

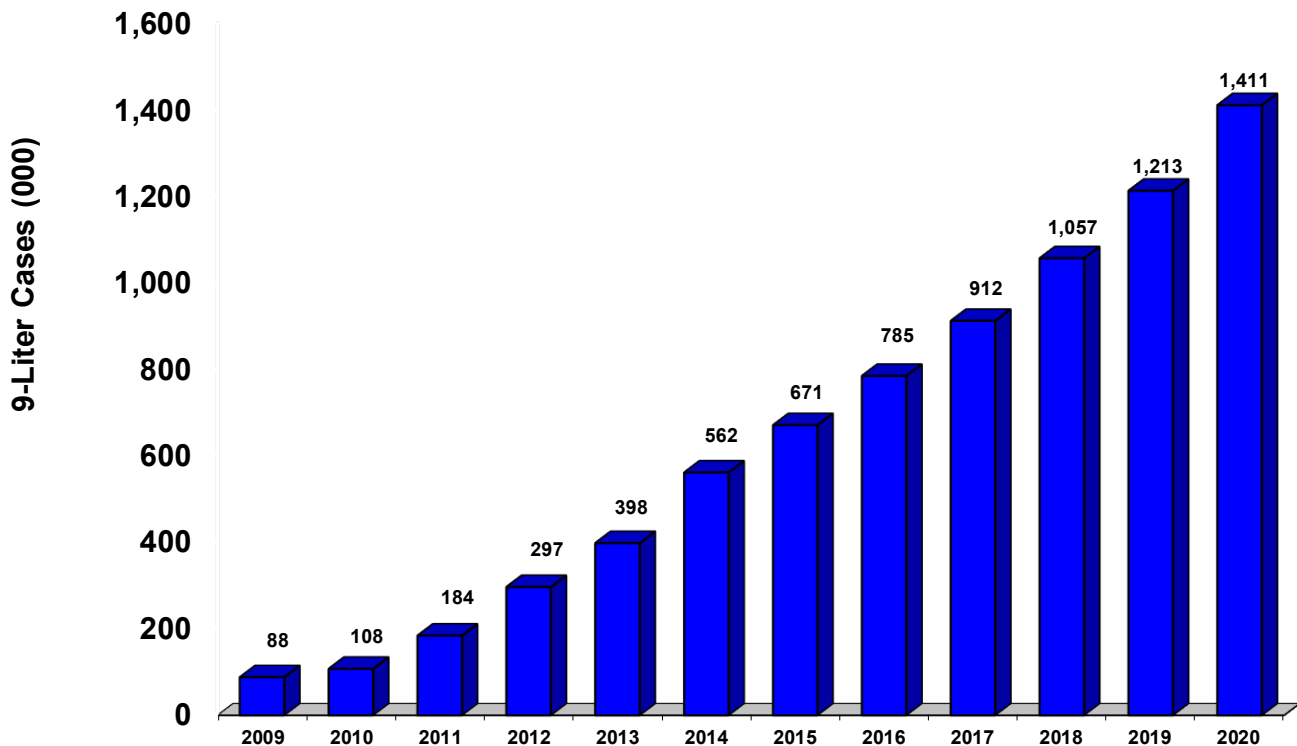


Rye Whiskey

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 1500 percent, growing to 1.4 million cases in 2020. And over the past year, Rye grew 16%.

U.S. Rye Whiskey, 2002-2020

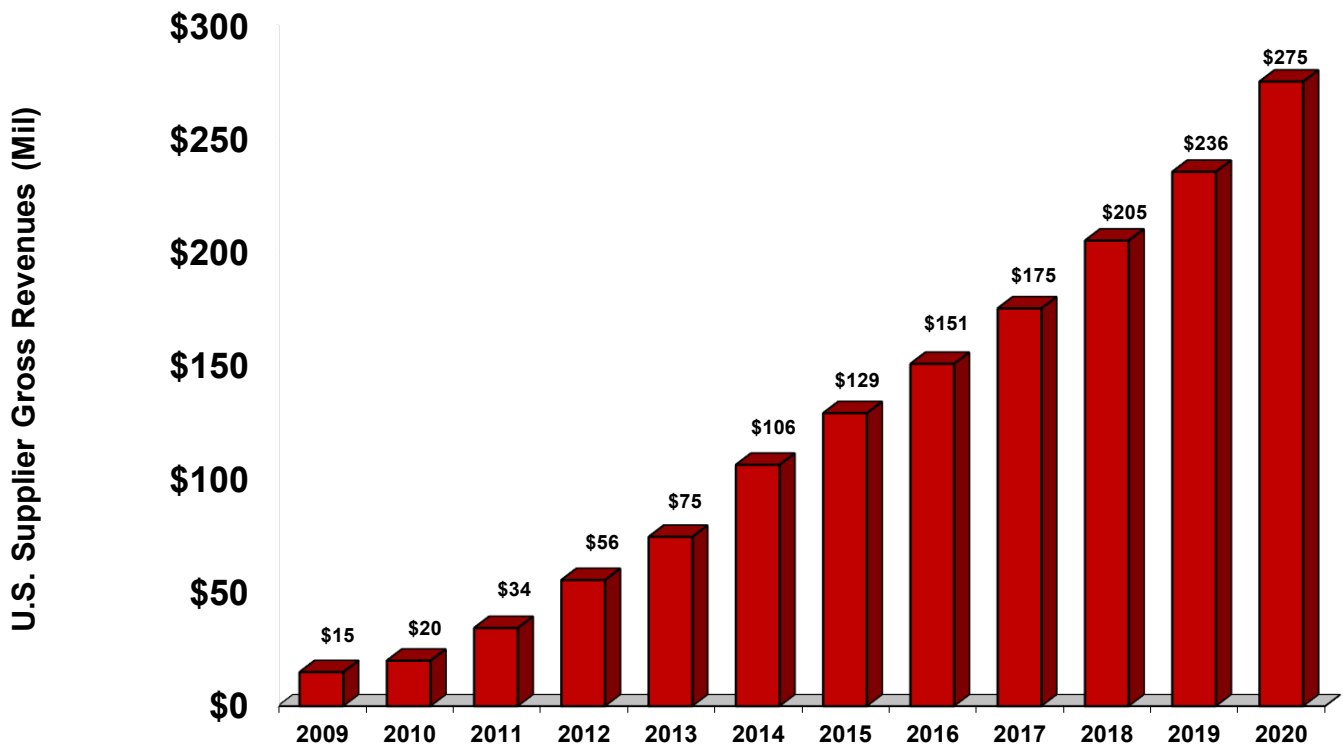


Source: The Distilled Spirits Council of the U.S.

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.

With its relatively high price point, Rye Whiskey also now generates significant revenue for distillers. In 2020, suppliers generated \$275 million from Rye Whiskey sales.

U.S. Rye Whiskey Supplier Revenues, 2009-2020



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

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