

On America's Whiskey Trail

In 2007, 14.9 million 9-liter cases of Bourbon were sold in the United States, generating over \$1.7 billion in revenue for distillers.

Reflecting American's desire to drink better, High End Premium, and Super-Premium brands drove growth. High End Premium revenues were up nearly 6% in 2007 and Super-Premium over 15%.

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
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
06-07 Growth	-0.5%	-1.9%	2.7%	14.6%	1.1%

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

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
06-07 Growth Growth	-0.9%	2.1%	5.8%	15.2%	4.9%

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

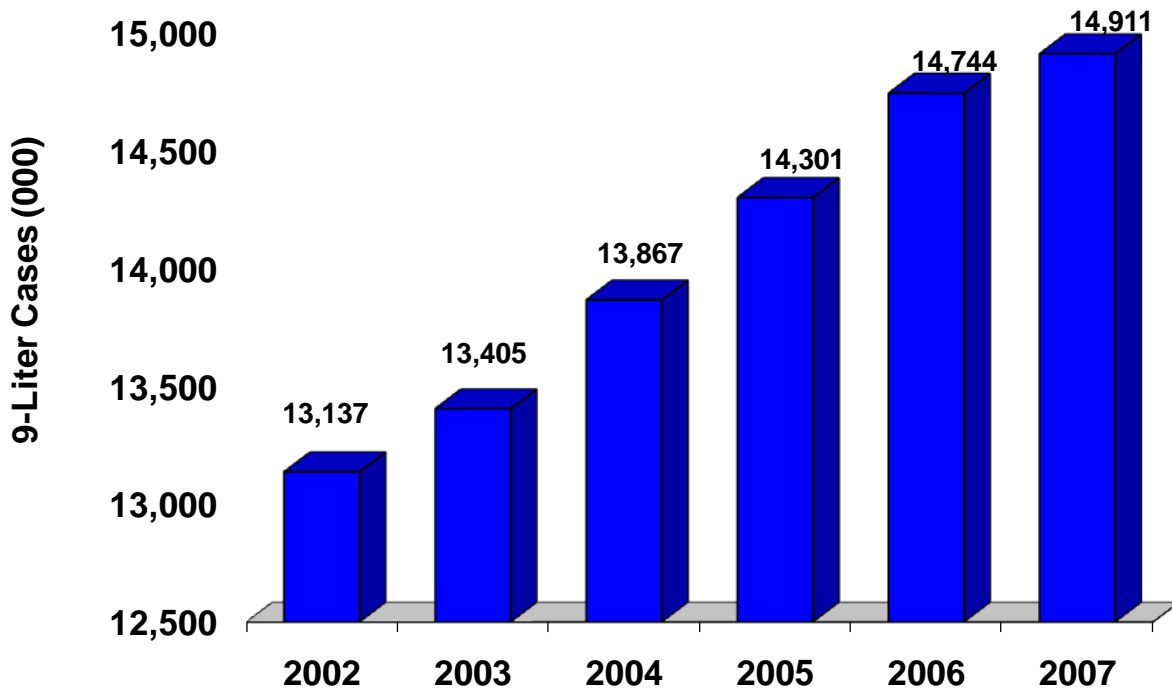
Note: Bourbon figures include Tennessee Whiskey.

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.

As America's home grown spirit, Bourbon is also the cornerstone product of U.S. spirits exports. Bourbon's increasing popularity in overseas markets has allowed exports to grow to almost \$713 million in 2007.



U.S. Bourbon Volumes, 2002-2007



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

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