



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)

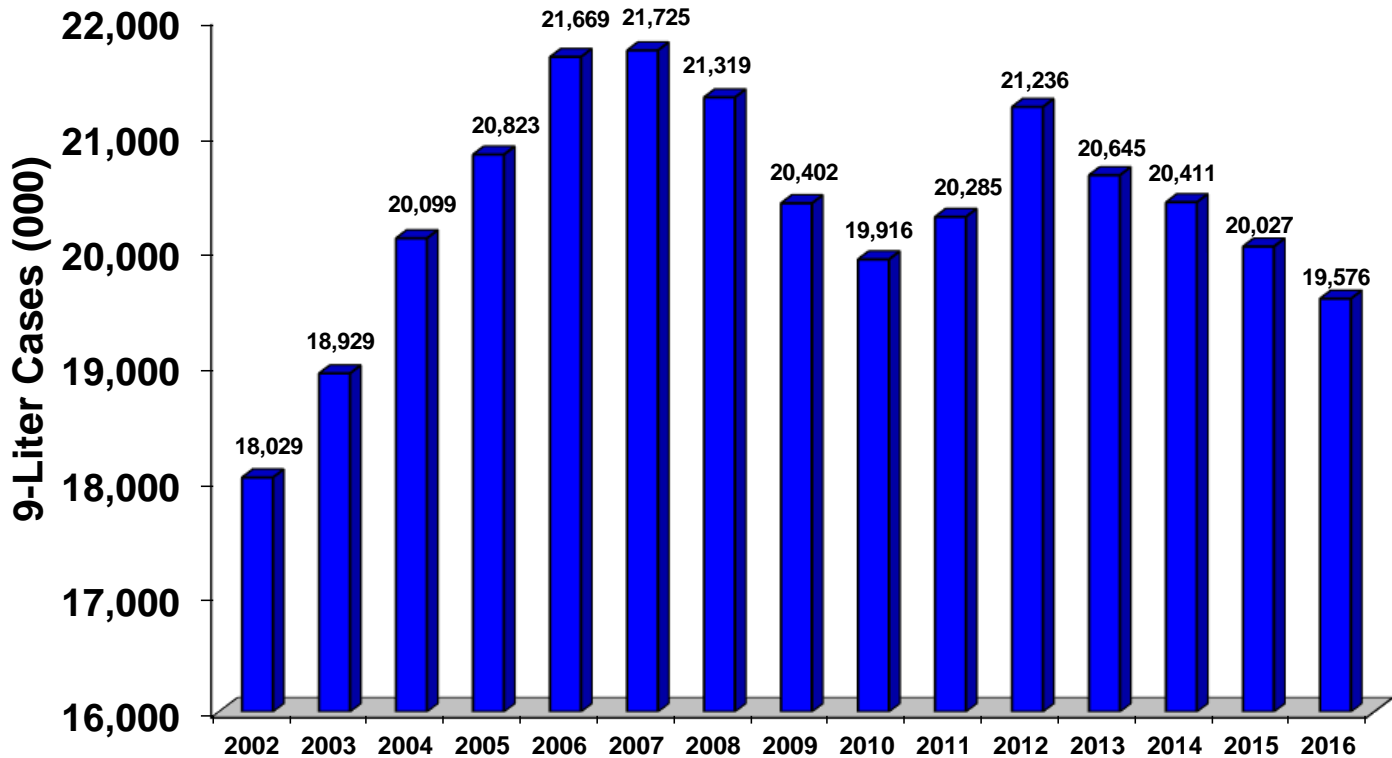
Year	Value	Premium	High End Premium	Super Premium	Total
2002	8,049	9,120	859	1	18,029
2003	8,114	9,905	909	1	18,929
2004	8,350	10,804	944	1	20,099
2005	8,151	11,694	972	7	20,823
2006	8,331	12,283	1,048	7	21,669
2007	8,138	12,380	1,198	10	21,725
2008	7,946	12,060	1,304	9	21,319
2009	7,645	11,445	1,303	9	20,402
2010	7,427	11,196	1,285	8	19,916
2011	7,357	11,265	1,653	9	20,285
2012	8,080	11,314	1,831	11	21,236
2013	7,956	10,574	2,103	12	20,645
2014	7,777	10,266	2,356	13	20,411
2015	7,623	9,990	2,399	15	20,027
2016	7,683	9,572	2,308	14	19,576
15 - 16 Growth	0.8%	-4.2%	-3.8%	-10.6%	-2.3%

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.