



Rye Whiskey

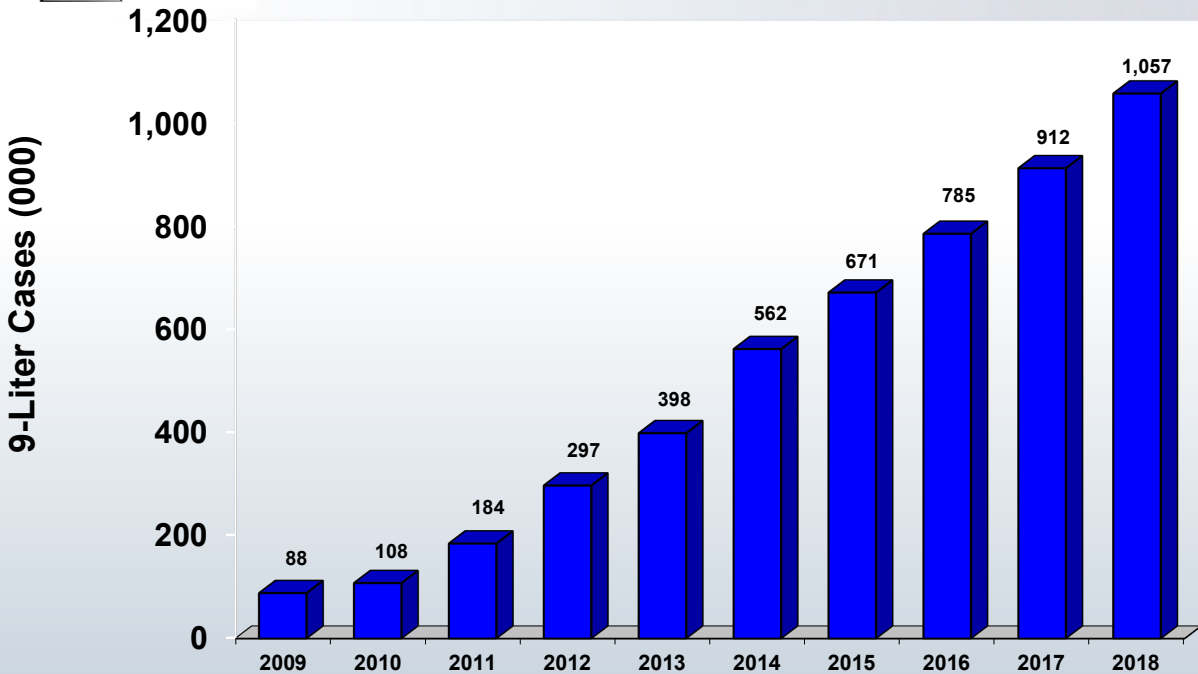
The Return of an American Classic

Rye Whiskey was all but forgotten in the 1980's and 1990's, but since 2009, volumes have increased 1098 percent, growing to 1.1 million cases in 2018.

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.



U.S. Rye Whiskey, 2009-2018

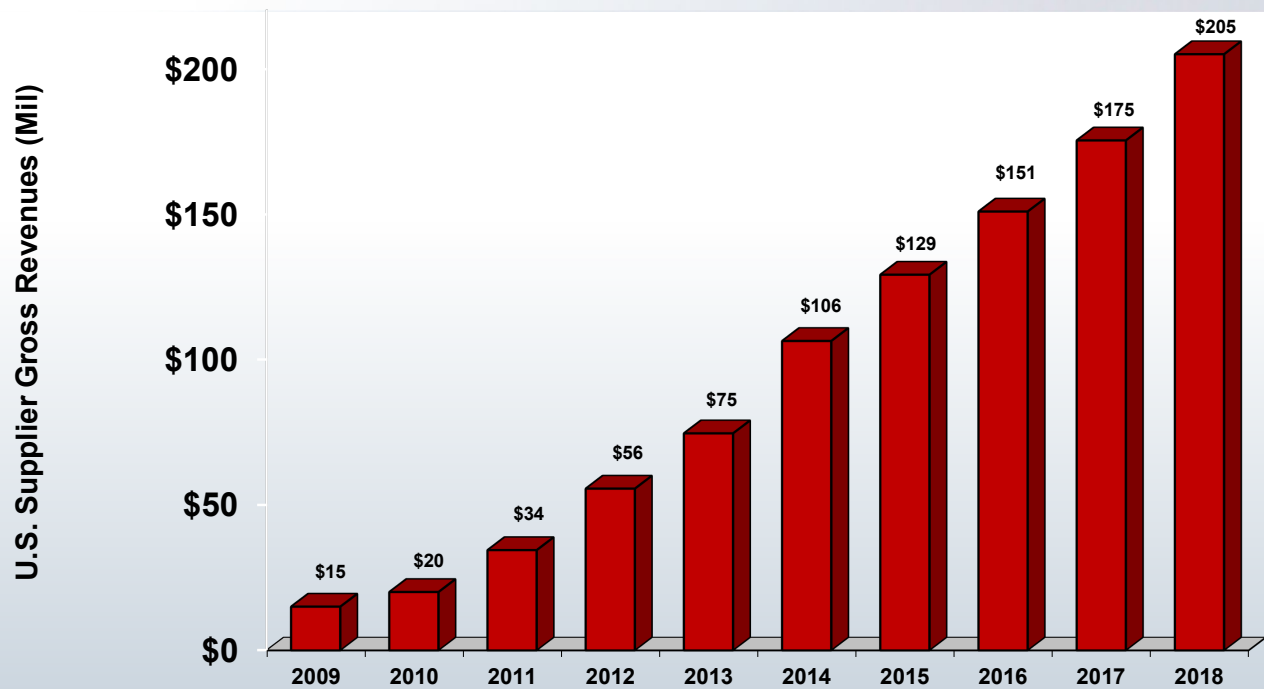


Source: The Distilled Spirits Council of the U.S.

With its relatively high price point, Rye Whiskey also now generates significant revenue for distillers. In 2018, suppliers generated \$205 million from Rye Whiskey sales.



U.S. Rye Whiskey Supplier Revenues, 2009-2018



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

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