

U.S. Spirits Market 2008

U.S. Spirits Market 2008, Gross Revenues by Price Category

Gross Revenues Including FET (millions)

Category	Gross Revenues Including FET (millions)				Total
	Value	Premium	High End Premium	Super Premium	
Blended Whiskey	\$ 137	\$ 174	\$ -	\$ -	\$ 311
Bourbon & Tennessee	\$ 142	\$ 406	\$ 1,142	\$ 134	\$ 1,823
Canadian	\$ 463	\$ 272	\$ 15	\$ 796	\$ 1,546
Scotch - Blended	\$ 201	\$ 486	\$ 491	\$ 45	\$ 1,222
Scotch - Single Malt	\$ -	\$ 21	\$ 185	\$ 117	\$ 323
Irish	\$ -	\$ -	\$ 157	\$ 18	\$ 176
Total Whiskey	\$ 943	\$ 1,357	\$ 1,990	\$ 1,109	\$ 5,399
Vodka	\$ 956	\$ 1,152	\$ 1,477	\$ 899	\$ 4,485
Rum	\$ 279	\$ 1,570	\$ 282	\$ 50	\$ 2,180
Tequila	\$ 167	\$ 751	\$ 146	\$ 533	\$ 1,597
Gin	\$ 469	\$ 123	\$ 295	\$ 13	\$ 900
Brandy & Cognac	\$ 528	\$ 43	\$ 581	\$ 308	\$ 1,460
Cordials	\$ 470	\$ 1,589	\$ 297	\$ -	\$ 2,356
Cocktails	\$ 107	\$ 236	\$ -	\$ -	\$ 344
					\$ -
Total	\$ 3,919	\$ 6,820	\$ 5,068	\$ 2,912	\$ 18,720

U.S. Spirits Market 2008, Gross Revenue Growth

Percentage Change Vs. 2007

Category	Percentage Change Vs. 2007				Total
	Value	Premium	High End Premium	Super Premium	
Blended Whiskey	1.4%	6.5%			4.2%
Bourbon & Tennessee	2.7%	1.1%	5.8%	18.8%	5.3%
Canadian	2.3%	0.4%	66.5%	9.3%	5.8%
Scotch - Blended	5.6%	-2.6%	0.4%	1.6%	0.0%
Scotch - Single Malt		1.4%	1.7%	1.2%	1.5%
Irish			19.3%	38.5%	21.0%
Total Whiskey	2.9%	0.3%	5.2%	9.5%	4.3%
Vodka	3.6%	16.1%	1.9%	-3.6%	4.4%
Rum	4.3%	8.4%	-1.3%	-9.5%	6.0%
Tequila	6.4%	-0.4%	-9.2%	11.3%	3.0%
Gin	2.3%	-15.4%	1.0%	49.1%	-0.5%
Brandy & Cognac	2.2%	12.9%	-11.8%	-6.3%	-5.3%
Cordials	-1.2%	-2.0%	11.2%		-0.3%
Cocktails	-21.2%	29.4%			7.8%
Total	1.8%	4.4%	1.3%	3.4%	2.8%

U.S. Spirits Market 2008

U.S. Spirits Market 2008 , 9-Liter Cases by Price Category

9-Liter Cases (000)

Category	Value	Premium	High End Premium	Super Premium	Total
Blended Whiskey	2,705	2,487	-	-	5,192
Bourbon & Tennessee	2,642	4,267	7,500	662	15,071
Canadian	8,720	2,771	104	4,451	16,046
Scotch - Blended	2,957	3,263	1,992	95	8,307
Scotch - Single Malt	3	103	736	278	1,119
Irish	0	18	962	56	1,036
Total Whiskey	17,026	12,909	11,295	5,541	46,771
Vodka	22,462	14,739	11,598	4,550	53,349
Rum	5,615	16,149	2,277	199	24,240
Tequila	2,117	6,198	781	1,511	10,607
Gin	7,775	1,107	2,167	73	11,122
Brandy & Cognac	6,785	301	2,605	838	10,528
Cordials	7,946	12,060	1,304	9	21,319
Cocktails	2,321	4,089	-	-	6,410
Total	72,046	67,553	32,026	12,722	184,346

U.S. Spirits Market 2008, Volume Growth

Percentage Change Vs. 2007

Category	Value	Premium	High End Premium	Super Premium	Total
Blended Whiskey	0.3%	2.6%			1.4%
Bourbon & Tennessee	0.9%	-3.3%	2.6%	16.5%	1.1%
Canadian	1.4%	-2.3%	65.4%	5.6%	2.1%
Scotch - Blended	1.3%	-4.3%	-1.3%	-2.6%	-1.6%
Scotch - Single Malt		-2.3%	0.4%	-0.3%	0.2%
Irish			17.4%	34.2%	20.3%
Total Whiskey	1.1%	-2.1%	3.2%	6.5%	1.3%
Vodka	2.6%	13.6%	-0.5%	-3.6%	4.1%
Rum	3.3%	4.0%	-3.2%	-9.5%	3.0%
Tequila	6.4%	-1.3%	-9.2%	10.6%	1.1%
Gin	1.3%	-16.2%	-1.9%	43.7%	-1.2%
Brandy & Cognac	1.2%	12.9%	-13.0%	-10.7%	-3.4%
Cordials	-2.4%	-2.6%	8.8%		-1.9%
Cocktails	-22.2%	26.8%			3.3%
Total	0.6%	3.7%	-0.6%	1.7%	1.6%