



2007 ECONOMIC CENSUS

Beer, Wine, and Distilled Alcoholic Beverages

DUE DATE
FEBRUARY 12, 2008

Mail your completed form to:
U.S. CENSUS BUREAU
1201 East 10th Street
Jeffersonville, IN 47134-0001

WH-42427

**INFORMATION COPY
DO NOT USE TO REPORT**

Please read the accompanying information sheet(s) before answering the questions.

Need help or have questions about filling out this form?

Visit www.census.gov/econhelp

Call 1-800-233-6136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday.

- OR -

Write to the address above. Include your 11-digit Census File Number (CFN) printed in the mailing address.

(Please correct any errors in this mailing address.)

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.
 - Please center numbers in their respective boxes.
 - Do not use pencil or felt-tip pen.
 - Do not put slashes through 0 or 7.
 - 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 in the mailing address the same as the one used for this establishment on its latest 2007 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
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

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

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3 OPERATIONAL STATUS

Which ONE of the following best describes this establishment's operational status at the end of 2007?
(Mark "X" only ONE box.)

0011 In operation 0013 Temporarily or seasonally inactive

0014 Ceased operation - Give date at right _____ →

Month	Day	Year

0015 Sold or leased to another operator - Give date at right _____ →

Month	Day	Year

AND enter name and address of new owner or operator and Employer Identification Number (EIN) below ↴

0060 Name of new owner or operator	0061 EIN (9 digits)
	-

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

0063 City, town, village, etc.	0064 State	0065 ZIP Code
		-

0016 Other - Specify _____ → 0815 _____

4 MONTHS IN OPERATION

Mark "X" if None

2007
Number

Number of months in operation during 2007 (If none, mark "X" and go to 30.) 0002

HOW TO REPORT DOLLAR FIGURES

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

If a figure is **\$1,025,628.79:**

Report →

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

Report →

Mark "X" if None

2007			
\$ Bil.	Mil.	Thou.	Dol.
	1 0 2 6		

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

2007			
\$ Bil.	Mil.	Thou.	Dol.

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

1121 Yes - Go to line C

1122 No - Go to line E

2007			
\$ Bil.	Mil.	Thou.	Dol.

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

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

Mark "X" if None

2007	
Percent	%

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

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

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

6 Not Applicable.

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 in the mailing address or corrected in 1.

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	2007
	Number
<input type="checkbox"/>	

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	2007			
	\$ Bil.	Mil.	Thou.	Dol.
<input type="checkbox"/>				
<input type="checkbox"/>				

1. Annual payroll 0300

2. First quarter payroll (January-March, 2007) 0310

8 Not Applicable.

9 VALUE OF INVENTORIES

A. Did this establishment own inventories, regardless of where held, at the end of 2007 and/or 2006?

0486 Yes - Go to line B

0487 No - Go to 16

B. Report inventories for products owned by this establishment as of December 31.

1. Total inventories before Last-in, First-out (LIFO) adjustment (if any) 0460

2. LIFO reserve (if any) 0466

3. Total inventories after LIFO adjustment (Line B1 minus line B2) 0468

Mark "X" if None	End of 2007			
	\$ Bil.	Mil.	Thou.	Dol.
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				

Mark "X" if None	End of 2006			
	\$ Bil.	Mil.	Thou.	Dol.
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				

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10 INVENTORIES BY VALUATION METHOD

Report how much of the inventory reported in 9, line B1 for 2007 is subject to the following valuation methods.

Mark "X" if None

2007			
\$ Bil.	Mil.	Thou.	Dol.

A. LIFO valuation method before adjustment 0244

B. First-in, First-out (FIFO) 0491

C. Average cost 0492

D. Standard cost 0493

E. Other valuation method - Specify method ↴

0895 0494

F. **TOTAL** (Add lines A through E. Total should equal 9, line B1.) 0490

11-15 Not Applicable.

16 SELECTED EXPENSES

Mark "X" if None

2007			
\$ Bil.	Mil.	Thou.	Dol.

A. Operating expenses (Include payroll. Exclude cost of goods sold and interest expense.) 0140

B. Purchases of merchandise for resale, net of returns, allowances, and trade and cash discounts (Include amounts allowed for trade-ins.) 1160

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

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17 and 18 Not Applicable.

19 A. KIND OF BUSINESS

Which ONE of the following best describes this establishment's principal kind of business in 2007?
(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 and bottled water, 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 2007?
(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

- 41 Auction company
- 42 Broker, representing buyers and sellers
- 43 Commission merchant
- 44 Import agent
- 45 Export agent
- 46 Manufacturers' 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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If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

21 METHOD OF SELLING

Which ONE of the following best describes this establishment's principal method of selling in 2007?
(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

HOW TO REPORT PERCENTS

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

Report whole percents

2007				
Estimates are acceptable. Report dollars OR percents.				
\$ Bil.	Mil.	Thou.	Dol.	Percent
				3 9

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 5, 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 2 and HOW TO REPORT PERCENTS above. Do not combine data for two or more lines.)

