



Whiskies of the Great White North

Canadian Whisky enjoyed a resurgence over the last year. In 2016, 17.1 million 9-liter cases of Canadian Whisky were sold in the United States, generating nearly \$2.0 billion in revenue for distillers.

U.S. Canadian Whisky Volumes by Price Category (9-Liter Cases, 000)

Year	Value	Premium	High End Premium	Super Premium	Total
2002	9,111	2,875	7	3,357	15,351
2003	8,985	2,868	17	3,411	15,281
2004	8,970	2,845	15	3,494	15,324
2005	8,761	2,981	19	3,738	15,498
2006	8,733	2,895	20	3,954	15,602
2007	8,600	2,835	63	4,216	15,713
2008	8,720	2,771	104	4,451	16,046
2009	8,906	2,652	105	4,180	15,842
2010	8,650	2,653	92	4,414	15,809
2011	8,636	2,635	96	4,330	15,698
2012	8,772	2,616	150	4,491	16,029
2013	8,744	2,656	242	4,854	16,496
2014	8,649	2,658	269	4,760	16,337
2015	8,273	2,647	217	5,608	16,745
2016	8,111	2,706	198	6,128	17,144
15 - 16 Growth	-2.0%	2.2%	-8.6%	9.3%	2.4%

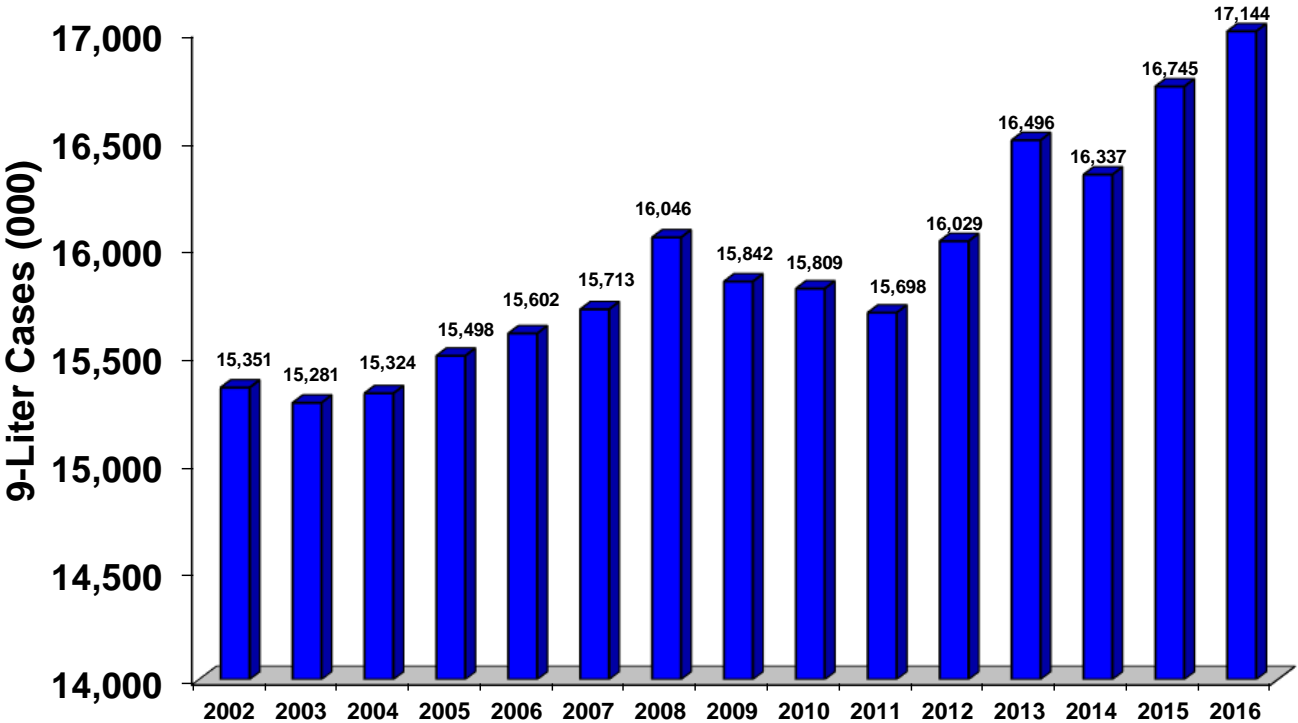
U.S. Canadian Whisky Supplier Revenues Gross Revenues Including FET (millions)

Year	Value	Premium	High End Premium	Super Premium	Total
2003	\$460	\$270	\$2	\$578	\$1,310
2004	\$464	\$267	\$2	\$591	\$1,324
2005	\$455	\$272	\$3	\$631	\$1,360
2006	\$455	\$273	\$3	\$668	\$1,400
2007	\$453	\$271	\$9	\$728	\$1,461
2008	\$463	\$272	\$15	\$796	\$1,546
2009	\$479	\$264	\$15	\$712	\$1,470
2010	\$465	\$264	\$13	\$760	\$1,502
2011	\$464	\$273	\$14	\$802	\$1,554
2012	\$462	\$267	\$22	\$850	\$1,601
2013	\$464	\$272	\$36	\$928	\$1,699
2014	\$460	\$275	\$40	\$937	\$1,712
2015	\$439	\$274	\$32	\$1,106	\$1,852
2016	\$427	\$282	\$29	\$1,221	\$1,959
15 - 16 Growth	-2.7%	2.9%	-7.6%	10.3%	5.8%

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

Reflecting American's interest in premium products over the past five years, High End Premium, and Super-Premium brands drove growth in the Canadian whisky category. High End Premium revenues were up 112% and Super-Premium 52%.

U.S. Canadian Whiskey Volumes, 2002-2016



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

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