



Real Martinis are Made With Gin!

Thanks to the humble juniper berry, gin has a delightful subtle flavor with versatility. In 2016, nearly 10 million 9-liter cases of gin were sold in the United States, generating \$876 million in revenue for distillers.

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

Year	Value	Premium	High End Premium	Super Premium	Grand Total
2002	7,900	1,192	1,900	49	11,041
2003	7,753	1,176	2,016	51	10,997
2004	7,692	1,224	2,024	55	10,996
2005	7,514	1,205	1,948	52	10,718
2006	7,555	1,357	2,205	50	11,167
2007	7,674	1,320	2,208	51	11,253
2008	7,775	1,107	2,167	73	11,122
2009	8,102	1,051	1,989	59	11,201
2010	7,859	1,022	1,961	65	10,906
2011	7,421	954	2,110	80	10,566
2012	7,360	1,137	2,153	79	10,729
2013	6,855	1,129	2,260	78	10,321
2014	6,386	1,279	2,287	93	10,044
2015	6,114	1,317	2,306	128	9,865
2016	5,984	1,274	2,531	143	9,932
15 - 16 Growth	-2.1%	-3.2%	9.8%	11.8%	0.7%

U.S. Gin Supplier Revenues Gross Revenues Including FET (millions)

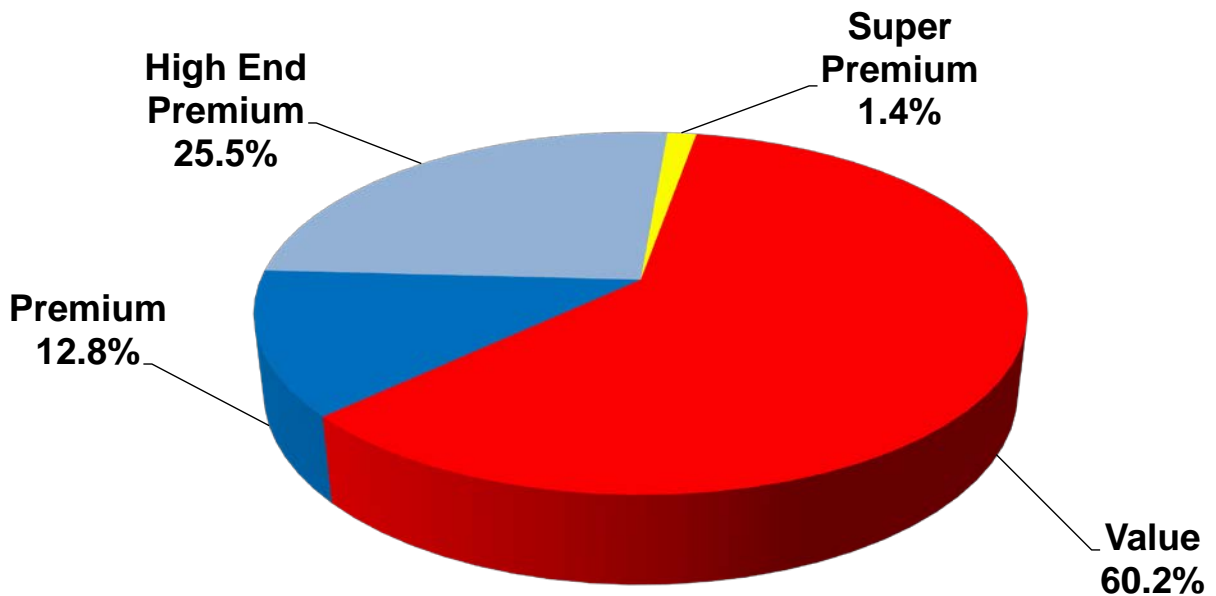
Year	Value	Premium	High End Premium	Super Premium	Total
2003	\$452	\$135	\$257	\$9	\$852
2004	\$457	\$133	\$269	\$9	\$869
2005	\$446	\$131	\$254	\$9	\$840
2006	\$456	\$150	\$293	\$8	\$908
2007	\$459	\$145	\$292	\$9	\$904
2008	\$469	\$123	\$295	\$13	\$900
2009	\$494	\$123	\$277	\$9	\$903
2010	\$466	\$114	\$267	\$11	\$857
2011	\$438	\$108	\$290	\$14	\$850
2012	\$434	\$129	\$296	\$13	\$872
2013	\$408	\$130	\$315	\$13	\$866
2014	\$380	\$148	\$321	\$16	\$865
2015	\$359	\$154	\$322	\$22	\$857
2016	\$347	\$149	\$356	\$25	\$876
15 - 16 Growth	-3.4%	-3.2%	10.6%	12.2%	2.3%

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

America's thirst for gin lies in the popularity of the many fine cocktails highlighted by the revival of the cocktail renaissance. Gin's pleasurable taste and versatile flavors make it a perfect base for any classic or complex mixed drink.

Based on the economic data, it looks like gin is here to stay. Who can resist a gin and tonic on a hot summer's day? Everyone remembers their first Tom Collins. Of course, the grandfather of all cocktails is the venerable martini. And yes, real martinis are made with gin!

Share of U.S. Gin Volume by Price Category, 2016



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

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