

Cordials and Liqueurs

Traditionally served as after dinner drinks, cordials and liqueurs are now often used to compliment other spirits in mixed cocktails. Cordials and Liqueurs are traditionally flavored with fruit, herbs, nuts or cream and tend to be sweet. Cordial volumes declined by 2.3 percent in 2016.

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

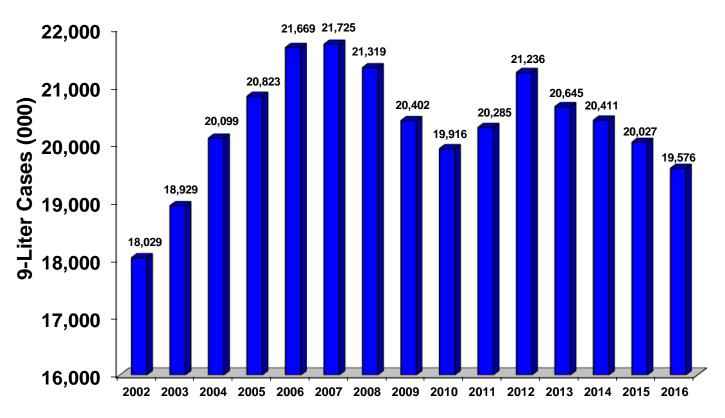
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Value	Premium	High End Premium	Super Premium	Total
8,049	9,120	859	1	18,029
8,114	9,905	909	1	18,929
8,350	10,804	944	1	20,099
8,151	11,694	972	7	20,823
8,331	12,283	1,048	7	21,669
8,138	12,380	1,198	10	21,725
7,946	12,060	1,304	9	21,319
7,645	11,445	1,303	9	20,402
7,427	11,196	1,285	8	19,916
7,357	11,265	1,653	9	20,285
8,080	11,314	1,831	11	21,236
7,956	10,574	2,103	12	20,645
7,777	10,266	2,356	13	20,411
7,623	9,990	2,399	15	20,027
7,683	9,572	2,308	14	19,576
0.8%	-4.2%	-3.8%	-10.6%	-2.3%
	8,049 8,114 8,350 8,151 8,331 8,138 7,946 7,645 7,427 7,357 8,080 7,956 7,777 7,623 7,683	8,049 9,120 8,114 9,905 8,350 10,804 8,151 11,694 8,331 12,283 8,138 12,380 7,946 12,060 7,645 11,445 7,427 11,196 7,357 11,265 8,080 11,314 7,956 10,574 7,777 10,266 7,623 9,990 7,683 9,572	8,049 9,120 859 8,114 9,905 909 8,350 10,804 944 8,151 11,694 972 8,331 12,283 1,048 8,138 12,380 1,198 7,946 12,060 1,304 7,645 11,445 1,303 7,427 11,196 1,285 7,357 11,265 1,653 8,080 11,314 1,831 7,956 10,574 2,103 7,777 10,266 2,356 7,623 9,990 2,399 7,683 9,572 2,308	8,049 9,120 859 1 8,114 9,905 909 1 8,350 10,804 944 1 8,151 11,694 972 7 8,331 12,283 1,048 7 8,138 12,380 1,198 10 7,946 12,060 1,304 9 7,645 11,445 1,303 9 7,427 11,196 1,285 8 7,357 11,265 1,653 9 8,080 11,314 1,831 11 7,956 10,574 2,103 12 7,777 10,266 2,356 13 7,623 9,990 2,399 15 7,683 9,572 2,308 14

U.S. Cordials Revenues by Price Category (Supplier Gross Revenues, Millions)

Year	Value	Premium	High End Premium	Super Premium	Total
2003	\$442	\$1,191	\$191	\$0	\$1,824
2004	\$486	\$1,411	\$217	\$0	\$2,114
2005	\$474	\$1,530	\$209	\$2	\$2,214
2006	\$481	\$1,595	\$225	\$2	\$2,301
2007	\$475	\$1,621	\$267	\$3	\$2,364
2008	\$470	\$1,589	\$297	\$3	\$2,356
2009	\$459	\$1,522	\$300	\$3	\$2,281
2010	\$459	\$1,522	\$300	\$3	\$2,281
2011	\$438	\$1,620	\$380	\$3	\$2,441
2012	\$481	\$1,610	\$421	\$4	\$2,516
2013	\$477	\$1,492	\$482	\$5	\$2,456
2014	\$465	\$1,457	\$535	\$6	\$2,463
2015	\$457	\$1,420	\$546	\$6	\$2,429
2016	\$465	\$1,363	\$526	\$6	\$2,359
15 - 16 Growth	1.8%	-4.1%	-3.7%	-8.4%	-2.9%

Source: Distilled Spirits Council, Econ. & Strategic Analysis

U.S. Cordial Volumes, 2002-2016



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

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