



Rum: More Than Just Piña Coladas ...

In 2016, 24.7 million 9-liter cases of rum were sold in the United States, generating over \$2.3 billion in revenue for distillers.

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

| Year | Value | Premium | High End Premium | Super Premium | Total |
|----------------|-------|---------|------------------|---------------|--------|
| 2002 | 4,968 | 11,854 | 1,650 | 90 | 18,562 |
| 2003 | 5,092 | 12,448 | 1,809 | 87 | 19,435 |
| 2004 | 5,115 | 13,194 | 2,207 | 106 | 20,622 |
| 2005 | 5,199 | 14,196 | 2,247 | 124 | 21,764 |
| 2006 | 5,386 | 14,847 | 2,223 | 154 | 22,611 |
| 2007 | 5,438 | 15,529 | 2,352 | 220 | 23,540 |
| 2008 | 5,615 | 16,149 | 2,277 | 199 | 24,240 |
| 2009 | 5,864 | 16,421 | 2,059 | 197 | 24,541 |
| 2010 | 5,938 | 16,618 | 2,122 | 202 | 24,880 |
| 2011 | 5,772 | 16,174 | 2,813 | 357 | 25,116 |
| 2012 | 5,963 | 16,379 | 2,770 | 386 | 25,498 |
| 2013 | 5,798 | 16,238 | 3,130 | 407 | 25,572 |
| 2014 | 5,693 | 15,852 | 3,190 | 447 | 25,182 |
| 2015 | 5,782 | 15,485 | 3,066 | 460 | 24,793 |
| 2016 | 5,581 | 15,743 | 2,930 | 495 | 24,749 |
| 15 - 16 Growth | -3.5% | 1.7% | -4.4% | 7.7% | -0.2% |

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

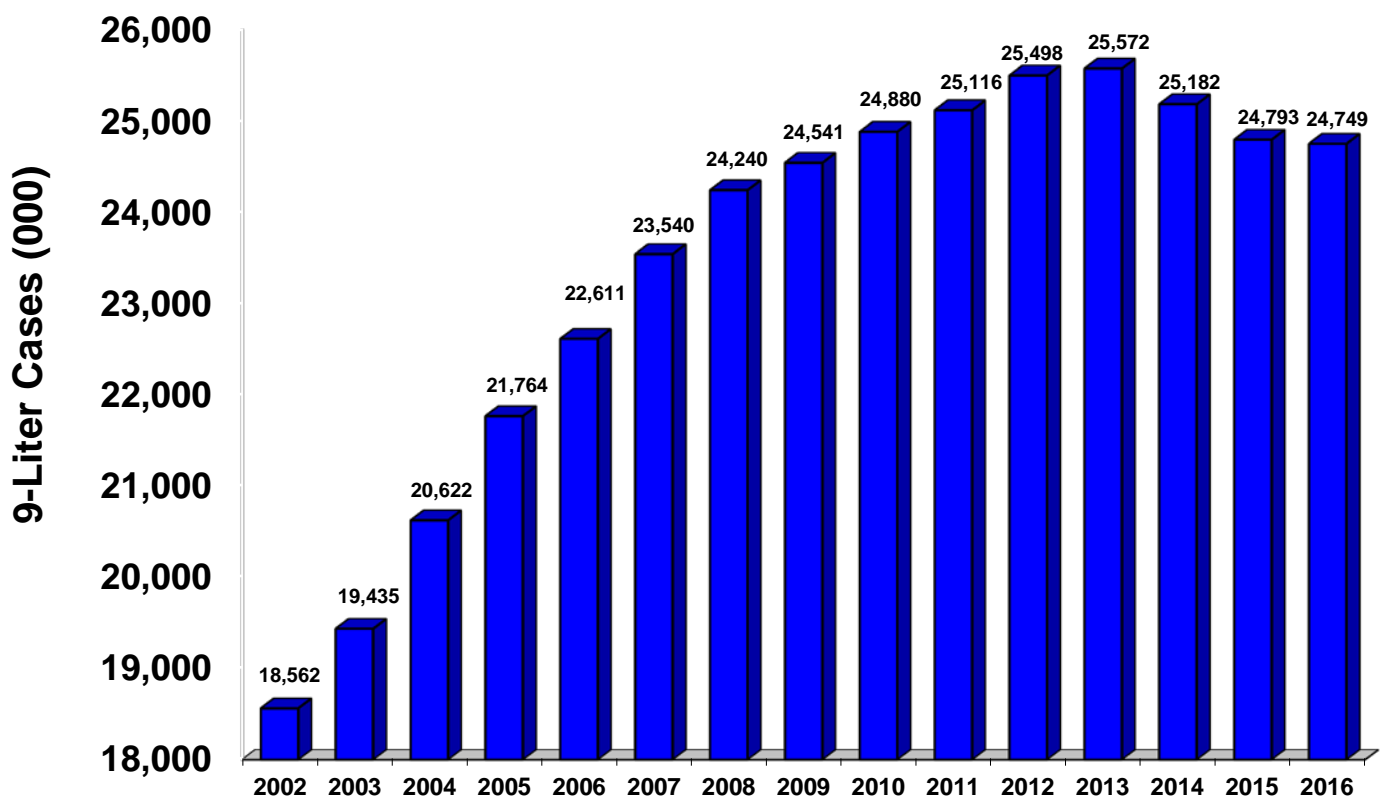
| Year | Value | Premium | High End Premium | Super Premium | Total |
|----------------|-------|---------|------------------|---------------|---------|
| 2003 | \$277 | \$966 | \$184 | \$14 | \$1,441 |
| 2004 | \$241 | \$1,065 | \$236 | \$17 | \$1,556 |
| 2005 | \$245 | \$1,261 | \$259 | \$20 | \$1,785 |
| 2006 | \$256 | \$1,344 | \$261 | \$26 | \$1,887 |
| 2007 | \$267 | \$1,449 | \$285 | \$55 | \$2,056 |
| 2008 | \$279 | \$1,570 | \$282 | \$50 | \$2,180 |
| 2009 | \$295 | \$1,595 | \$260 | \$49 | \$2,198 |
| 2010 | \$286 | \$1,585 | \$257 | \$51 | \$2,179 |
| 2011 | \$284 | \$1,557 | \$341 | \$91 | \$2,273 |
| 2012 | \$292 | \$1,593 | \$333 | \$98 | \$2,316 |
| 2013 | \$286 | \$1,626 | \$377 | \$103 | \$2,392 |
| 2014 | \$282 | \$1,593 | \$383 | \$115 | \$2,374 |
| 2015 | \$285 | \$1,550 | \$371 | \$119 | \$2,325 |
| 2016 | \$275 | \$1,574 | \$357 | \$129 | \$2,335 |
| 15 - 16 Growth | -3.5% | 1.5% | -3.8% | 8.7% | 0.4% |

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

In recent years, distillers have experimented with flavored rums, making the category much more versatile in offerings. Flavored and Spiced rums now account for over 50% of all rums sold. Today, consumers can enjoy rums that have been infused with natural spices, refreshing citrus flavors, raspberry and vanilla among other tasty flavors.

This highly mixable spirit is found in classic drinks such as the Cuba Libre, the Piña Colada, the Daiquiri, and the Mojito. Looking beyond cocktails, many of the newer Premium and Super-Premium brands are ideal when sipped slowly “on the rocks” (over ice) or “neat” (straight).

U.S. Rum Volumes, 2002-2016



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

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