

## U.S. Tequila Market - at a glance -

Americans can not get enough of Mexico's native spirit. Since 2002 U.S. imports of Tequila have grown 61% - an average rate of 6.1% per year. In 2010 alone almost 11.6 million 9-liter cases were sold.

One of the keys to Tequila's U.S. growth has been distiller's ability to offer a product for every budget and occasion. By offering both well aged High End and Super Premium products as well as affordable Value brands Tequila is accessible to all Americans.

### U.S. Tequila Market

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

Year	Value	Premium	High	Super	Grand Total
			End Premium	Premium	
2002	1,623	4,788	417	358	7,186
2003	1,777	5,290	446	497	8,009
2004	1,831	5,662	664	513	8,670
2005	1,858	5,938	739	665	9,200
2006	1,919	6,169	795	1,191	10,074
2007	1,989	6,279	860	1,367	10,495
2008	2,117	6,198	781	1,511	10,607
2009	2,567	6,291	779	1,526	11,163
2010	2,642	6,449	911	1,560	11,562
Average Annual Growth	6.3%	3.8%	10.3%	20.2%	6.1%

### U.S. Tequila Supplier Revenues

Gross Revenues Including FET (millions)

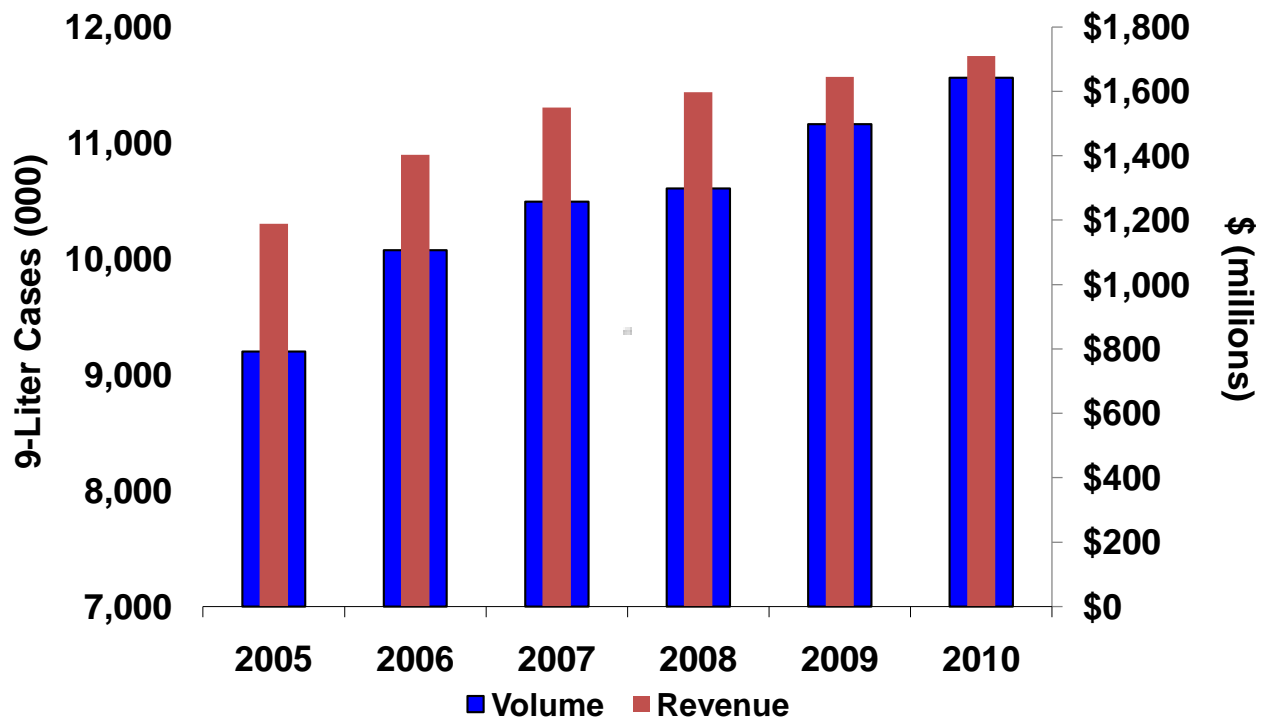
Year	Value	Premium	High	Super	Total
			End Premium	Premium	
2003	\$143	\$606	\$73	\$140	\$962
2004	\$145	\$674	\$110	\$139	\$1,068
2005	\$147	\$691	\$128	\$223	\$1,189
2006	\$149	\$713	\$142	\$400	\$1,403
2007	\$157	\$754	\$160	\$479	\$1,550
2008	\$167	\$751	\$146	\$533	\$1,597
2009	\$201	\$760	\$144	\$540	\$1,645
2010	\$204	\$760	\$167	\$580	\$1,710
Average Annual Growth	5.2%	3.3%	12.6%	22.5%	8.6%

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



While Value and Premium brands are the backbone of the U.S. market, the fastest growth since 2002 has been in High End and Super Premium brands, with High End averaging 10.3% and Super Premium averaging a robust 20.2% annual growth since 2002.

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



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

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