On America's Whiskey Trail

America's native spirit has been enjoying a resurgence in recent years. In 2018, over 24 million 9-liter cases of American Whiskey was sold in the United States, generating over $3.6 billion in revenue for distillers.

U.S. American Whiskey Market
(9-Liter Cases, 000)

Year	Value	Premium	High End Premium	Super Premium	Grand Total
2002	2,972	4,281	5,576	309	13,137
2003	2,972	4,278	5,823	332	13,405
2004	2,927	4,318	6,237	385	13,867
2005	2,816	4,388	6,666	431	14,301
2006	2,633	4,499	7,116	496	14,744
2007	2,619	4,415	7,310	568	14,911
2008	2,642	4,267	7,500	662	15,071
2009	2,808	4,367	7,231	658	15,064
2010	2,778	4,529	7,372	764	15,443
2011	2,717	4,637	7,782	907	16,042
2012	2,796	4,984	8,079	1,019	16,878
2013	3,007	5,048	8,743	1,234	18,032
2014	3,149	5,493	9,244	1,471	19,357
2015	3,301	5,351	9,872	1,843	20,367
2016	1,845	5,648	10,367	2,061	21,753
2017	3,728	6,009	10,979	2,437	23,153
2018	3,801	6,457	11,410	2,848	24,516
2013-2018	26.4%	27.9%	30.5%	130.8%	36.0%

U.S. American Whiskey Supplier Revenues
Gross Revenues Including FET (millions)

Year	Value	Premium	High End Premium	Super Premium	Grand Total
2003	$148	$339	$768	$63	$1,317
2004	$151	$369	$837	$74	$1,432
2005	$145	$380	$938	$84	$1,548
2006	$140	$393	$1,020	$98	$1,650
2007	$139	$401	$1,079	$112	$1,731
2008	$142	$406	$1,142	$134	$1,823
2009	$153	$424	$1,115	$137	$1,829
2010	$152	$439	$1,154	$161	$1,906
2011	$150	$456	$1,272	$194	$2,071
2012	$157	$499	$1,344	$222	$2,222
2013	$172	$515	$1,490	$273	$2,449
2014	$181	$566	$1,611	$325	$2,683
2015	$192	$556	$1,735	$411	$2,894
2016	$217	$598	$1,833	$467	$3,116
2017	$224	$628	$1,965	$551	$3,368
2018	$230	$676	$2,043	$643	$3,592
2013-2018	33.8%	31.3%	37.1%	136.1%	46.7%

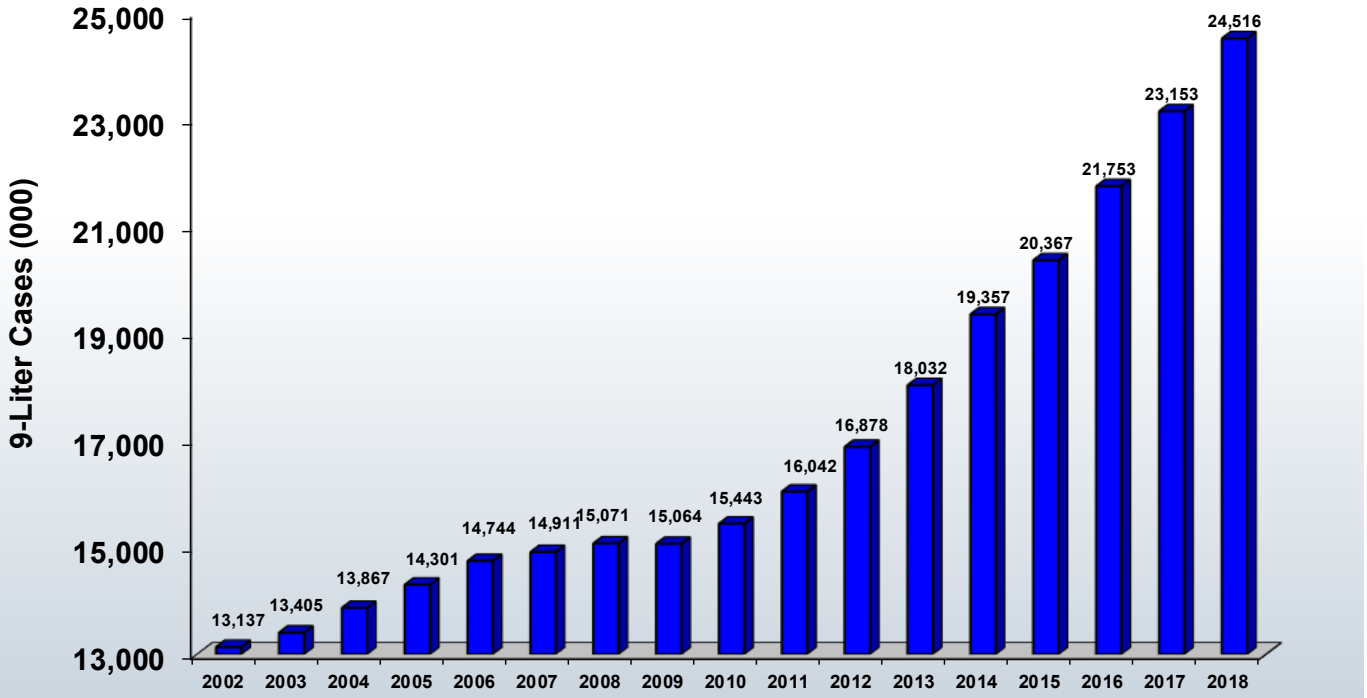
Source: Distilled Spirits Council, Economic & Strategic Analysis Dept.

Reflecting American's increased interest in premium products, over the past five years, High End Premium, and Super-Premium brands drove growth. High End Premium revenues were up 37% and Super-Premium 136%.

While the richness of this corn based spirit makes it an ideal drink to sip slowly "on the rocks" (over ice) or "neat" (straight), Bourbon & Tennessee Whiskey are also used in such classic cocktails as the Manhattan and the Mint Julep.

DISTILLED SPIRITS COUNCIL

U.S. American Whiskey Volumes, 2002-2018



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

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