

## On America's Whiskey Trail

In 2010, 15.4 million 9-liter cases of Bourbon were sold in the United States, generating over \$1.9 billion in revenue for distillers.

Reflecting American's desire to drink better, over the past five years, High End Premium, and Super-Premium brands drove growth. High End Premium revenues were up 23% and Super-Premium 91%.

### U.S. Bourbon & Tennessee Whiskey Market

Volumes by Year and Price Category  
9-Liter Cases (000)

Year	Value	Premium	High End Premium	Super Premium	Grand Total
2000					13,186
2002	2,972	4,281	5,576	309	13,137
2003	2,972	4,278	5,823	332	13,405
2004	2,927	4,318	6,237	385	13,867
2005	2,816	4,388	6,666	431	14,301
2006	2,633	4,499	7,116	496	14,744
2007	2,619	4,415	7,310	568	14,911
2008	2,642	4,267	7,500	662	15,071
2009	2,808	4,367	7,231	658	15,064
2010	2,778	4,529	7,372	764	15,443
2005-2010	-1.4%	3.2%	10.6%	77.3%	8.0%

### U.S. Bourbon Supplier Revenues Gross Revenues Including FET (millions)

Year	Value	Premium	High End Premium	Super Premium	Grand Total
2003	\$148	\$339	\$768	\$63	\$1,317
2004	\$151	\$369	\$837	\$74	\$1,432
2005	\$145	\$380	\$938	\$84	\$1,548
2006	\$140	\$393	\$1,020	\$98	\$1,650
2007	\$139	\$401	\$1,079	\$112	\$1,731
2008	\$142	\$406	\$1,142	\$134	\$1,823
2009	\$153	\$424	\$1,115	\$137	\$1,829
2010	\$152	\$439	\$1,154	\$161	\$1,906
2005-2010	4.7%	15.3%	22.9%	91.2%	23.1%

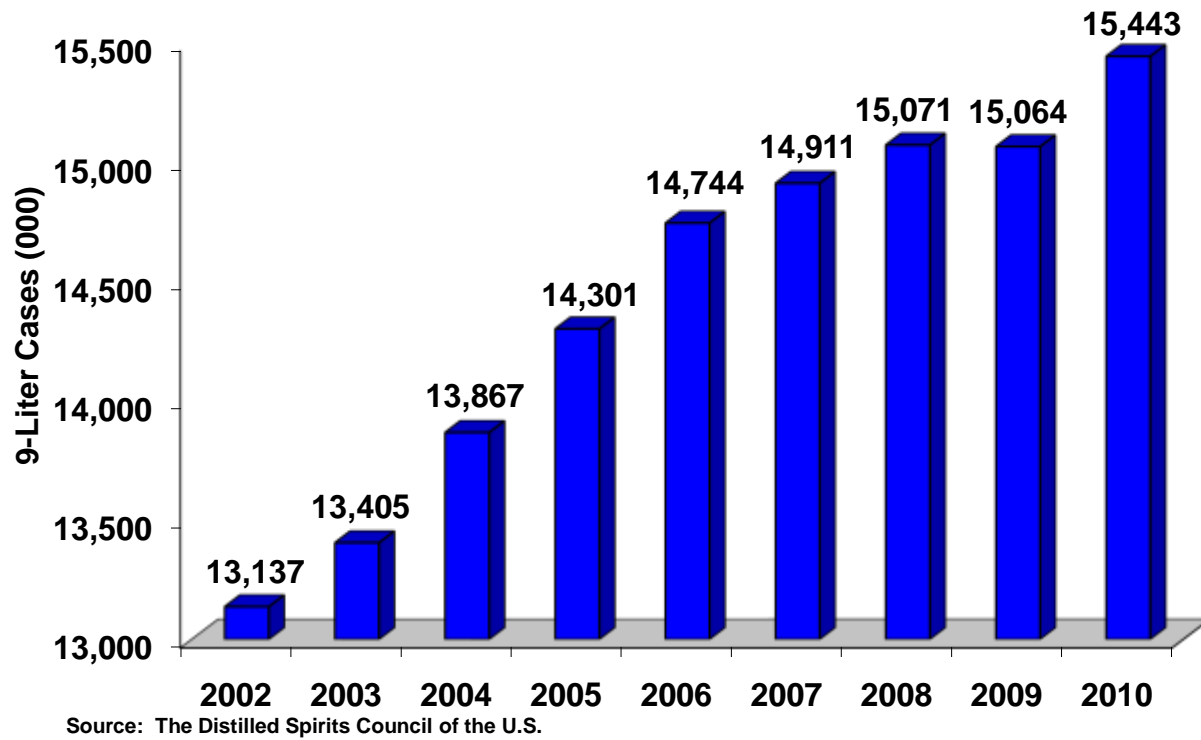
Source: Distilled Spirits Council, Economic & Strategic Analysis Dept.  
Note: Bourbon figures include Tennessee Whiskey.



While the richness of this corn based spirit makes it an ideal drink to sip slowly “on the rocks” (over ice) or “neat” (straight), Bourbon is also used in such classic cocktails as the Manhattan and the Mint Julep.

## U.S. Bourbon Volumes, 2002-2010

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