



Rye Whiskey

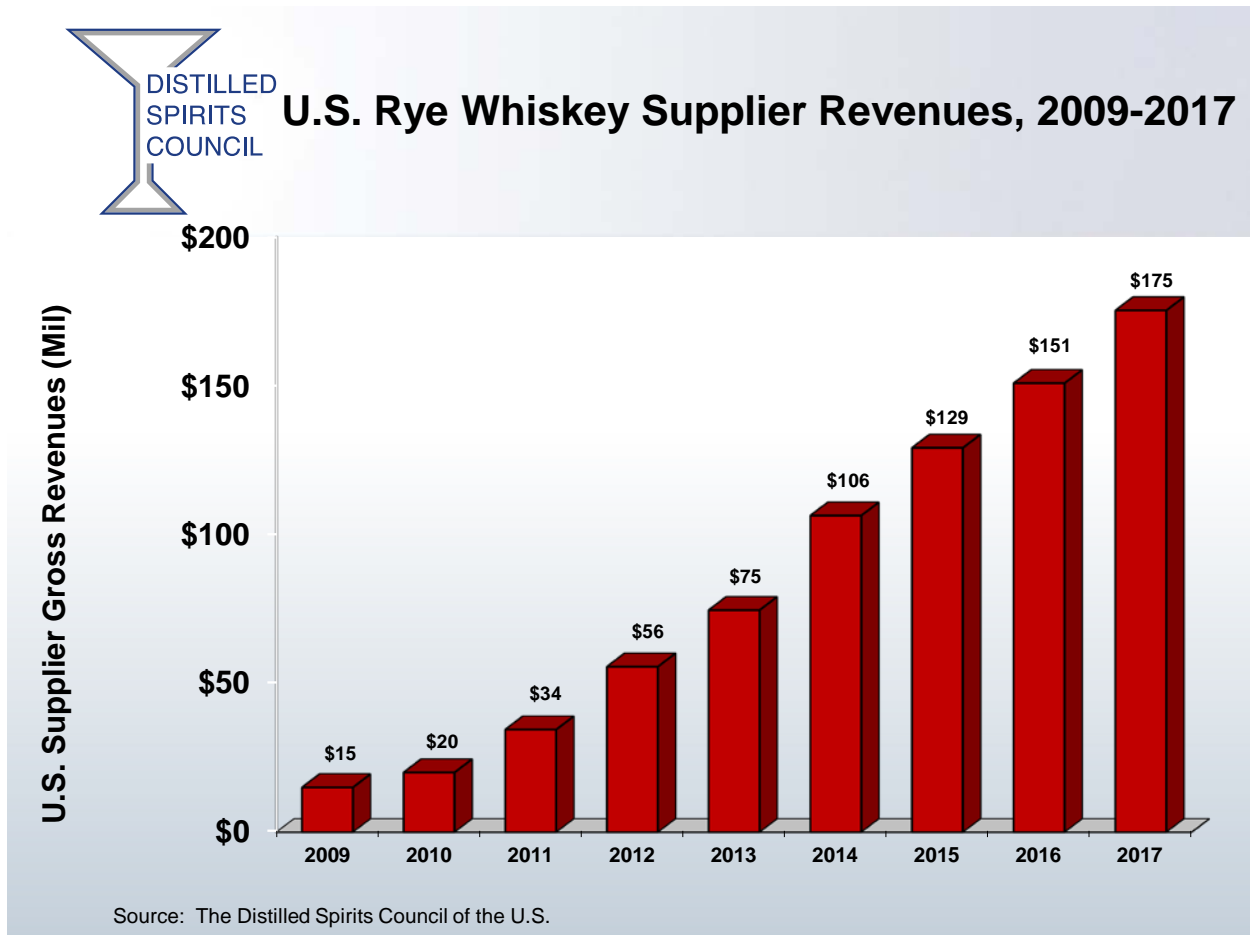
The Return of an American Classic

It might have just been those “good ole boys” drinking “whiskey and Rye” in the 1971 Don McClean song, “*American Pie*,” but today everyone is enjoying Rye Whiskey! Rye Whiskey was all but forgotten in the 1980’s and 1990’s, but since 2009, volumes have increased 934 percent, growing to 912.2 thousand cases in 2017.

Rye Whiskey has enjoyed a resurgence along with other American Whiskeys. While corn based Bourbon has a somewhat sweeter flavor profile, Rye offers whiskey drinkers daring peppery accents. One of America’s native spirits, Rye is great when served neat or on the rocks, but also pairs well in classic cocktails like a Manhattan.



With its relatively high price point, Rye Whiskey also now generates significant revenue for distillers. In 2017, suppliers generated \$175.4 million from Rye Whiskey sales.



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