

On America's Whiskey Trail

America's native spirit has been enjoying a resurgence in recent years. In 2020, over 28 million 9-liter cases of American Whiskey were sold in the United States, generating over \$4.3 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	3,677	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			
2019	3,674	7,065	12,348	3,481	26,569			
2020	3,789	7,817	12,742	4,087	28,434			
15 - 20 Growth	14.8%	46.1%	29.1%	121.8%	39.6%			

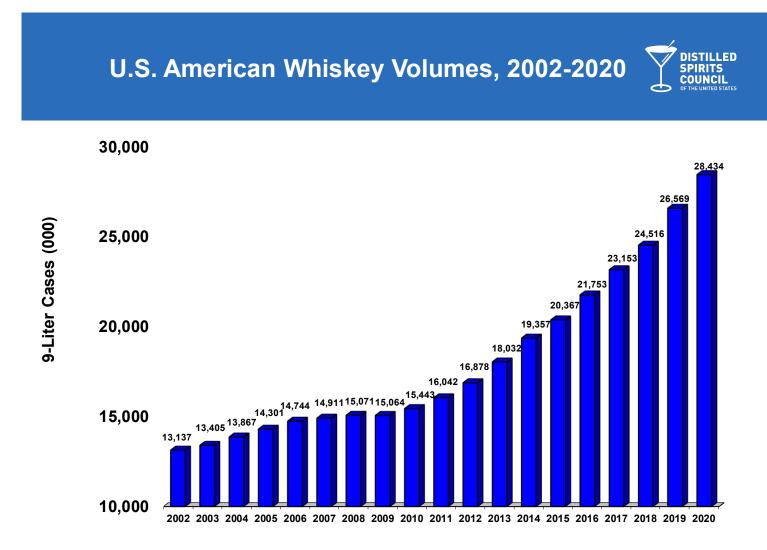
U.S. American Whiskey Supplier Revenues Gross Revenues Including FET (millions)

Gloss Revenues including FET (minions)								
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			
2019	\$224	\$739	\$2,212	\$804	\$3,979			
2020	\$234	\$826	\$2,293	\$953	\$4,306			
15 - 20 Growth	21.7%	48.7%	32.2%	131.7%	48.8%			
Source: Distilled Spirits Council, Economic & Strategic Analysis Dept.								

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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 32% and Super-Premium 132%.

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.



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

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