Description of sales, shipments, receipts, or revenue	Census use	2007							
		Estimates are acceptable. Report dollars OR percents.							
		\$ Bil.	Mil.	Thou.	Dol.	Percent			
0723	0720	0721							0722
1. Beer and ale	15600								
2. Wine and distilled alcoholic beverages									
a. Wine	15711								
b. Distilled liquor, including premixed alcoholic drinks	15712								
c. Sum lines 2a and 2b	15700								
3. Soft drinks, bottled water, 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								

CONTINUE WITH 22 ON PAGE 8

CONTINUE ON PAGE 8

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

Description of sales, shipments, receipts, or revenue	Cen- sus use	2007					
		Estimates are acceptable. Report dollars OR percents.					
		\$ Bil.	Mil.	Thou.	Dol.	Percent	
0723	0720	0721				0722	
3. Soft drinks, bottled water, and nonalcoholic beverages - Continued							
e. Sport and energy drinks	14855						
f. Sum lines 3a through 3e	14850						
4. Novelty hats and t-shirts	13815						
5. Paper and plastic products	13400						
6. Art goods, including novelties and souvenirs	16120						
7. Nuts, except raw	14413						
8. Potato chips	14414						
9. Packaged meat, except canned and frozen	14600						
10. Tobacco and tobacco products	15900						
11. Nonperishable (canned) fruits, vegetables, and juices	14831						
12. Restaurant and hotel bar supplies and equipment	10960						
13. Miscellaneous commodities - <i>Specify</i> ↴							
a. _____	19811						
b. _____	19812						
c. _____	19813						
14. Rental and operating lease receipts	19940						
15. Service receipts and labor charges, including installed parts	19700						
16. TOTAL (Should equal 5, line A if reporting in dollars.)	19990						1 0 0

23 Not Applicable.

24 SHIPPING AND HANDLING

A. Did this establishment have any receipts from customers for shipping and handling of merchandise in 2007?

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

2007			
Estimates are acceptable			
\$ Bil.	Mil.	Thou.	Dol.

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

0988 Yes

0989 No

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25 Not Applicable.

26 SPECIAL INQUIRIES

A. EMPLOYMENT BY PRIMARY FUNCTION

(List the number of employees reported in 7, line A, by the employee's primary function.)

- 1. Selling
- 2. Sales support - including office, clerical, warehousing, customer service, maintenance employees, and drivers
- 3. General support of other establishments in your company - including central administrative, accounting, research, and other support employees
- 4. Packaging
- 5. Production - including employees who manufacture products from raw materials or semi-finished products (Report 'knockdown' assembly employees on line 6 below.)
- 6. 'Knockdown' assembly - assembling prefabricated components designed for a single application or reassembly of completed products
- 7. Other - Specify ↴
 0837
- 8. TOTAL (Add lines 1 through 7. Total should equal 7, line A.)

Census use	2007			
	Paid employees			
1131				
1132				
1133				
1135				
1136				
1134				
1137				
1138				

B. PERCENT OF DROP SHIPPED SALES

Percentage of sales (reported in 5, line A) that were drop shipped and did not enter this establishment

2007	
Whole percent of sales and receipts	
1111	%

CONTINUE WITH 26 ON PAGE 10

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26 SPECIAL INQUIRIES - Continued

C. OTHER ESTABLISHMENT ACTIVITIES

1. Did this establishment design, engineer, or formulate the manufactured products that it sold, produced, or shipped?

0318 Yes

0319 No

2. Which of the following best describes this establishment's primary activity? (Mark "X" only ONE box.)

0362 Providing contract manufacturing services for others

0363 Transforming raw materials or components into new products that this establishment owns or controls

0364 Reselling goods manufactured by others (with or without minor final assembly)

0365 Other - Specify ↴

0366

3. Did this establishment purchase contract manufacturing services from other companies or other establishments of your company to process materials or components that this establishment owns or controls?

0496 Yes, primarily with establishments WITHIN the 50 States and the District of Columbia

0497 Yes, primarily with establishments OUTSIDE of the 50 States and the District of Columbia

0498 No

D. FRANCHISE

Was this establishment operating under a trademark authorized by a franchisor in 2007?
(Mark "X" only ONE box.)

0237 Yes - franchisee owned establishment

0238 Yes - franchisor owned establishment

0239 No

27 - 29 Not Applicable.

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

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
		-				-

Internet e-mail address	Date completed	Month	Day	Year

Thank you for completing your 2007 ECONOMIC CENSUS form.
PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.

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