

## Rum: If you like Piña Coladas ...

In 2010, 24.9 million 9-liter cases of rum were sold in the United States, generating over \$2.2 billion in revenue for distillers.

Over the past few years distillers have experimented with flavored rums. Today, the public can enjoy rums that have been infused with natural spices, refreshing citrus flavors, raspberry, vanilla and others. Flavored and Spiced rums now account for over 51% of all rums sold.

### U.S. Rum Volumes by Price Category (9-Liter Cases, 000)

Year	Value	Premium	High End Premium	Super Premium	Total
2002	4,968	11,854	1,650	90	18,562
2003	5,092	12,448	1,809	87	19,435
2004	5,115	13,194	2,207	106	20,622
2005	5,199	14,196	2,247	124	21,764
2006	5,386	14,847	2,223	154	22,611
2007	5,438	15,529	2,352	220	23,540
2008	5,615	16,149	2,277	199	24,240
2009	5,864	16,421	2,059	197	24,541
2010	5,938	16,618	2,122	202	24,880
09 - 10 Growth	1.3%	1.2%	3.1%	2.4%	1.4%

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

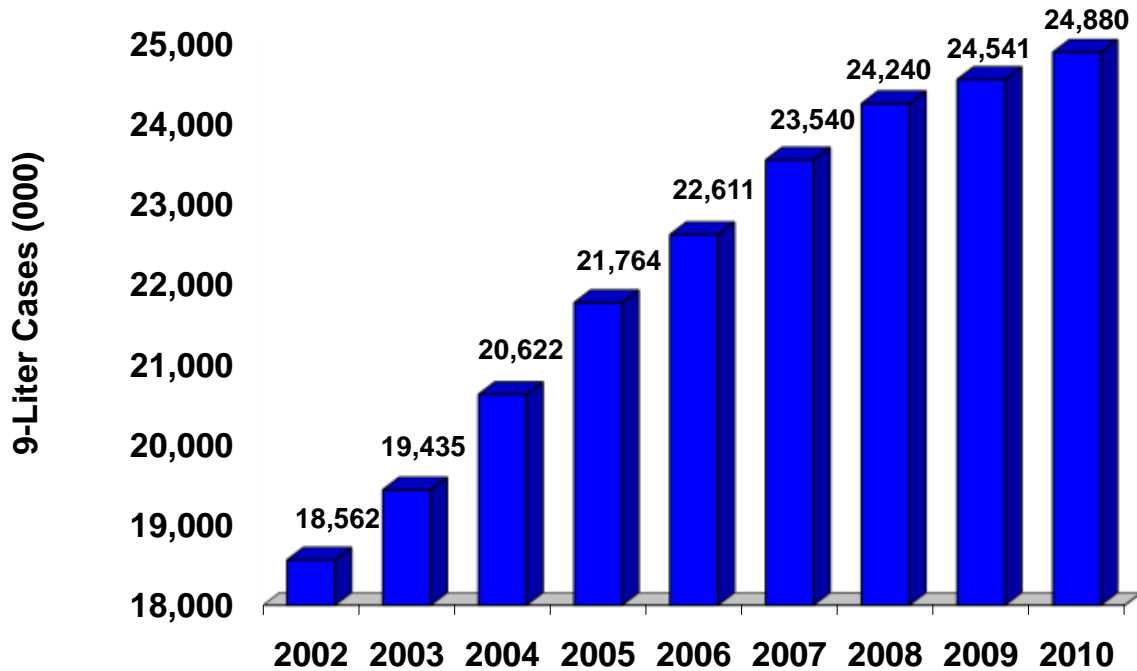
Year	Value	Premium	High End Premium	Super Premium	Total
2003	\$277	\$966	\$184	\$14	\$1,441
2004	\$241	\$1,065	\$236	\$17	\$1,556
2005	\$245	\$1,261	\$259	\$20	\$1,785
2006	\$256	\$1,344	\$261	\$26	\$1,887
2007	\$267	\$1,449	\$285	\$55	\$2,056
2008	\$279	\$1,570	\$282	\$50	\$2,180
2009	\$295	\$1,595	\$260	\$49	\$2,198
2010	\$286	\$1,585	\$257	\$51	\$2,179
09 - 10 Growth	-2.8%	-0.6%	-1.1%	3.2%	-0.9%

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



This highly mixable beverage is found in such famous drinks as the Cuba Libre, the Piña Colada, the Daiquiri, and the hot new Mohito. In addition, many of the newer Premium and Super-Premium brands are ideal when sipped slowly “on the rocks” (over ice) or “neat” (straight).

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



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

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