/>	0494	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F. TOTAL	(Sum of lines A through E should equal 9 , line B1.)	0490	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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11-15 Not Applicable.

16 SELECTED EXPENSES

Mark "X" if None

			2012		
			\$ Bil.	Mil.	Thou.
A.	Operating expenses (Include payroll. Exclude cost of goods sold and interest expense.)	0140	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B.	Purchases of merchandise for resale, net of returns, allowances, and trade and cash discounts (Include amounts allowed for trade-ins.)	1160	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

C. For the value reported on line B, were any of these goods ordered over an Internet, Extranet, Electronic Data Interchange (EDI) network, electronic mail, or other online system?

0441 Yes

0442 No

0443 Do not know

17 and 18 Not Applicable.

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19 A. KIND OF BUSINESS

Which ONE of the following best describes this establishment's principal kind of business in 2012?
(Mark "X" only ONE box.)

- 0700 424 810 00 1 Beer and ale
- 424 820 20 1 Wine and distilled alcoholic beverages, state-operated
- 424 820 10 1 Wine and distilled alcoholic beverages
- 424 490 30 1 Soft drinks, bottled water, juices, and nonalcoholic beverages, including beverage concentrates
- 771 000 00 1 Other kind of business - *Specify* ↴

0701

19 B. TYPE OF OPERATION

Which ONE of the following best describes this establishment's principal type of operation in 2012?
(Mark "X" only ONE box.)

Merchant wholesaler, buying and selling on own account

- 0600 12 Importer
- 13 Exporter
- 11 Merchant wholesale distributor or jobber
- 14 Own-brand importer and marketer
- 20 **Manufacturers' sales branch or office**

Agent, broker, or commission merchant

- 46 Manufacturers' representative or agent
- 41 Auction company
- 42 Broker, representing buyers and sellers
- 43 Commission merchant
- 44 Import agent
- 45 Export agent
- 49 **Electronic market - business-to-business marketplace that facilitates the sale of goods via the Internet or other electronic means, and operates on a commission or fee basis**
- 77 **Other broker or agent - *Specify*** ↴

0601

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21 METHOD OF SELLING

Which ONE of the following best describes this establishment's principal method of selling in 2012?
(Mark "X" only ONE box.)

- 0751 Electronic commerce (selling goods or facilitating the sale of goods via the Internet or other electronic means)
- 0752 Store or display showroom (selling from a fixed or permanent location with physical displays of priced merchandise and/or from a counter)
- 0753 Warehouse or office (including telephone/fax orders or outside sales representatives)
- 0754 Mail order
- 0755 Home shopping via television
- 0756 Direct selling (selling in a face-to-face manner away from a fixed location, such as house-to-house, party plan, or temporary kiosk sales)
- 0757 Vending machines
- 0758 Other - Specify

0759

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HOW TO REPORT PERCENTS



Percents should be **rounded to whole** percents.

If figure is **38.76%** of total sales: **Report** →

2012			
Report thousands of dollars OR whole percents. Estimates are acceptable.			
\$ Bil.	Mil.	Thou.	Percent
			39

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

(Report sales for each product line sold by this establishment, either as a dollar figure or as a whole percent of total sales reported in 21, line A. Include the value of merchandise marketed under capital, finance, or full payout leases, and rental receipts derived from merchandise under operating leases. See HOW TO REPORT DOLLAR FIGURES on page 3 and HOW TO REPORT PERCENTS above. Do not combine data for two or more lines.)

Description of sales, shipments, receipts, or revenue	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	Mil.	Thou.	Percent
1. Beer, ale, and brewers' products				
a. Beer and ale 15611				
b. Brewers' products 15612				
c. Add lines 1a and 1b 15600				
2. Wine and distilled alcoholic beverages				
a. Wine 15711				
b. Distilled liquor, including premixed alcoholic drinks 15712				
c. Add lines 2a and 2b 15700				

CONTINUE WITH **22** ON PAGE 9

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22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	Mil.	Thou.	Percent
3. Soft drinks, bottled water, juices, and nonalcoholic beverages				
a. Packaged soft drinks 14851				
b. Pre-mix and post-mix bulk soft drinks 14852				
c. Bottled water 14853				
d. Nonalcoholic beer and mixers 14854				
e. Sport and energy drinks, including bottled and canned coffee and tea 14855				
f. Nonfrozen fruit and vegetable juices 14856				
g. Add lines 3a through 3f 14850				
4. Ice, excluding dry ice 16151				
5. Novelty T-shirts 13912				
6. Novelty hats 13930				
7. Paper and plastic products 13400				
8. Art goods, including novelties and souvenirs				
a. Art goods and supplies 16121				
b. Novelties and souvenirs, excluding novelty glassware 16122				
c. Novelty glassware 16123				
d. Add lines 8a through 8c 16120				
9. Nuts, except raw 14413				
10. Potato chips 14414				

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CONTINUE WITH **22** ON PAGE 10

CONTINUE ON PAGE 10

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	Mil.	Thou.	Percent
11. Nonperishable (canned and packaged) food, including nonperishable meat, poultry, and seafood products 14830				
12. Tobacco and tobacco products 15900				
13. Smokers' accessories 16152				
14. Nonperishable (canned and packaged) fruits and vegetables 14831				
15. Restaurant, hotel, and bar supplies and equipment 19760				
16. Miscellaneous commodities - Specify				
a. 19811				
b. 19812				
c. 19813				
17. Rental and operating lease receipts 19940				
18. Service receipts and labor charges, including installed parts 19700				
19. TOTAL (Should equal 5 , line A, if reporting in dollars.) 19990				100

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23 Not Applicable.

24 SHIPPING AND HANDLING

A. Did this establishment have any receipts from customers for shipping and handling of merchandise in 2012?

0981 Yes - Go to line B

0982 No - Go to **26**

B. Receipts of this establishment from customers for shipping and handling of merchandise 0985

2012		
\$ Bil.	Mil.	Thou.

C. Are receipts for shipping and handling included in sales and receipts (reported in **5**, line A)?

0988 Yes

0989 No

25 Not Applicable.

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26 SPECIAL INQUIRIES - Continued

D. PURCHASE OF CONTRACT MANUFACTURING

1. Did this establishment **purchase** contract manufacturing services from other companies or foreign plants of your company in 2012?

Include:

- Products for which the manufacturing (i.e., transforming or otherwise processing materials or components based on specifications provided by your company) was outsourced to other companies.
- Products for which the manufacturing was performed by your company's foreign plants.

Exclude:

- Services for packaging and assembling.
- Purchases of merchandise for resale (sale of products bought and sold without further processing or transformation).

1011 Yes - Go to line 2

1012 No - Go to **30**

2. Report the costs incurred by this establishment for contract manufacturing purchased in 2012 1013

3. Report the value of sales, shipments, receipts, or revenue generated in 2012 from products whose purchases were reported as contract manufacturing costs in line 2 1015

	2012		
	\$ Bil.	Mil.	Thou.
1013			
1015			

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27-29 Not Applicable.

REMARKS (Please use this space for any explanations that may be essential in understanding your reported data.)

30 CERTIFICATION - This report is substantially accurate and was prepared in accordance with the instructions.

Is the time period covered by this report a calendar year?

Yes No - Enter time period covered →

FROM	Month	Year	TO	Month	Year

Name of person to contact regarding this report

Title

Telephone: Area code: [][] - Number: [][][] - Extension: [][][]

Fax: Area code: [][] - Number: [][][] - [][][]

E-mail address

Date completed: Month [][] Day [][] Year [][][]

Thank you for completing your 2012 ECONOMIC CENSUS form.
PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.

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