

## Real Martinis are Made With Gin!

Ah Gin! That delightful libation that owes its subtle flavor to the favors bestowed upon it by the humble juniper berry.

In 2010 almost 11 million 9-liter cases of gin were sold in the United States, generating \$857 million in revenue for distillers.

The U.S. market imported around 3.3 million cases of gin in 2010.

### U.S. Gin Market

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

Year	Value	Premium	High End Premium	Super Premium	Grand Total
2002	7,900	1,192	1,900	49	11,041
2003	7,753	1,176	2,016	51	10,997
2004	7,692	1,224	2,024	55	10,996
2005	7,514	1,205	1,948	52	10,718
2006	7,555	1,357	2,205	50	11,167
2007	7,674	1,320	2,208	51	11,253
2008	7,775	1,107	2,167	73	11,122
2009	8,102	1,051	1,989	59	11,201
2010	7,859	1,022	1,961	65	10,906
09 - 10 Growth	-3.0%	-2.8%	-1.4%	9.2%	-2.6%

### U.S. Gin Supplier Revenues

Gross Revenues Including FET (millions)

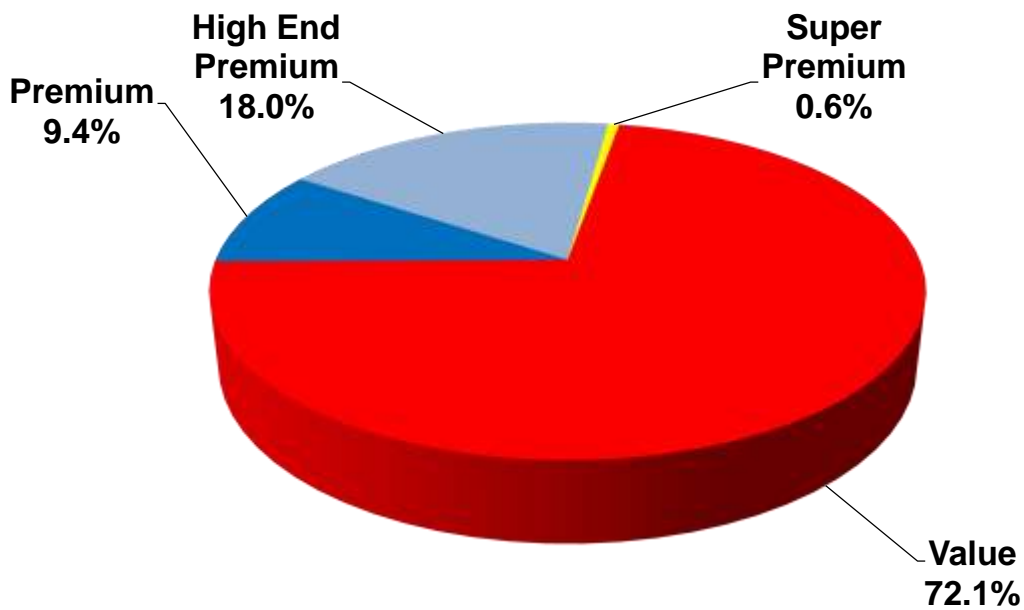
Year	Value	Premium	High End Premium	Super Premium	Total
2003	\$452	\$135	\$257	\$9	\$852
2004	\$457	\$133	\$269	\$9	\$869
2005	\$446	\$131	\$254	\$9	\$840
2006	\$456	\$150	\$293	\$8	\$908
2007	\$459	\$145	\$292	\$9	\$904
2008	\$469	\$123	\$295	\$13	\$900
2009	\$494	\$123	\$277	\$9	\$903
2010	\$466	\$114	\$267	\$11	\$857
09 - 10 Growth	-5.7%	-7.3%	-3.7%	12.0%	-5.1%

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



America's thirst for gin lies in the popularity of the many fine cocktails that owe their existence to gin's pleasurable taste. Who can resist a gin and tonic on a hot summer's day? Everyone remembers their first Tom Collins. Of course, the grandfather of all cocktails is the venerable martini. And yes, real martinis are made with gin!

## Share of U.S. Gin Volume by Price Category, 2010



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

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