

Industry Review Supplemental Tables and Charts – 2013
New York Yacht Club
February 4, 2014 (Revised 2/11/14)
Distilled Spirits Council



U.S. Spirits Market 2013 , 9-Liter Cases by Price Category					
<i>9-Liter Cases (000)</i>					
Category	Value	Premium	High End Premium	Super Premium	Total
Blended Whiskey	2,808	3,323	-	-	6,131
Bourbon & Tennessee	3,007	5,048	8,743	1,234	18,032
Canadian	8,744	2,656	242	4,854	16,496
Scotch - Blended	2,133	3,035	2,288	335	7,791
Scotch - Single Malt	-	145	1,111	514	1,770
Irish	-	49	2,311	178	2,539
Total Whiskey	16,692	14,255	14,696	7,115	52,758
Vodka	26,396	20,304	12,939	6,229	65,869
Rum	5,798	16,238	3,130	407	25,572
Tequila	2,866	7,026	1,161	2,081	13,134
Gin	6,855	1,129	2,260	78	10,321
Brandy & Cognac	7,236	305	2,612	970	11,124
Cordials	7,956	10,574	2,103	12	20,645
Cocktails	2,175	4,170	-	-	6,345
Total	75,975	74,000	38,901	16,892	205,768

U.S. Spirits Market 2013 , Annual Volume Growth by Price Category					
<i>9-Liter Cases (000)</i>					
Category	Value	Premium	High End Premium	Super Premium	Total
Blended Whiskey	(83)	852	-	-	769
Bourbon & Tennessee	211	64	664	215	1,154
Canadian	(28)	40	92	363	467
Scotch - Blended	(164)	112	95	108	151
Scotch - Single Malt	-	-	118	66	184
Irish	-	(20)	388	10	379
Total Whiskey	(64)	1,047	1,358	762	3,103
Vodka	(165)	476	401	(27)	686
Rum	(165)	(141)	360	21	74
Tequila	(12)	590	44	186	808
Gin	(505)	(8)	107	(1)	(408)
Brandy & Cognac	5	5	57	64	132
Cordials	(124)	(740)	272	1	(591)
Cocktails	121	(37)	-	-	84
Total	(908)	1,191	2,599	1,006	3,888

U.S. Spirits Market 2013 , Percent Volume Change by Price Category					
<i>Percentage</i>					
Category	Value	Premium	High End Premium	Super Premium	Total
Blended Whiskey	-2.9%	34.5%			14.3%
Bourbon & Tennessee	7.5%	1.3%	8.2%	21.1%	6.8%
Canadian	-0.3%	1.5%	61.5%	8.1%	2.9%
Scotch - Blended	-7.1%	3.8%	4.3%	47.5%	2.0%
Scotch - Single Malt		0.0%	11.9%	14.8%	11.6%
Irish		-28.6%	20.2%	5.8%	17.5%
Total Whiskey	-0.4%	7.9%	10.2%	12.0%	6.2%
Vodka	-0.6%	2.4%	3.2%	-0.4%	1.1%
Rum	-2.8%	-0.9%	13.0%	5.4%	0.3%
Tequila	-0.4%	9.2%	4.0%	9.8%	6.6%
Gin	-6.9%	-0.7%	5.0%	-1.7%	-3.8%
Brandy & Cognac	0.1%	1.5%	2.2%	7.1%	1.2%
Cordials	-1.5%	-6.5%	14.8%	11.4%	0.5%
Cocktails	5.9%	-0.9%			1.3%
Total	-1.2%	1.6%	7.2%	6.3%	1.9%

U.S. Spirits Market 2013 , Supplier Gross Revenues					
<i>Includes FET (millions)</i>					
Category	Value	Premium	High End Premium	Super Premium	Total
Blended Whiskey	\$ 145	\$ 241	\$ -	\$ -	\$ 387
Bourbon & Tennessee	\$ 172	\$ 515	\$ 1,490	\$ 273	\$ 2,449
Canadian	\$ 464	\$ 272	\$ 36	\$ 928	\$ 1,699
Scotch - Blended	\$ 149	\$ 480	\$ 603	\$ 158	\$ 1,389
Scotch - Single Malt	\$ -	\$ 27	\$ 326	\$ 237	\$ 590
Irish	\$ -	\$ -	\$ 436	\$ 64	\$ 500
Total Whiskey	\$ 930	\$ 1,535	\$ 2,891	\$ 1,659	\$ 7,014
Vodka	\$ 1,087	\$ 1,554	\$ 1,681	\$ 1,266	\$ 5,588
Rum	\$ 286	\$ 1,626	\$ 377	\$ 103	\$ 2,392
Tequila	\$ 221	\$ 818	\$ 213	\$ 779	\$ 2,030
Gin	\$ 408	\$ 130	\$ 315	\$ 13	\$ 866
Brandy & Cognac	\$ 545	\$ 45	\$ 565	\$ 394	\$ 1,549
Cordials	\$ 477	\$ 1,492	\$ 482	\$ 5	\$ 2,456
Cocktails	\$ 107	\$ 246	\$ -	\$ -	\$ 353
Totals	\$ 4,061	\$ 7,446	\$ 6,524	\$ 4,219	\$ 22,249

