



## Irish Whiskey: The Emerald Spirit

The Irish Whiskey category has been on fire in recent years and benefited from drinkers' desire to "trade up" from Premium to High-End and Super-Premium products. Since 2002, High-End Premium and Super Premium Irish Whiskey grew a staggering 1106 percent and 3385 percent, respectively.

In 2018, nearly 4.7 million 9-liter cases of Irish Whiskey were sold in the United States, generating \$1 billion in revenues for distillers.

**Irish Whiskey by Price Category  
(9-Liter Cases, 000)**

Year	Value	Premium	High End Premium	Super Premium	Grand Total
2002	0	11	413	9	434
2003	0	12	459	29	500
2004	0	12	518	28	558
2005	0	0	566	29	594
2006	0	0	686	35	721
2007	0	0	820	42	862
2008	0	18	962	56	1,036
2009	0	1	1,087	54	1,142
2010	0	0	1,317	70	1,387
2011	0	0	1,673	92	1,765
2012	0	69	1,923	168	2,160
2013	0	49	2,311	178	2,539
2014	0	78	2,504	189	2,771
2015	0	78	2,848	292	3,218
2016	0	44	3,457	320	3,821
2017	0	40	3,742	469	4,251
2018	0	40	4,091	555	4,686
02 - 18 Growth	NA	255.4%	889.4%	5901.5%	979.7%

**Irish Whiskey Revenues by Price Category  
(Supplier Gross Revenues, Millions)**

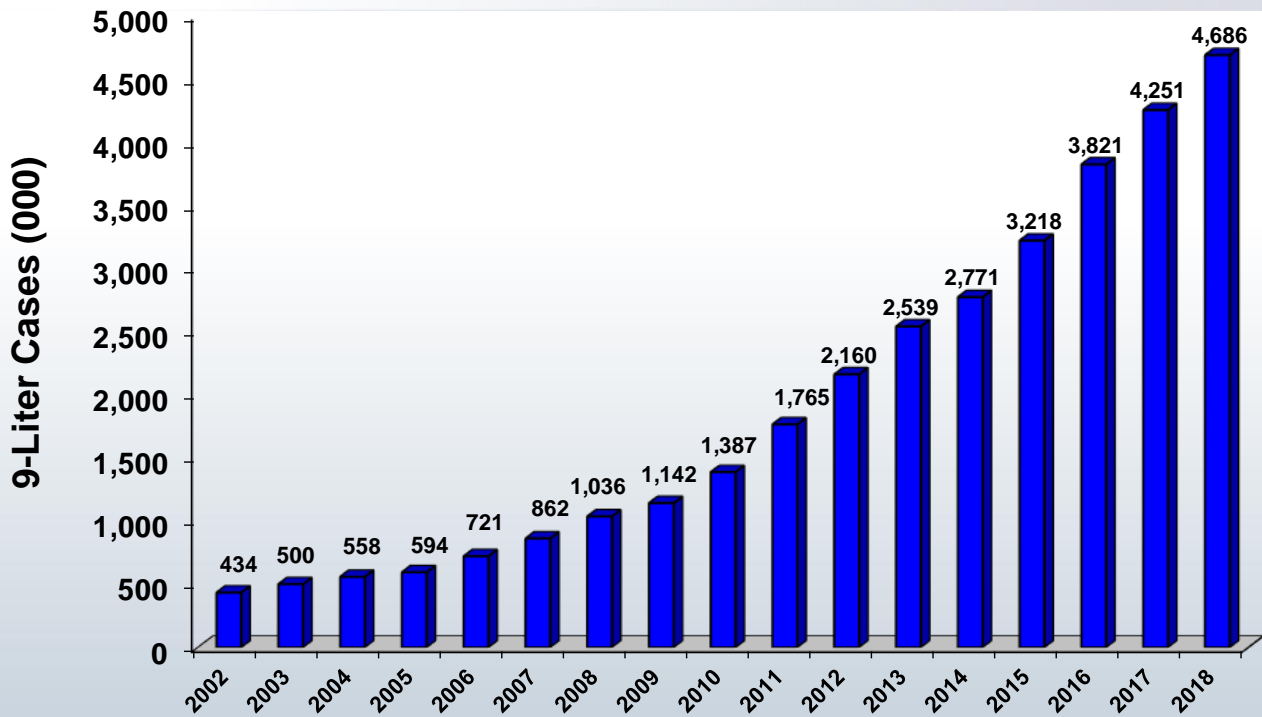
Year	Value	Premium	High End Premium	Super Premium	Grand Total
2003	\$1	\$1	\$66	\$6	\$74
2004	\$0	\$1	\$73	\$8	\$82
2005	\$0	\$0	\$84	\$8	\$93
2006	\$0	\$0	\$105	\$11	\$115
2007	\$0	\$0	\$132	\$13	\$145
2008	\$0	\$0	\$157	\$18	\$176
2009	\$0	\$0	\$179	\$18	\$197
2010	\$0	\$0	\$233	\$23	\$256
2011	\$0	\$0	\$304	\$32	\$335
2012	\$0	\$0	\$356	\$59	\$415
2013	\$0	\$0	\$436	\$64	\$500
2014	\$0	\$12	\$472	\$69	\$553
2015	\$0	\$12	\$543	\$108	\$664
2016	\$0	\$7	\$667	\$121	\$795
2017	\$0	\$7	\$715	\$175	\$897
2018	\$0	\$7	\$793	\$211	\$1,011
03 - 18 Growth	NA	600.0%	1106.2%	3384.7%	1267.9%

Source: Distilled Spirits Council, Econ. & Strategic Analysis

Irish Whiskey's smooth profile makes it particularly appealing to adult consumers who are new to the whiskey category. Alongside approachability, the unique and versatile flavor of Irish Whiskey allows it to be enjoyed neat or in a cocktail. Leading mixologists across the country have showcased the spirit in their innovative and artisan cocktail menus.



## U.S. Irish Whiskey Volumes, 2002-2018



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

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