

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 46% - an average rate of 7.9% per year. In 2007 alone over 10 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 End Premium	Super Premium	Grand Total
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
06 - 07 Growth	3.6%	1.8%	8.1%	14.8%	4.2%

U.S. Tequila Supplier Revenues

Gross Revenues Including FET (millions)

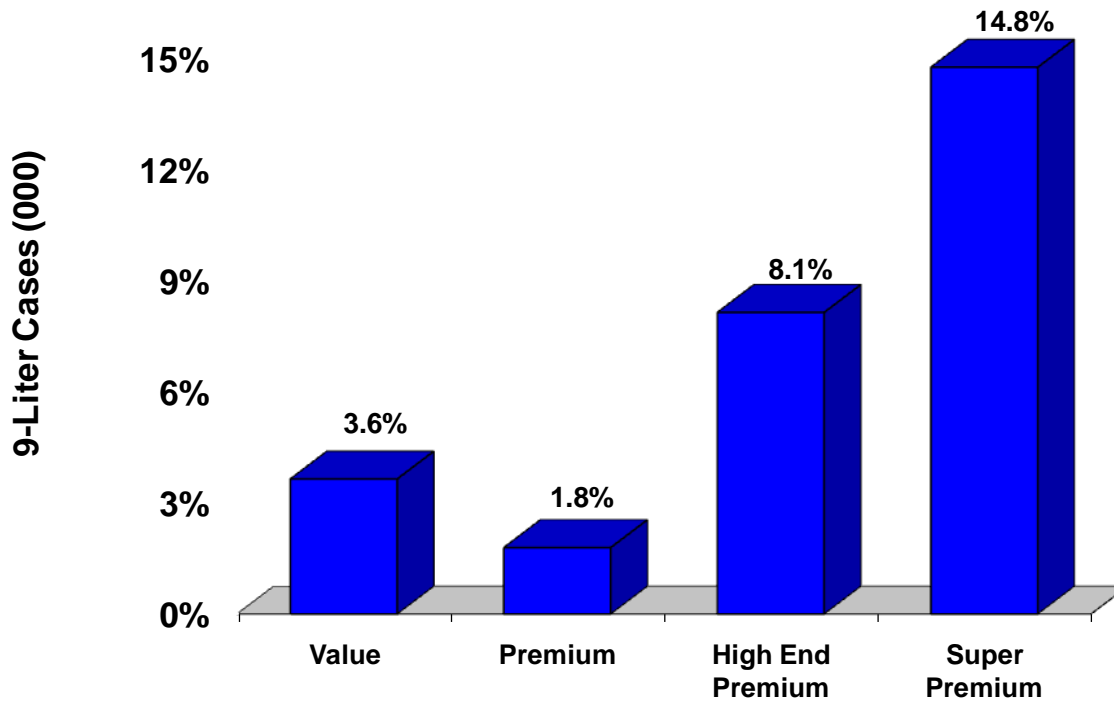
Year	Value	Premium	High End Premium	Super Premium	Total
2003	\$143	\$606	\$73	\$140	\$962
2004	\$145	\$674	\$110	\$139	\$1,068
2005	\$147	\$691	\$128	\$223	\$1,189
2006	\$149	\$713	\$142	\$400	\$1,403
2007	\$157	\$754	\$160	\$479	\$1,550
06 - 07 Growth	5.7%	5.8%	13.2%	19.6%	10.5%

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

While Value and Premium brands are the backbone of the U.S. market, the fastest growth has been in High End and Super Premium brands, with High End averaging 15.6% and Super Premium averaging a robust 30.8% annual growth since 2002.



U.S. Tequila Growth by Price Segment, 2006-2007



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

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