U.S. Spirits Market 2013 , Supplier Gross Revenue Growth					
<i>Includes FET (millions)</i>					
Category	Value	Premium	High End Premium	Super Premium	Total
Blended Whiskey	\$ (4)	\$ 63	\$ -	\$ -	\$ 60
Bourbon & Tennessee	\$ 15	\$ 16	\$ 146	\$ 51	\$ 227
Canadian	\$ 2	\$ 5	\$ 14	\$ 78	\$ 98
Scotch - Blended	\$ (10)	\$ 23	\$ 34	\$ 52	\$ 98
Scotch - Single Malt	\$ -	\$ 0	\$ 39	\$ 36	\$ 75
Irish	\$ -	\$ -	\$ 80	\$ 5	\$ 85
Total Whiskey	\$ 3	\$ 107	\$ 313	\$ 221	\$ 643
Vodka	\$ 2	\$ 48	\$ 80	\$ (8)	\$ 122
Rum	\$ (6)	\$ 33	\$ 44	\$ 5	\$ 76
Tequila	\$ (0)	\$ 69	\$ 8	\$ 72	\$ 148
Gin	\$ (26)	\$ 1	\$ 19	\$ (0)	\$ (6)
Brandy & Cognac	\$ 8	\$ 1	\$ (4)	\$ 27	\$ 32
Cordials	\$ (4)	\$ (118)	\$ 61	\$ 1	\$ (60)
Cocktails	\$ 6	\$ (2)	\$ -	\$ -	\$ 4
Totals	\$ (17)	\$ 139	\$ 521	\$ 318	\$ 960

U.S. Spirits Market 2013 , Supplier Gross Revenues					
<i>Percent Change</i>					
Category	Value	Premium	High End Premium	Super Premium	Total
Blended Whiskey	-2.4%	35.5%			18.2%
Bourbon & Tennessee	9.3%	3.1%	10.9%	22.8%	10.2%
Canadian	0.3%	1.9%	62.8%	9.1%	6.1%
Scotch - Blended	-6.3%	4.9%	6.0%	48.6%	7.6%
Scotch - Single Malt		1.2%	13.7%	17.8%	14.7%
Irish			22.4%	9.0%	20.5%
Total Whiskey	0.3%	7.5%	12.1%	15.4%	10.1%
Vodka	0.2%	3.2%	5.0%	-0.6%	2.2%
Rum	-2.0%	2.0%	13.3%	5.1%	3.3%
Tequila	-0.1%	9.2%	3.7%	10.2%	7.9%
Gin	-5.9%	1.0%	6.3%	0.0%	-0.6%
Brandy & Cognac	1.5%	2.7%	-0.8%	7.3%	2.1%
Cordials	-0.9%	-7.3%	14.6%	18.4%	-2.4%
Cocktails	5.9%	-0.9%			1.1%
Totals	-0.4%	1.9%	8.7%	8.2%	4.5%

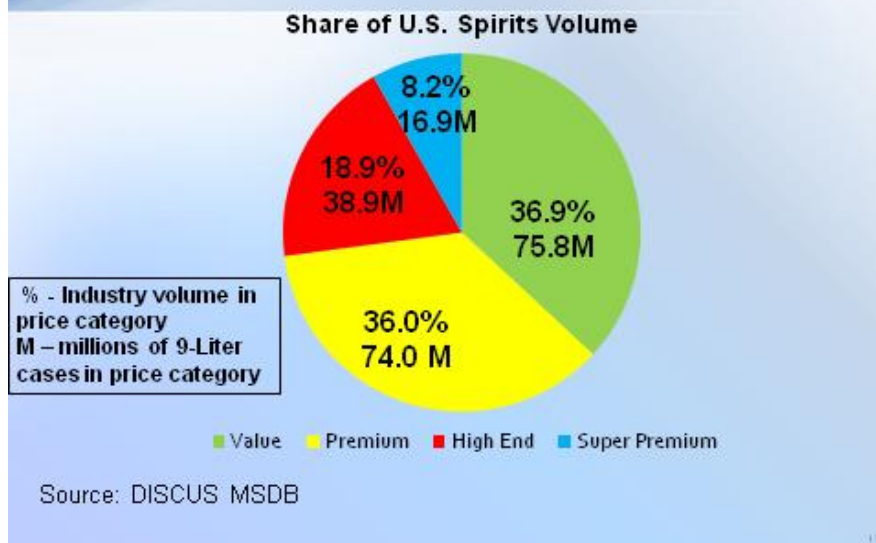
Price Segments

- Products are segmented on supplier prices
- Range varies by product category
- Use market leaders to define segments
- Average supplier gross revenue per case:

