



Irish Whiskey: The Emerald Spirit

In 2020, over 5.0 million 9-liter cases of Irish Whiskey were sold in the United States, generating \$1.1 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 |
| 2019 | 0 | 40 | 4,266 | 564 | 4,871 |
| 2020 | 0 | 40 | 4,164 | 807 | 5,011 |
| 02 - 20 Growth | NA | 359.1% | 1006.9% | 8728.2% | 1154.7% |

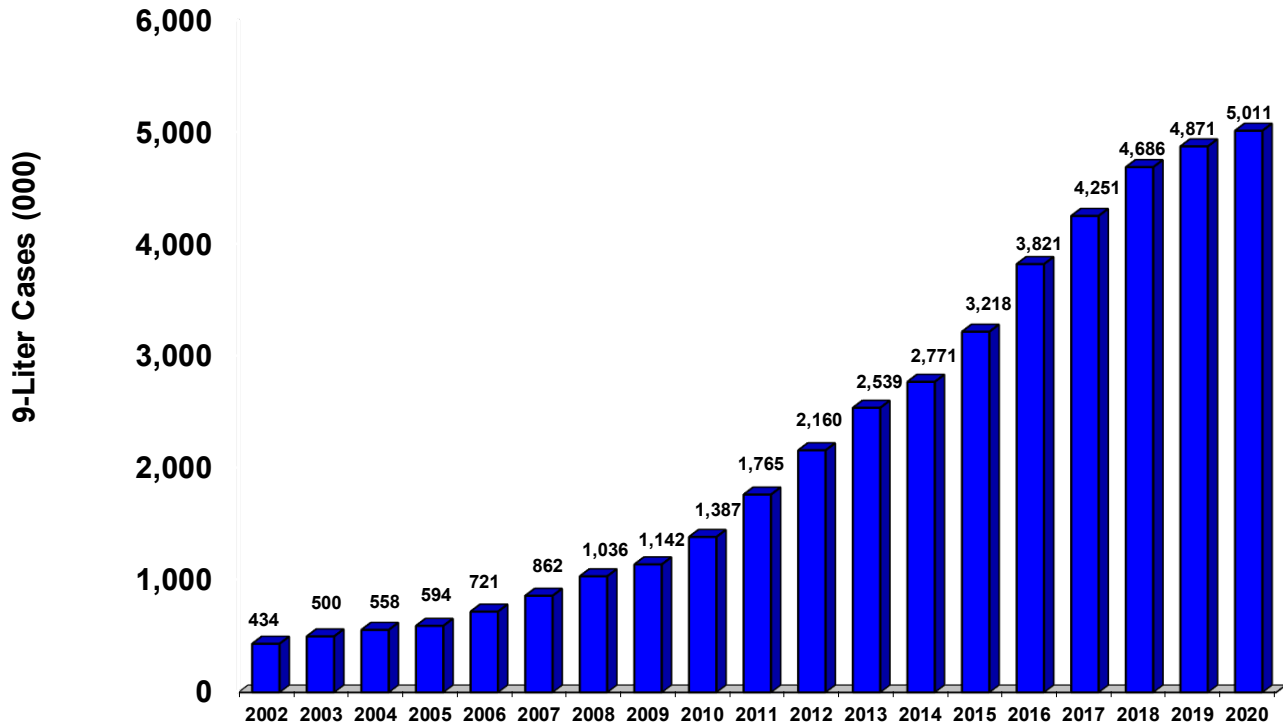
Irish Whiskey Revenues by Price Category (Supplier Gross Revenues, Millions)

| 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 |
| 2019 | \$0 | \$0 | \$845 | \$216 | \$1,061 |
| 2020 | \$0 | \$0 | \$825 | \$309 | \$1,134 |
| 03 - 20 Growth | NA | NA | 1154.3% | 5005.8% | 1433.9% |

Source: Distilled Spirits Council, Econ. & Strategic Analysis

The Irish Whiskey category has 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 1007 percent and 8728 percent, respectively.

U.S. Irish Whiskey Volumes, 2002-2020



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

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