

AMERICAN WHISKEY

Spirits Rich
in Flavor &
Heritage

DISTILLED SPIRITS COUNCIL
OF THE UNITED STATES

distilledspirits.org



DISTINCTIVELY AMERICAN

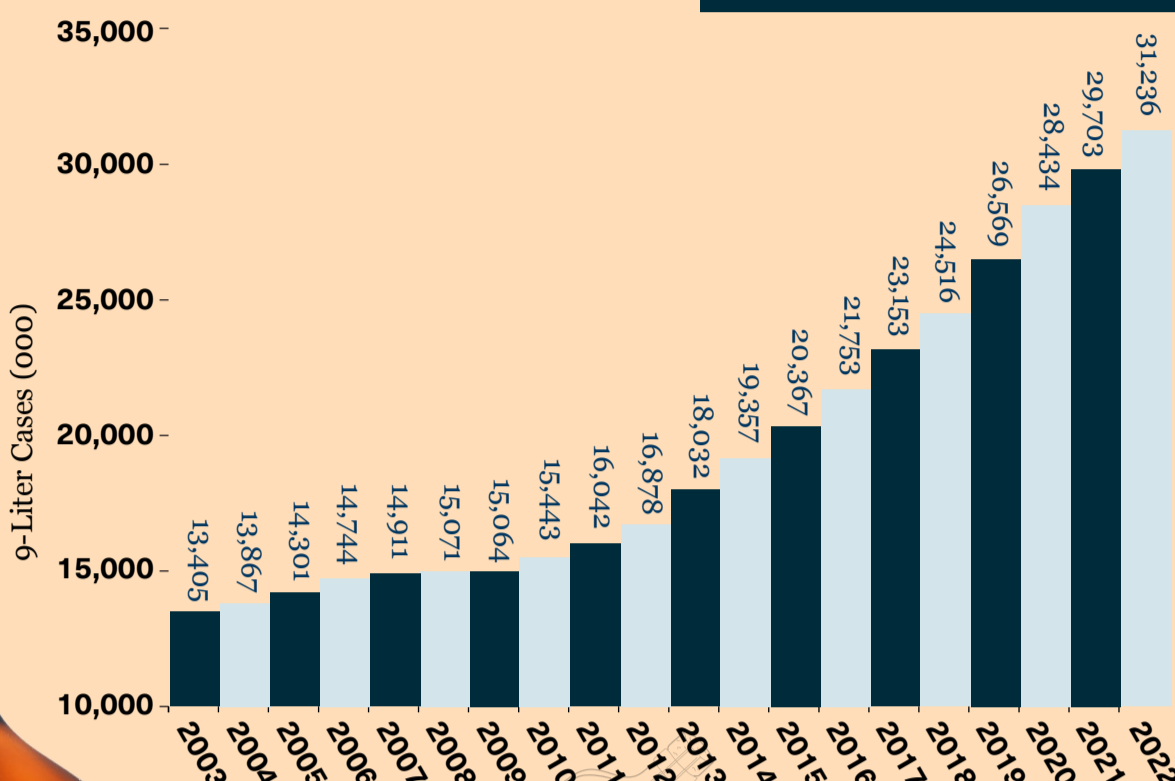
While the American Whiskey category may have started as a raw, unaged spirits distilled during the 17th century, it has progressed to complex, big-bodied, distinctively American bourbons, ryes, and Tennessee whiskeys that today are savored by connoisseurs, yet approachable enough for adult consumers new to the category.

11,000

Did You Know: In 1799, George Washington's distillery at Mount Vernon produced nearly 11,000 gallons, making it one of the largest whiskey distilleries in America at the time.

U.S. AMERICAN WHISKEY VOLUMES

2003-2022



Source: Distilled Spirits Council of the U.S., Econ. & Strategic Analysis

\$5.1
BILLION

America's native spirits have been enjoying a resurgence over the past decade. In 2022, more than 31 million 9-liter cases of American Whiskey were sold in the United States, generating nearly \$5.1 billion in revenue for distillers.

