



Rum: More Than Just Piña Coladas ...

In 2017, 24.6 million 9-liter cases of rum were sold in the United States, generating over \$2.3 billion in revenue for distillers.

U.S. Rum Volumes by Price Category

Year	Value	(9-Liter Cases, 000)			Total
		Premium	High End Premium	Super Premium	
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
2011	5,772	16,174	2,813	357	25,116
2012	5,963	16,379	2,770	386	25,498
2013	5,798	16,238	3,130	407	25,572
2014	5,693	15,852	3,190	447	25,182
2015	5,782	15,485	3,066	460	24,793
2016	5,581	15,743	2,930	495	24,749
2017	5,559	15,805	2,735	546	24,645
16 - 17 Grow th	-0.4%	0.4%	-6.7%	10.2%	-0.4%

U.S. Rum Supplier Revenues

Year	Gross Revenues Including FET (millions)				Total
	Value	Premium	High End Premium	Super Premium	
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
2011	\$284	\$1,557	\$341	\$91	\$2,273
2012	\$292	\$1,593	\$333	\$98	\$2,316
2013	\$286	\$1,626	\$377	\$103	\$2,392
2014	\$282	\$1,593	\$383	\$115	\$2,374
2015	\$285	\$1,550	\$371	\$119	\$2,325
2016	\$275	\$1,574	\$357	\$129	\$2,335
2017	\$270	\$1,586	\$332	\$140	\$2,328
16 - 17 Grow th	-1.7%	0.8%	-7.0%	8.3%	-0.3%

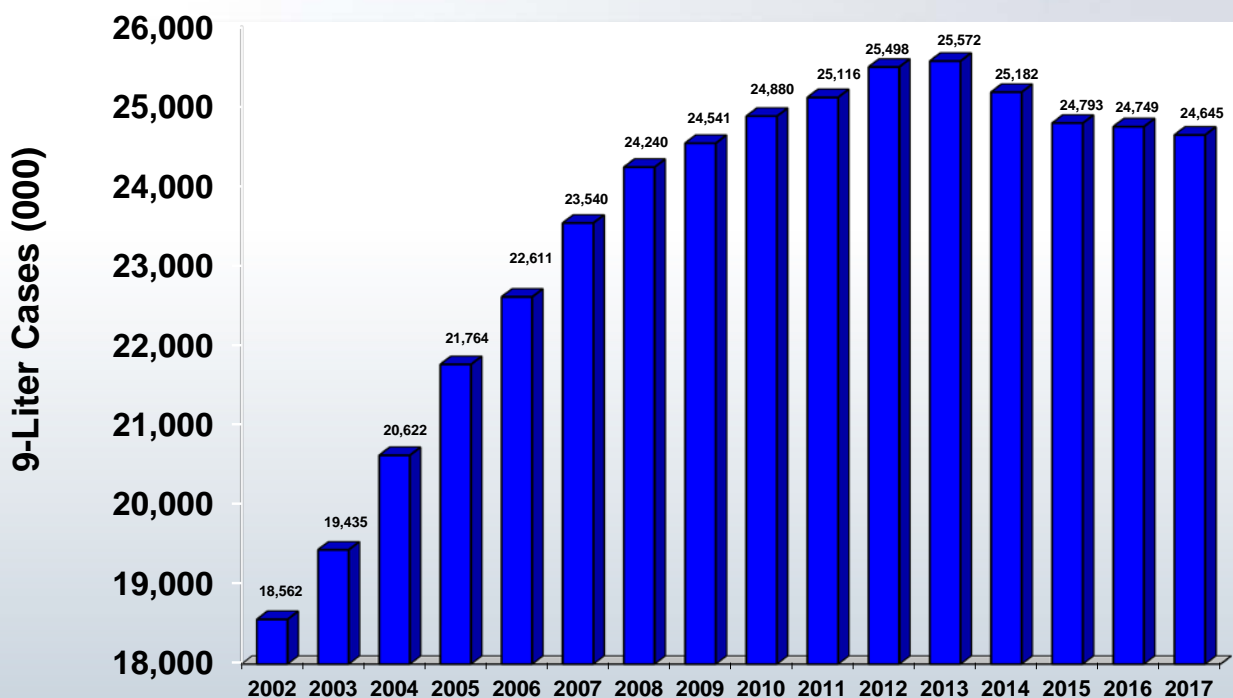
Source: Distilled Spirits Council, Economic & Strategic Analysis Dept.

In recent years, distillers have experimented with flavored rums, making the category much more versatile in offerings. Flavored and Spiced rums now account for over 55% of all rums sold. Today, consumers can enjoy rums that have been infused with natural spices, refreshing citrus flavors, raspberry and vanilla among other tasty flavors.

This highly mixable spirit is found in classic drinks such as the Cuba Libre, the Piña Colada, the Daiquiri, and the Mojito. Looking beyond cocktails, 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, 2002-2017



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

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