

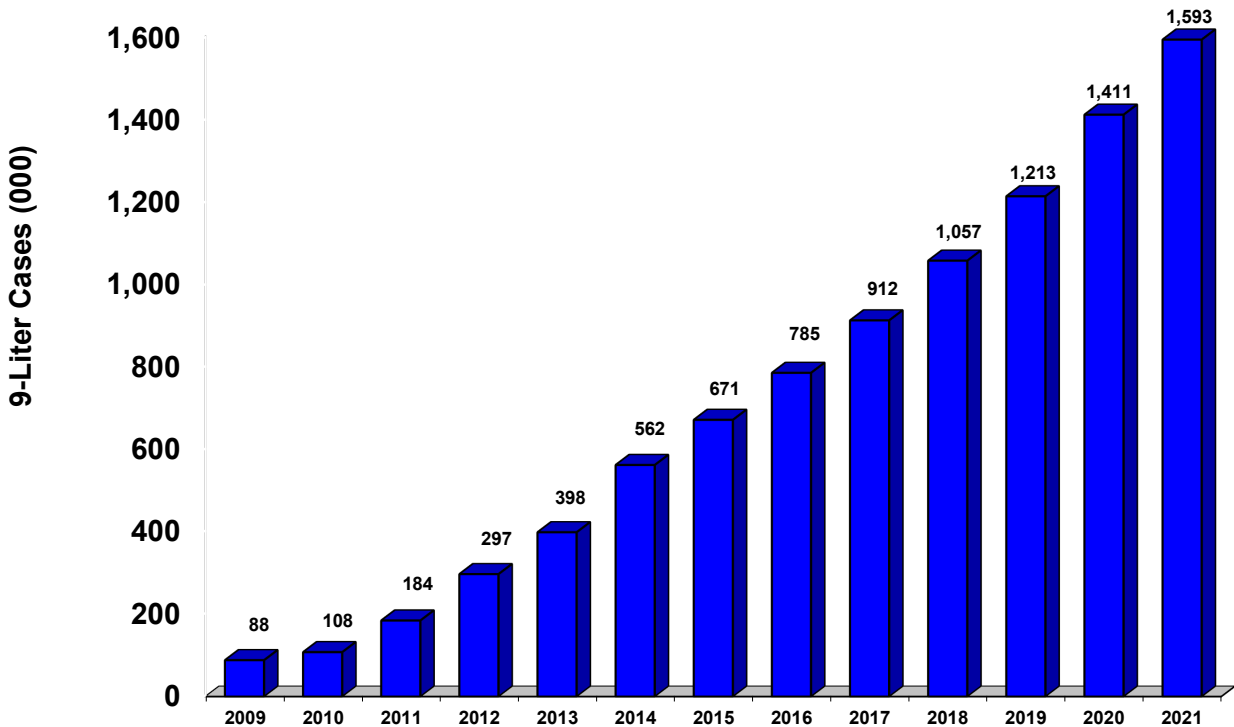


Rye Whiskey

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 1706 percent, growing to 1.6 million cases in 2021. And over the past year, Rye grew a robust 13%.

U.S. Rye Whiskey, 2002-2021

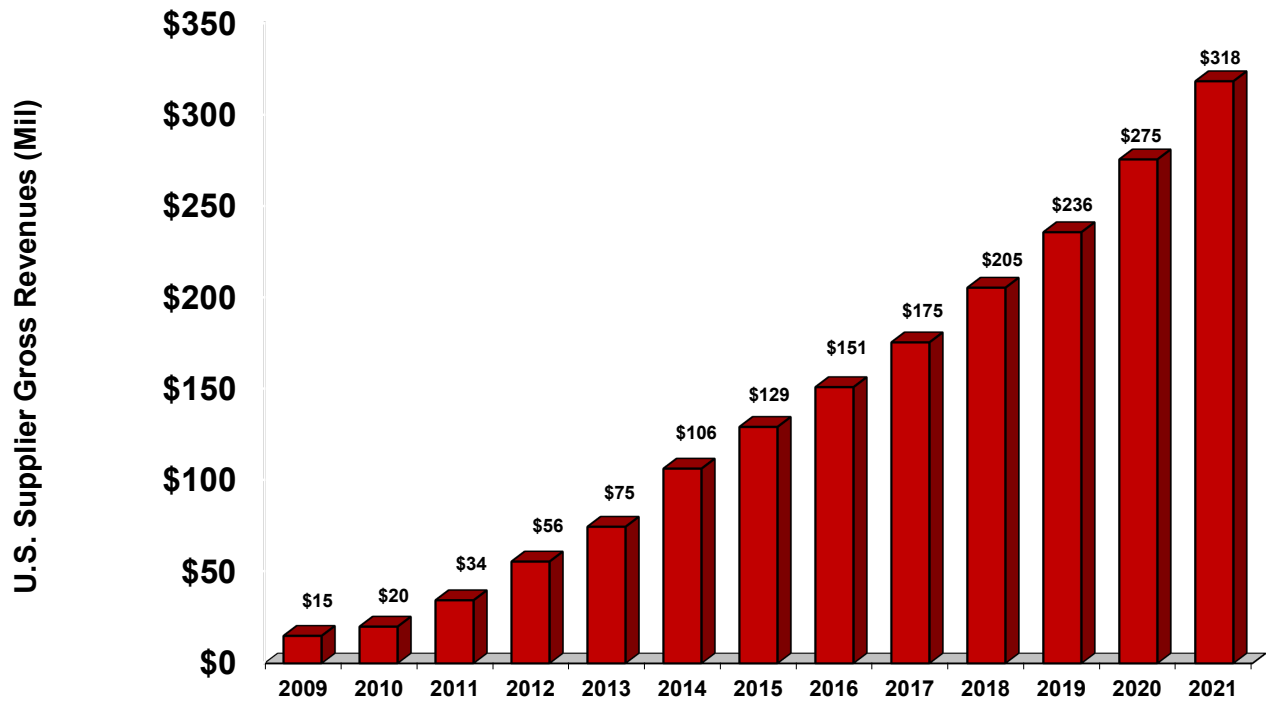


Source: The Distilled Spirits Council of the U.S.

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 2021, suppliers generated \$318 million from Rye Whiskey sales.

U.S. Rye Whiskey Supplier Revenues, 2009-2021



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

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