

**Industry Review Tables**  
**Distilled Spirits Council**  
**New York Yacht Club**  
**February 2, 2010**

**U.S. Spirits Market 2009 , 9-Liter Cases by Price Category**

*9-Liter Cases (000)*

Category	Value	Premium	High End Premium	Super Premium	Total
Blended Whiskey	2,861	2,509			5,370
Bourbon & Tennessee	2,808	4,367	7,231	658	15,064
Canadian	8,906	2,652	105	4,180	15,842
Scotch - Blended	2,800	3,159	1,838	84	7,882
Scotch - Single Malt		145	728	274	1,147
Irish			1,087	54	1,142
<b>Total Whiskey</b>	<b>17,375</b>	<b>12,832</b>	<b>10,990</b>	<b>5,250</b>	<b>46,447</b>
Vodka	24,854	15,479	11,333	4,287	55,952
Rum	5,864	16,421	2,059	197	24,541
Tequila	2,567	6,291	779	1,526	11,163
Gin	8,102	1,051	1,989	59	11,201
Brandy & Cognac	7,381	299	2,450	750	10,880
Cordials	7,645	11,445	1,303	9	20,402
Cocktails	2,193	4,146			6,339
<b>Total</b>	<b>75,982</b>	<b>67,964</b>	<b>30,902</b>	<b>12,079</b>	<b>186,926</b>

**U.S. Spirits Market 2009 , 9-Liter Cases by Price Category**

*Percentage Change from 2008*

Category	Value	Premium	High End Premium	Super Premium	Total
Blended Whiskey	5.8%	0.9%			3.4%
Bourbon & Tennessee	6.3%	2.3%	-3.6%	-0.6%	0.0%
Canadian	2.1%	-4.3%	0.4%	-6.1%	-1.3%
Scotch - Blended	-5.3%	-3.2%	-7.7%	-11.2%	-5.1%
Scotch - Single Malt		41.1%	-1.1%	-1.3%	2.5%
Irish			13.0%	-3.1%	10.2%
<b>Total Whiskey</b>	<b>2.1%</b>	<b>-0.6%</b>	<b>-2.7%</b>	<b>-5.3%</b>	<b>-0.7%</b>
Vodka	10.7%	5.0%	-2.3%	-5.8%	4.9%
Rum	4.4%	1.7%	-9.6%	-1.0%	1.2%
Tequila	21.3%	1.5%	-0.3%	1.0%	5.2%
Gin	4.2%	-5.0%	-8.2%	-18.9%	0.7%
Brandy & Cognac	8.8%	-0.7%	-5.9%	-10.5%	3.3%
Cordials	-3.8%	-5.1%	0.0%	0.0%	-4.3%
Cocktails	-5.5%	1.4%			-1.1%
<b>Total</b>	<b>5.5%</b>	<b>0.6%</b>	<b>-3.5%</b>	<b>-5.1%</b>	<b>1.4%</b>

**U.S. Spirits Market 2009, Gross Revenues by Price Category**

*Gross Revenues Including FET (millions)*

Category	Value	Premium	High End Premium	Super Premium	Total
Blended Whiskey	\$ 146	\$ 174	\$ -	\$ -	\$ 320
Bourbon & Tennessee	\$ 153	\$ 424	\$ 1,115	\$ 137	\$ 1,829
Canadian	\$ 479	\$ 264	\$ 15	\$ 712	\$ 1,470
Scotch - Blended	\$ 194	\$ 492	\$ 462	\$ 39	\$ 1,187
Scotch - Single Malt	\$ -	\$ 30	\$ 187	\$ 119	\$ 336
Irish	\$ -	\$ -	\$ 179	\$ 18	\$ 197
<b>Total Whiskey</b>	<b>\$ 972</b>	<b>\$ 1,384</b>	<b>\$ 1,958</b>	<b>\$ 1,025</b>	<b>\$ 5,339</b>
Vodka	\$ 1,021	\$ 1,197	\$ 1,460	\$ 882	\$ 4,560
Rum	\$ 295	\$ 1,595	\$ 260	\$ 49	\$ 2,198
Tequila	\$ 201	\$ 760	\$ 144	\$ 540	\$ 1,645
Gin	\$ 493.6	\$ 123.0	\$ 277.4	\$ 9.5	\$ 903
Brandy & Cognac	\$ 575	\$ 43	\$ 561	\$ 288	\$ 1,466
Cordials	\$ 459	\$ 1,522	\$ 300	\$ -	\$ 2,281
Cocktails	\$ 102	\$ 239	\$ -	\$ -	\$ 341
<b>Total</b>	<b>\$ 4,118</b>	<b>\$ 6,863</b>	<b>\$ 4,960</b>	<b>\$ 2,793</b>	<b>\$ 18,734</b>