TOP 5 SPIRITS BY REVENUE

Billions (2021-22 Growth)

VODKA	-0.3%	\$7.2
TEQUILA/MEZCAL	17.2%	\$6.0
AMERICAN WHISKEY	10.5%	\$5.1
BRANDY & COGNAC	-12.3%	\$3.1
CORDIALS	2.6%	\$2.9

TOP 5 SPIRITS BY VOLUME

9-Liter Cases, Millions (2021-22 Growth)

VODKA	76.9	-1.5%
COCKTAILS/RTDs*	50.3	37.4%
AMERICAN WHISKEY	31.2	5.2%
TEQUILA/MEZCAL	29.9	11.5%
RUM	24.1	-2.8%

Source: DISCUS Market Segmentation Database, IWSR, and various industry publications.

*Pre-mixed Cocktails, including spirits-based RTDs.

3rd

Of the top five spirits categories sold in 2022, American Whiskey ranked third in terms of volume and revenue.

U.S. AMERICAN WHISKEY MARKET

(9-Liter Cases, 000)

YEAR	VALUE	PREMIUM	HIGH END PREMIUM	SUPER PREMIUM	GRAND TOTAL
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
2021	3,830	7,914	13,235	4,723	29,703
2022	3,902	7,814	14,085	5,435	31,236
03 - 22 Growth	31.3%	82.7%	141.9%	1537.6%	133.0%

2,015%

Reflecting American's increased interest in premium products, since 2003, High End Premium, and Super-Premium brands drove growth. High End Premium revenues were up 243% and Super-Premium 2,015%.

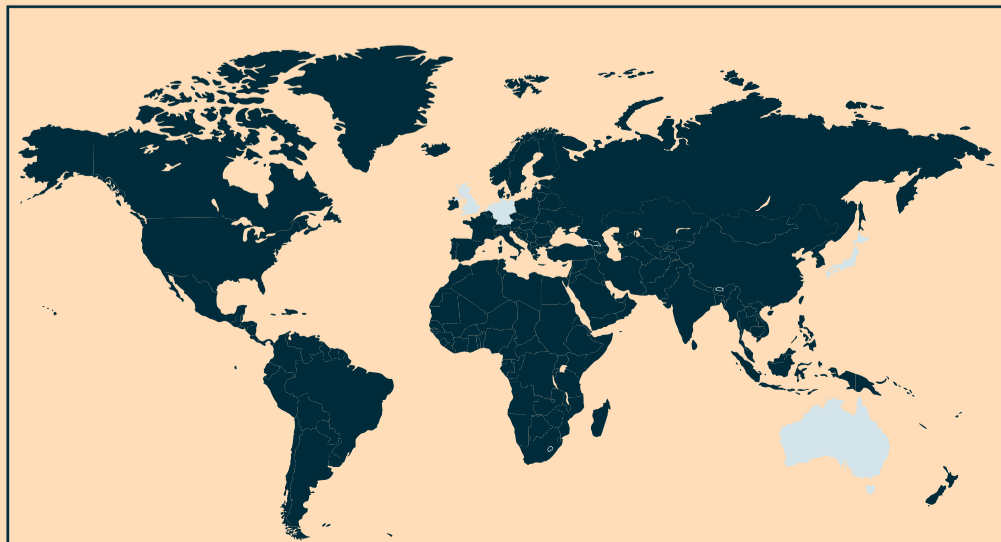
\$1.3
BILLION

Most domestically produced whiskey is still consumed in the U.S., but consumer demand for American Whiskey worldwide has also grown with exports in 2022 reaching \$1.3 billion (accounting for 62% of U.S. spirits exports).

TOP 5

AMERICAN WHISKEY EXPORT MARKETS

(IN MILLIONS)



1. Netherlands	\$151
2. Australia	\$117
3. U.K.	\$112
4. Germany	\$104
5. Japan	\$102

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