<u>Case Revenue</u>	<u>Retail Bottle Price</u>
– Value \$50	<\$12/bottle at retail
– Premium \$100	\$12 - \$18/bottle at retail
– High End \$165	\$18 - \$30/bottle at retail
– Super Premium \$250	\$30+ /bottle at retail

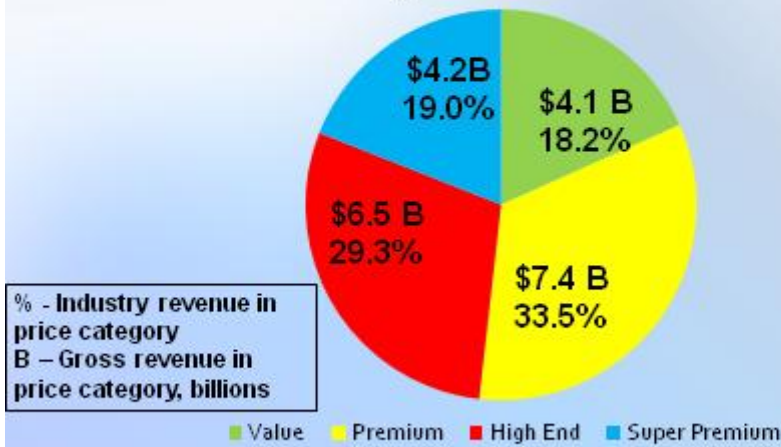
15

Volume Share by Price Category - 2013



Revenue by Price Category - 2012

U.S. Supplier Gross Revenues



Source: DISCUS MSDB

Volume Growth by Price Segment

3.9 Million New Cases in 2013



Source: DISCUS MSDB

Revenue Growth by Price Segment

\$980 Million in New Supplier Revenue - 2013



Source: DISCUS MSDB

Distilled Spirits Pricing Categories

Canadians, Blends	Supplier Rev/ 9 Liters	Major Brands
Value	<\$65	Black Velvet, Lord Calvert, Kessler
Premium	\$65 to \$125	Seagrams VO, Canadian Club, Seagram 7
High End Premium	\$125 to \$180	Seagrams VO Gold, Canadian Club 12 Year
Super Premium	\$180+	Crown Royal
Bourbon, Tennessee, Rye, Corn	Supplier Rev/ 9 Liters	Major Brands
Value	<\$70	Early Times, Old Crow, Bellows
Premium	\$70 to \$130	Jim Beam White, Ezra Brooks, Old Forrester, George Dickel
High End Premium	\$130 to \$200	Jack Daniels, Makers Mark, Jim Beam Black, Wild Turkey
Super Premium	\$200+	Woodford Reserve, Knob Creek, Jack Daniels Single Barrel
Scotch	Supplier Rev/ 9 Liters	Major Brands
Value	<\$110	Scorsby, Passport, Bellows
Premium	\$110 to \$160	Dewars White Label, Johnnie Walker Red
High End Premium	\$160 to \$260	Johnnie Walker Black, Chivas Regal, Dewars 12, Glenlivet 12
Super Premium	\$260+	Glenlivet, Glenmorangie, Macallan, Johnnie Walker Blue

Distilled Spirits Pricing Categories

Irish	Supplier Rev/ 9 Liters	Major Brands
Value		
Premium		
High End Premium	<\$200	John Jameson, Bushmills, Michael Collins
Super Premium	>\$200	Jameson 12, Black Bush
Vodka	Supplier Rev/ 9 Liters	Major Brands
Value	<\$60	Popov, Kamchatka, Wolfschmidt, Gilbey
Premium	\$60 to \$120	Smirnoff, Svedka, Skyy, Pinnacle, Pearl
High End Premium	\$110 to \$170	Absolut, Effen, American Harvest, Finlandia
Super Premium	\$170+	Grey Goose, Belvedere, Ciroc
Rum	Supplier Rev/ 9 Liters	Major Brands
Value	<\$70	Castillo, Ronrico, Arrow, James Harbor
Premium	\$70 to \$130	Bacardi Superior, Capt. Morgan Original, Malibu
High End Premium	\$130 to \$175	Mount Gay Black, Bacardi 8, Cruzan Single Barrel, 10 Cane
Super Premium	\$175+	Mount Gay XO, Ron Zacapa XO, Pyrat XO
Tequila	Supplier Rev/ 9 Liters	Major Brands
Value	>\$90	Juarez, Sauza Giro, Pepe Lopez, Gomez
Premium	\$90 to \$150	Sauza Blanco, El Jimador Blanco
High End Premium	\$150 to \$240	El Jimador, Cazadores Blanco, Sauza Horintos, El Mayor Anejo
Super Premium	\$240+	Patron, Herradura, Don Julio, Sauza Tres Generaciones, Cabo Wabo

