

On America's Whiskey Trail

America's native spirit has been enjoying a resurgence in recent years. In 2014, over 19 million 9-liter cases of Bourbon & Tennessee Whiskey were sold in the United States, generating nearly \$2.7 billion in revenue for distillers.

U.S. Bourbon & Tennessee Whiskey Market

Volumes by Year and Price Category

9-Liter Cases (000)

Year	Value	Premium	High End Premium	Super Premium	Grand Total
2000					13,186
2002	2,972	4,281	5,576	309	13,137
2003	2,972	4,278	5,823	332	13,405
2004	2,927	4,318	6,237	385	13,867
2005	2,816	4,388	6,666	431	14,301
2006	2,633	4,499	7,116	496	14,744
2007	2,619	4,415	7,310	568	14,911
2008	2,642	4,267	7,500	662	15,071
2009	2,808	4,367	7,231	658	15,064
2010	2,778	4,529	7,372	764	15,443
2011	2,717	4,637	7,782	907	16,042
2012	2,796	4,984	8,079	1,019	16,878
2013	3,007	5,048	8,743	1,234	18,032
2014	3,149	5,493	9,244	1,471	19,357
2009-2014	12.1%	25.8%	27.8%	123.8%	28.5%

U.S. Bourbon & Tennessee Whiskey Supplier Revenues

Gross Revenues Including FET (millions)

Year	Value	Premium	High End Premium	Super Premium	Grand Total
2003	\$148	\$339	\$768	\$63	\$1,317
2004	\$151	\$369	\$837	\$74	\$1,432
2005	\$145	\$380	\$938	\$84	\$1,548
2006	\$140	\$393	\$1,020	\$98	\$1,650
2007	\$139	\$401	\$1,079	\$112	\$1,731
2008	\$142	\$406	\$1,142	\$134	\$1,823
2009	\$153	\$424	\$1,115	\$137	\$1,829
2010	\$152	\$439	\$1,154	\$161	\$1,906
2011	\$150	\$456	\$1,272	\$194	\$2,071
2012	\$157	\$499	\$1,344	\$222	\$2,222
2013	\$172	\$515	\$1,490	\$273	\$2,449
2014	\$181	\$566	\$1,611	\$325	\$2,683
2009-2014	18.4%	33.6%	44.5%	137.2%	46.7%

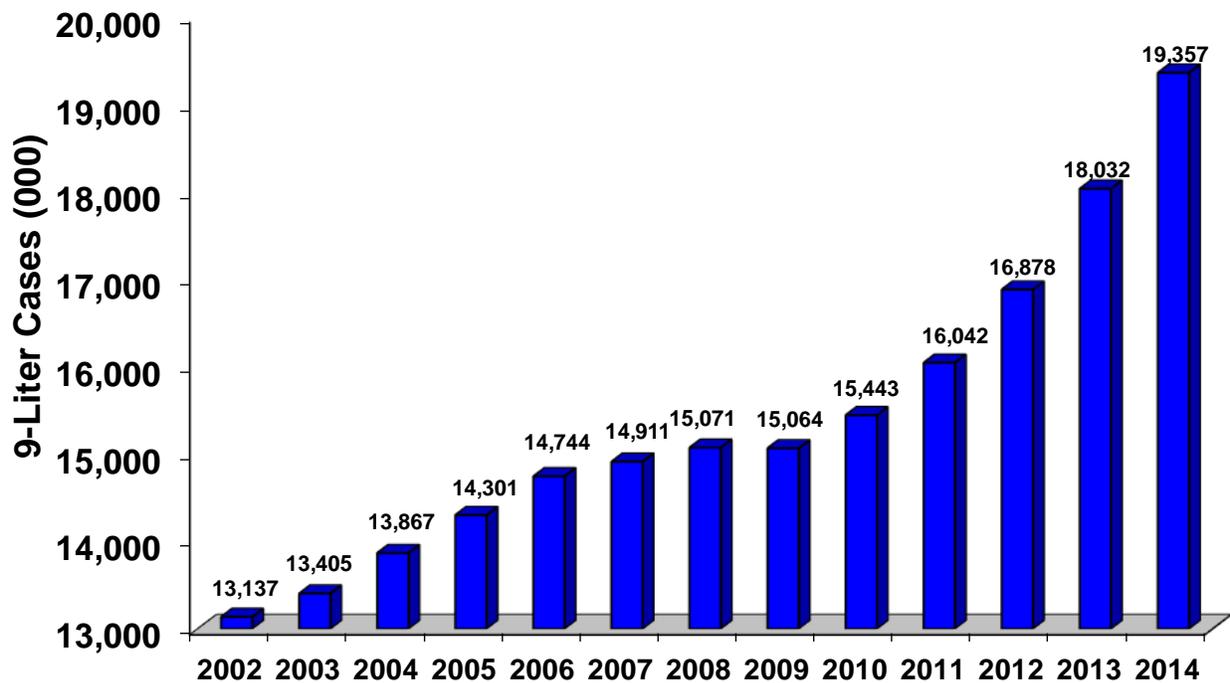
Source: Distilled Spirits Council, Economic & Strategic Analysis Dept.



Reflecting American's desire to drink better, over the past five years, High End Premium, and Super-Premium brands drove growth. High End Premium revenues were up 45% and Super-Premium 137%.

While the richness of this corn based spirit makes it an ideal drink to sip slowly "on the rocks" (over ice) or "neat" (straight), Bourbon & Tennessee Whiskey are also used in such classic cocktails as the Manhattan and the Mint Julep.

U.S. Bourbon & Tennessee Whiskey Volumes, 2002-2014



Source: The Distilled Spirits Council of the U.S.

Data provided by Distilled Spirits Council's Economic & Strategic Analysis Department.