**U.S. Spirits Market 2009, Gross Revenues by Price Category**

*Percentage Change from 2008*

Category	Value	Premium	High End Premium	Super Premium	Total
Blended Whiskey	6.9%	0.0%			3.1%
Bourbon & Tennessee	7.3%	4.6%	-2.4%	2.6%	0.3%
Canadian	3.5%	-2.9%	2.3%	-10.5%	-4.9%
Scotch - Blended	-3.3%	1.4%	-6.0%	-12.3%	-2.8%
Scotch - Single Malt		46.1%	0.8%	1.7%	4.0%
Irish			14.0%	-2.2%	12.3%
<b>Total Whiskey</b>	<b>3.1%</b>	<b>2.0%</b>	<b>-1.6%</b>	<b>-7.6%</b>	<b>-1.1%</b>
Vodka	6.7%	4.0%	-1.2%	-1.9%	1.7%
Rum	5.7%	1.6%	-7.8%	-0.8%	0.8%
Tequila	20.1%	1.3%	-1.0%	1.3%	3.0%
Gin	5.2%	0.2%	-6.0%	-25.5%	0.4%
Brandy & Cognac	8.9%	1.3%	-3.5%	-6.6%	0.5%
Cordials	-2.2%	-4.2%	0.8%		-3.2%
Cocktails	-4.9%	1.1%			-0.8%
<b>Total</b>	<b>5.1%</b>	<b>0.6%</b>	<b>-2.1%</b>	<b>-4.1%</b>	<b>0.1%</b>

## Industry Market Share

Year	Supplier Gross Revenues (Billions)				Market Share		
	Beer	Spirits	Wine	Total	Beer	Spirits	Wine
1999	\$ 21.20	\$ 10.66	\$ 6.00	\$ 37.86	56.0%	28.2%	15.8%
2000	\$ 22.60	\$ 11.70	\$ 6.41	\$ 40.71	55.5%	28.7%	15.7%
2001	\$ 23.80	\$ 12.22	\$ 6.63	\$ 42.65	55.8%	28.7%	15.5%
2002	\$ 24.10	\$ 13.17	\$ 7.04	\$ 44.31	54.4%	29.7%	15.9%
2003	\$ 24.87	\$ 13.87	\$ 7.50	\$ 46.24	53.8%	30.0%	16.2%
2004	\$ 25.62	\$ 15.12	\$ 7.90	\$ 48.64	52.7%	31.1%	16.2%
2005	\$ 25.62	\$ 16.00	\$ 8.30	\$ 49.92	51.3%	32.1%	16.6%
2006	\$ 26.34	\$ 17.20	\$ 8.62	\$ 52.15	50.5%	33.0%	16.5%
2007	\$ 27.49	\$ 18.20	\$ 9.24	\$ 54.93	50.1%	33.1%	16.8%
2008	\$ 28.46	\$ 18.72	\$ 9.38	\$ 56.56	50.3%	33.1%	16.6%
2009	\$ 28.82	\$ 18.74	\$ 9.48	\$ 57.04	50.5%	32.9%	16.6%

Sources: 10k Reports, DISCUS Estimates & Adams Wine Handbook  
 Distilled Spirits Council, Economic & Strategic Analysis Dept.

Year	Volume Market Share		
	Beer	Wine	Spirits
2000	59.9%	12.7%	27.4%
2001	59.6%	12.8%	27.6%
2002	59.6%	13.2%	27.3%
2003	58.5%	13.6%	27.9%
2004	57.7%	13.8%	28.5%
2005	57.0%	14.0%	29.0%
2006	56.7%	14.1%	29.3%
2007	56.3%	14.2%	29.5%
2008	56.0%	14.2%	29.7%
2009	55.4%	14.4%	30.2%
00-09	-4.5%	1.7%	2.8%