



Irish Whiskey: The Emerald Spirit

In 2016, over 3.8 million 9-liter cases of Irish Whiskey were sold in the United States, generating \$795 million in revenues for distillers.

**Irish Whiskey by Price Category
(9-Liter Cases, 000)**

Year	Value	Premium	High End Premium	Super Premium	Grand Total
2002	0	11	413	9	434
2003	0	12	459	29	500
2004	0	12	518	28	558
2005	0	0	566	29	594
2006	0	0	686	35	721
2007	0	0	820	42	862
2008	0	18	962	56	1,036
2009	0	1	1,087	54	1,142
2010	0	0	1,317	70	1,387
2011	0	0	1,673	92	1,765
2012	0	69	1,923	168	2,160
2013	0	49	2,311	178	2,539
2014	0	78	2,504	189	2,771
2015	0	78	2,848	292	3,218
2016	0	44	3,457	320	3,821
02 - 16 Growth	NA	288.8%	736.0%	3365.2%	780.4%

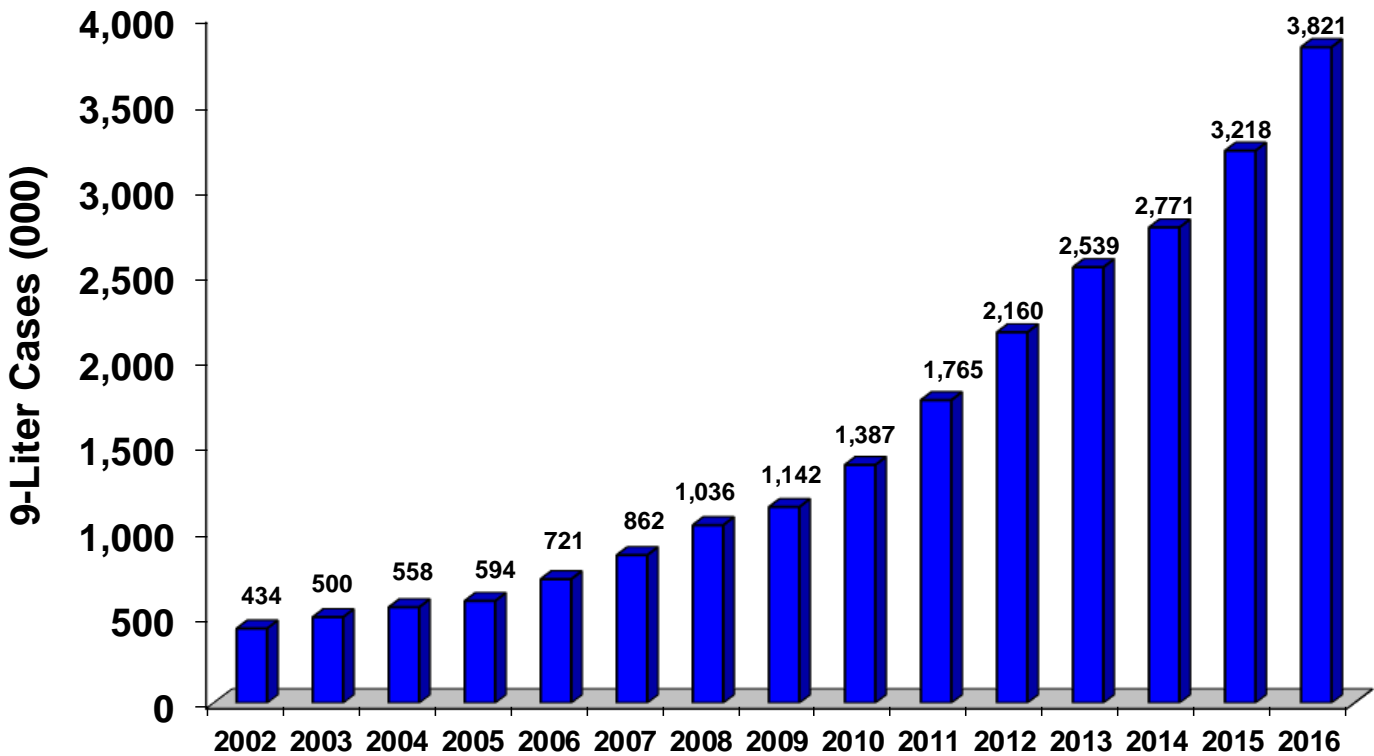
**Irish Whiskey Revenues by Price Category
(Supplier Gross Revenues, Millions)**

Year	Value	Premium	High End Premium	Super Premium	Grand Total
2003	\$1	\$1	\$66	\$6	\$74
2004	\$0	\$1	\$73	\$8	\$82
2005	\$0	\$0	\$84	\$8	\$93
2006	\$0	\$0	\$105	\$11	\$115
2007	\$0	\$0	\$132	\$13	\$145
2008	\$0	\$0	\$157	\$18	\$176
2009	\$0	\$0	\$179	\$18	\$197
2010	\$0	\$0	\$233	\$23	\$256
2011	\$0	\$0	\$304	\$32	\$335
2012	\$0	\$0	\$356	\$59	\$415
2013	\$0	\$0	\$436	\$64	\$500
2014	\$0	\$12	\$472	\$69	\$553
2015	\$0	\$12	\$543	\$108	\$664
2016	\$0	\$7	\$667	\$121	\$795
03 - 16 Growth	NA	593.2%	914.4%	1903.1%	975.7%

Source: Distilled Spirits Council, Econ. & Strategic Analysis

The Irish Whiskey category has benefited from drinkers' desire to "trade up" from Premium to High-End and Super-Premium products. Since 2002, High-End Premium and Super Premium Irish Whiskey grew a staggering 736 percent and 3365 percent, respectively.

U.S. Irish Whiskey Volumes, 2002-2016



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

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