

## Rum: If you like Piña Coladas ...

In 2007, 23.5 million 9-liter cases of rum were sold in the United States, generating over \$2 billion in revenue for distillers. Reflecting American's desire to drink better, Super-Premium brands drove growth – increasing around 43% in volume.

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 48% 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
06 - 07 Growth	1.0%	4.6%	5.8%	43.1%	4.1%

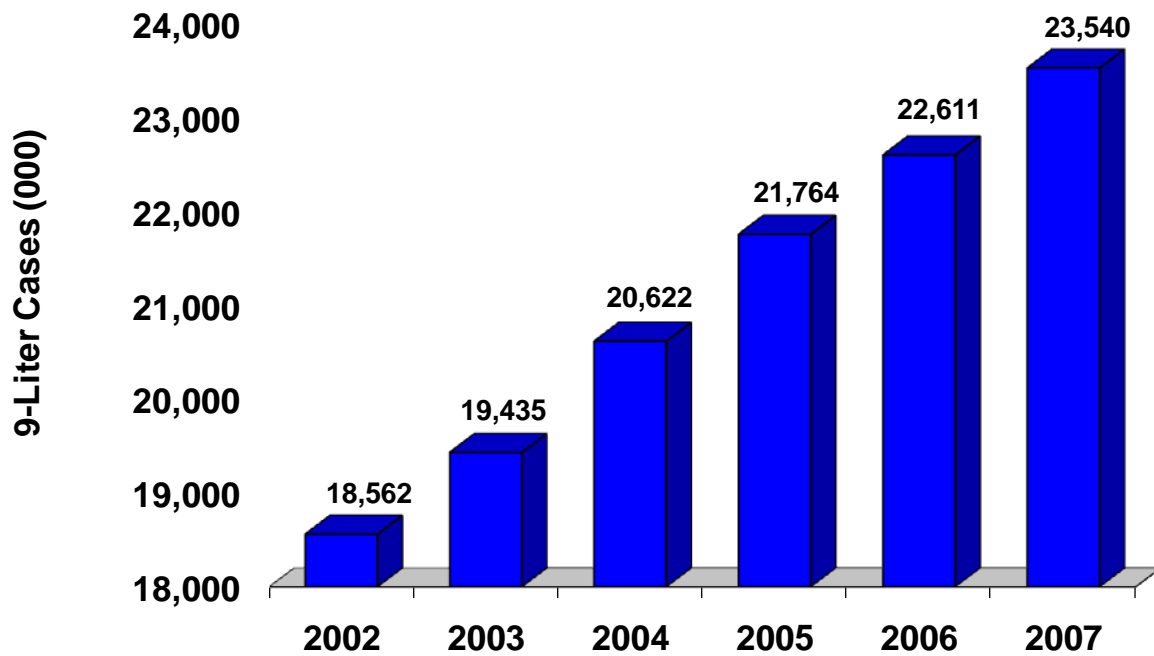
### U.S. Rum Supplier Revenues Gross Revenues Including FET (millions)

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
06 - 07 Growth	4.5%	7.8%	9.1%	111.6%	8.9%

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, 2002-2007



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

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