



U.S. Cognac Market

How do you improve upon a good French wine? Make Cognac! Distilled from white wine grown in an area extending from the banks of the Charente all the way to the Atlantic coast, Cognac is one of the many fine gastronomic delights that the French offer the world.

Cognac has seen a resurgence in recent years, as more Americans are enjoying France's native spirit. In 2019, 6.6 million 9-liter cases were sold in the U.S -- an increase of 3.2%. Over the past five years, Cognac grew a robust 160%, reaching its highest level since the data series began in 2002.

U.S. Cognac Market
 Volumes by Year and Category
9-Liter Cases (000)

Year	VS	VSOP	XO	OTHER	Total
2002	2,570	591	33	21	3,215
2003	2,765	704	37	22	3,528
2004	2,772	762	41	32	3,608
2005	2,766	786	47	36	3,635
2006	2,996	843	43	68	3,951
2007	3,122	866	38	88	4,113
2008	2,685	760	29	69	3,543
2009	2,508	652	20	111	3,291
2010	2,476	642	26	185	3,329
2011	2,472	680	32	224	3,408
2012	2,552	693	31	284	3,560
2013	2,694	712	34	254	3,693
2014	3,039	788	30	275	4,132
2015	3,424	911	30	343	4,708
2016	3,848	1,056	37	372	5,314
2017	4,079	1,195	37	368	5,680
2018	4,380	1,571	40	398	6,388
2019	4,586	1,618	43	348	6,595
18 - 19 Growth	4.7%	3.0%	7.7%	-12.5%	3.2%
14 - 19 Growth	150.9%	205.2%	143.0%	126.6%	159.6%

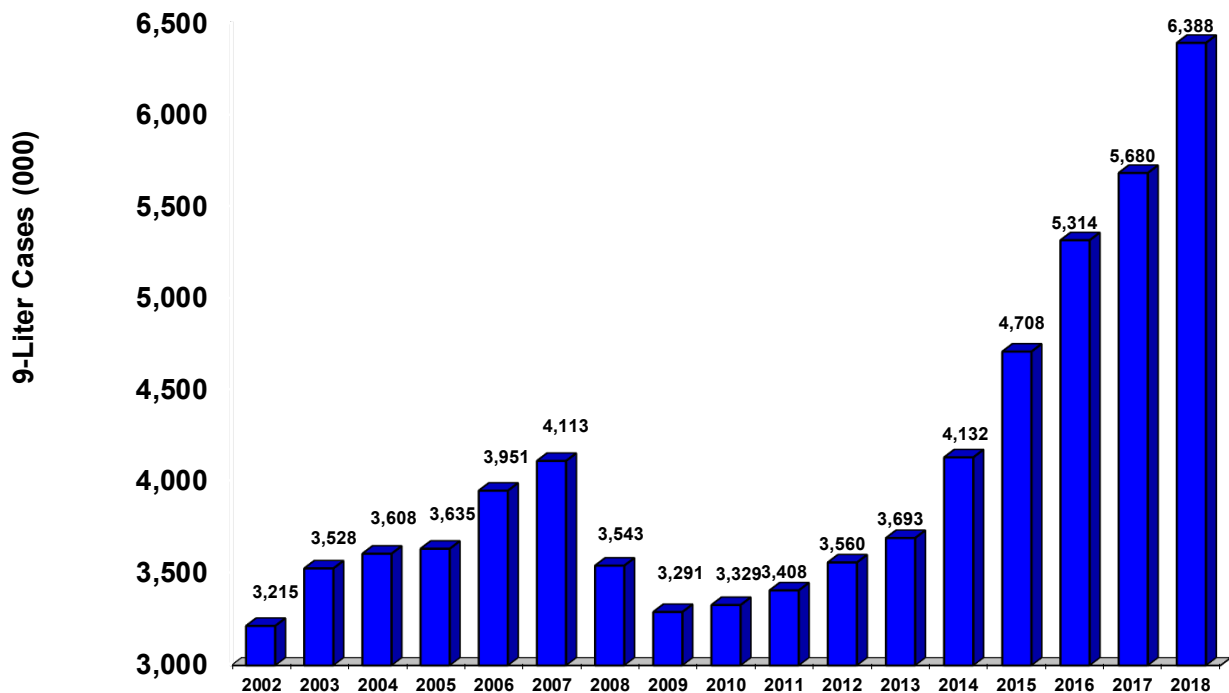
Source: Distilled Spirits Council, Economic & Strategic Analysis Dept.

Cognac is the perfect product for America's continuing interest in Premium and Super Premium spirits. Given its international cache, all Cognac's fall into at least the Premium category and many are considered Super Premium. The designations VS, VSOP and XO are a guarantee of how long a Cognac has been aged. VS or Very Special means that the Cognac has been aged at least two years, VSOP (Very Special

Old Pale) four years and XO (Extra Old) at least six years. Some Cognacs are aged for much longer.

As interest in Cognac has expanded, many Cognac houses have also developed specialty Cognacs outside of the VS, VSOP and XO designations. These specialty Cognacs allow the Master Blender to feature some of the spirits' more nuanced characteristics.

U.S. Cognac, 2002-2019



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

While traditionally served “straight up”, Cognac has proven to be a very mixable spirit and is enjoyed today in such drinks as the popular Sidecar. Recently, flavored Cognacs have also been introduced to compliment Cognac offerings.

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