Distilled Spirits Pricing Categories

Gin	Supplier Rev/ 9 Liters	Major Brands
Value	<\$75	Gilby's, Gordon's, Seagrams, Dimitri
Premium	\$75 to \$120	Beefeater, Bombay Original
High End Premium	\$120 to \$170	Tanqueray, Bombay Sapphire, Beefeater 24
Super Premium	\$170+	Plymouth, Tanqueray 10, Oxley
Brandy & Cognac	Supplier Rev/ 9 Liters	Major Brands
Value	<\$75	Paul Masson Grande Amber 3Y, Jacques Cardin Brandy
Premium	\$75 to \$120	Paul Masson Grande Amber 5Y, Salignac VS, Presidente
High End Premium	\$120 to \$240	Hennessey VS, Martell VS, Courvoisier VS, Jacques Cardin VSOP
Super Premium	\$240+	Remy Martin VSOP, Hennessey VSOP, Most Xos
Cordials	Supplier Rev/ 9 Liters	Major Brands
Value	<\$70	Dekuyper, Arrow, Hiram Walker
Premium	\$70 to \$170	Jagermeister, Baileys, Kahlua, Southern Comfort
High End Premium	\$170 to \$250	Grand Marnier, Cointreau, Drambuie, Chambord
Super Premium	\$250+	Grand Marnier Centenaire
Cocktails	Supplier Rev/ 9 Liters	Major Brands
Value	All except Premium	Club, Salvadors
Premium	If associated with a brand carrying a Premium or above designation	Kahlua RTDs, Jack Daniels Country Coolers, Skinny Girl, Malibu Cocktails, Bacardi Cocktails, Smirnoff Cocktails

Beverage Alcohol Market Share - Revenue Based							
Year	Supplier Gross Revenues (Billions)				Market Share		
	Beer	Spirits	Wine	Total	Beer	Spirits	Wine
1999	\$ 21.20	\$ 10.66	\$ 6.00	\$ 37.86	56.0%	28.2%	15.8%
2000	\$ 22.60	\$ 11.70	\$ 6.41	\$ 40.71	55.5%	28.74%	15.7%
2001	\$ 23.80	\$ 12.22	\$ 6.63	\$ 42.65	55.8%	28.7%	15.5%
2002	\$ 24.10	\$ 13.17	\$ 7.04	\$ 44.31	54.4%	29.7%	15.9%
2003	\$ 24.87	\$ 13.87	\$ 7.50	\$ 46.24	53.8%	30.0%	16.2%
2004	\$ 25.62	\$ 15.12	\$ 7.90	\$ 48.64	52.7%	31.1%	16.2%
2005	\$ 25.62	\$ 16.00	\$ 8.30	\$ 49.92	51.3%	32.1%	16.6%
2006	\$ 26.34	\$ 17.20	\$ 8.62	\$ 52.15	50.5%	33.0%	16.5%
2007	\$ 27.49	\$ 18.20	\$ 9.24	\$ 54.93	50.1%	33.1%	16.8%
2008	\$ 28.46	\$ 18.72	\$ 9.38	\$ 56.56	50.3%	33.1%	16.6%
2009	\$ 28.82	\$ 18.74	\$ 9.48	\$ 57.04	50.5%	32.9%	16.6%
2010	\$ 28.64	\$ 19.16	\$ 9.76	\$ 57.56	49.8%	33.3%	16.9%
2011	\$ 29.24	\$ 20.36	\$ 10.19	\$ 59.79	48.9%	34.1%	17.0%
2012	\$ 30.32	\$ 21.29	\$ 10.53	\$ 62.13	48.8%	34.3%	16.9%
2013	\$ 30.96	\$ 22.25	\$ 10.89	\$ 64.10	48.3%	34.7%	17.0%
Sources: Industry financial reports, BIG Handbooks, DISCUS Estimates							
Distilled Spirits Council, Economic & Strategic Analysis Dept.							