

Vodka: The Spirit of the Industry

Vodka dominates the spirits industry, accounting for 31% of all volumes. In 2010, 59.4 million 9-liter cases of vodka were sold in the United States, generating \$4.8 billion in revenue for distillers. Reflecting American's desire to drink better, Super-Premium brands drove growth – increasing around 18% in volume.

Over the past few years distillers have an array of flavored vodkas. Today, the public can enjoy vodkas that have been infused with natural spices, refreshing citrus flavors, raspberry, vanilla and others. Flavored vodkas now account for 16% of all vodkas sold.

U.S. Vodka Market

Volumes by Year and Price Category

9-Liter Cases (000)

Year	Value	Premium	High End Premium	Super Premium	Grand Total
2002	19,338	9,961	8,563	1,570	39,432
2003	20,123	10,541	9,286	1,905	41,855
2004	20,827	10,752	9,878	2,631	44,088
2005	21,080	11,281	10,527	2,992	45,879
2006	21,144	12,301	11,204	4,132	48,782
2007	21,891	12,976	11,651	4,720	51,237
2008	22,462	14,739	11,598	4,550	53,349
2009	24,854	15,479	11,333	4,287	55,952
2010	25,804	16,849	11,692	5,046	59,391
09 - 10 Growth	3.8%	8.9%	3.2%	17.7%	6.1%

U.S. Vodka Supplier Revenues

Gross Revenues Including FET (millions)

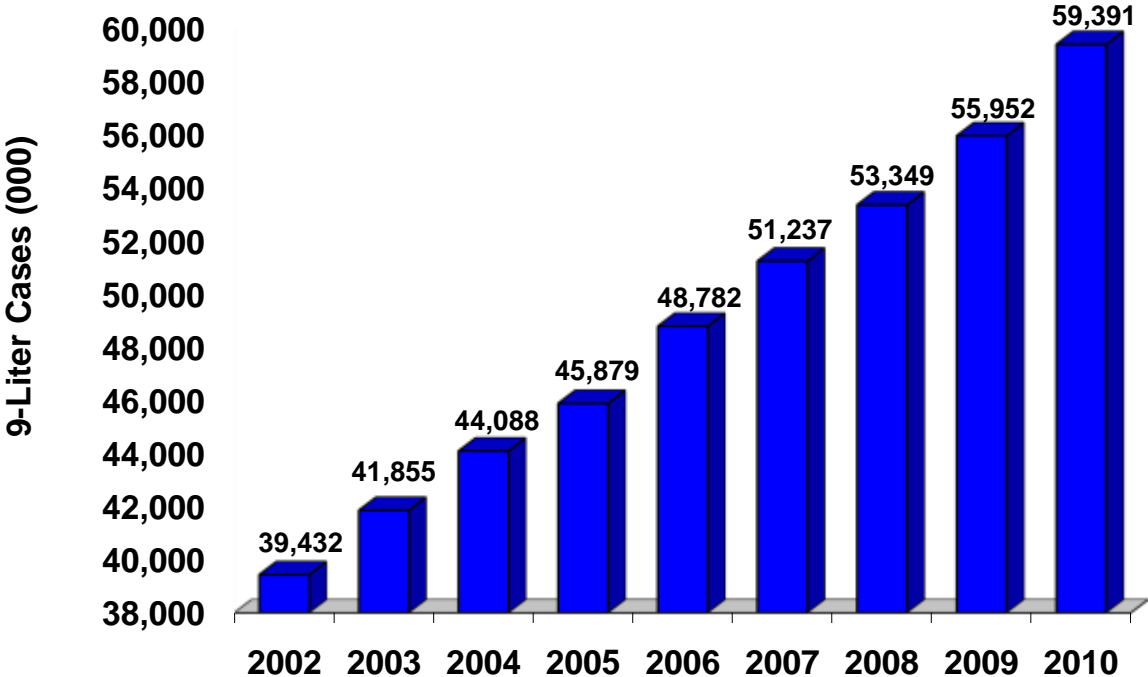
Year	Value	Premium	High End Premium	Super Premium	Total
2003	\$787	\$771	\$1,089	\$320	\$2,966
2004	\$872	\$795	\$1,211	\$460	\$3,338
2005	\$883	\$854	\$1,300	\$546	\$3,582
2006	\$892	\$932	\$1,393	\$778	\$3,994
2007	\$923	\$992	\$1,449	\$933	\$4,297
2008	\$956	\$1,152	\$1,477	\$899	\$4,485
2009	\$1,021	\$1,197	\$1,460	\$882	\$4,560
2010	\$1,046	\$1,277	\$1,463	\$1,004	\$4,790
09 - 10 Growth	2.5%	6.7%	0.2%	13.8%	5.0%

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



This highly mixable beverage is found in such famous drinks as vodka Martinis and the ever-popular Screwdriver. 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. Vodka Volumes, 2002-2010



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

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