

Distillery modern Age



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Is the U.S. Premium Tequila Boom Over?

by The IWSR Drinks Market Analysis, www.theiwsr.com

IWSR data shows that tequila's expansion at the top end is slowing as declines at the bottom end have turned around into growth.

The era of rapid growth for high-end tequila in the U.S. could be at an end after a dramatic slowing of growth for premium-and-above products during the first half of 2023.

While volumes of agave-based spirits continued to expand in the U.S. in H1 2023, lower price segments — standard, value and below — are now growing at a similar pace as premium-plus, reversing previous declines. After several years of strong double-digit increases, volumes of premium-plus tequila in the U.S. rose by +4% in the first six months of 2023, versus the same period in 2022.

Meanwhile, the category is expanding strongly in a host of markets outside North America, but off a much smaller volume base.

"As economic pressures mount and the novelty of the category wanes, the age of rapid premiumization for agave in the U.S. appears to be over," said Marten Lodewijks, Consulting Director - U.S., IWSR. "Expansion at the top end is slowing and decline at the bottom end has turned around into growth."

This phenomenon is underpinned by improvements in product quality and commercial profitability, noted Lodewijks: "As the tequila category becomes more mature and the number of brands grows, overall product quality improves, and this improvement is seen across all price tiers, justifying trade down."

The high-volume growth occurring through expanded distribution, especially from celebrity-backed brands, has normalized. Due to the influx of new brands, saturation is beginning to occur, making it more difficult for brands to differentiate themselves in the eyes of consumers.

With agave prices normalizing after being elevated for many years, manufacturers are better able to maintain margins, even through lower-priced products.

The current trend of trading down mirrors the vodka category's post-2008 recession era.

"Consumers sought products with a favorable price-to-quality ratio and, upon discovering options that exceeded their quality expectations, remained within the lower-priced segment," added Adam Rogers, Research Director - U.S., IWSR. "Unlike vodka, which is limited as an unaged product, tequila presents more opportunities for consumers to trade up. As economic conditions improve, it is anticipated that consumers will return to higher price points within the tequila category, albeit the rate of return is yet to be determined."

The current slowdown should not hide the extraordinary run tequila has had in the U.S. market, especially at the very high end. The premium+ tequila segment is now significantly larger than in the past and therefore more difficult to expand.

Only ten years ago, the tequila category represented less than 10% of the U.S. status spirit market (spirits in the ultra-premium+ price segment) by

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Distilled Spirits Council Annual Economic Briefing

from DISCUS

U.S. Spirits Revenues Maintain Market Share Lead of Total Beverage Alcohol Market in 2023; Sector Resets Following Accelerated Growth During Pandemic

U.S. spirits revenues maintained its market share lead in 2023 as the sector reset following the robust sales spikes during the pandemic super cycle, the Distilled Spirits Council of the United States (DISCUS) reported recently at its annual economic briefing for media and analysts.

In 2023, spirits market share totaled more than 42%, with steady gains over the past 14 years. This represents the second year in a row spirits supplier revenues have surpassed beer. The spirits sector has gained more than 13 points of market share since 2000. Each point represents \$890 million in supplier revenue.

"The spirits sector showed resilience in 2023, navigating through the choppy wake of the pandemic and maintaining our market share lead of the total beverage alcohol market," said DISCUS President and CEO Chris Swonger. "The phenomenal sales growth we saw during the pandemic was unprecedented and unpredictable but also unsustainable, and now, the spirits market is recalibrating."

Swonger reported that spirits supplier sales in the U.S. were flat (0.2%) in 2023 totaling \$37.7 billion, while volumes rose 1.2% to 308.8 million nine-liter cases.

Swonger attributed the challenging sales environment to a number of dynamic market factors including difficult economic conditions with high inflation and interest rates reducing consumer discretionary spending; consumers returning to more normal routines and buying habits post-pandemic; and retailers and wholesalers putting a pause on reordering as they reduced inventory build ups.

U.S. Hospitality Industry Rebounding but Recovery Remains Fragile

During the briefing, DISCUS reported that the hospitality industry continues to rebound from the pandemic, but that its recovery remains fragile.

U.S. Bureau of Labor statistics show nearly four years later that the hospitality industry's employment has not yet recovered to its pre-pandemic level of nearly 17 million. The hospitality industry added 588,000 jobs in 2023, but it still requires an additional

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Is the U.S. Premium Tequila Boom Over?

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volume. In 2022, nearly one in every three bottles of luxury spirits in the U.S. were agave-based (largely tequila).

Growth prospects outside of the U.S. & Mexico

As demand for premium agave spirits shows signs of moderation in the U.S., overall sales are declining in the category's other major market, Mexico, with volumes slipping by -4% in the first half of 2023.

Meanwhile, agave is beginning to take off in a number of markets outside North America, albeit off a much smaller base.

In the first half of 2023, agave grew in 15 out of the world's top 20 beverage alcohol markets (including the U.S.) and recorded double-digit volume growth in 11 of them.

Category expansion was driven by a number of factors, including the reopening of the on-premise in China and growing appreciation of tequila as a quality spirit in Spain.

In India, volumes more than doubled in H1 2023 vs 2022 (off a small base) partly thanks to growing consumer acceptance of locally grown agave, which has helped to soften the impact of supply constraints.

And in the U.K., the -4% volume decline recorded in H1 2023 masks the changing image of agave in the country: as traditional tequila shot consumption in on-premise declines, the higher end is enjoying growth, particularly at home.

"Strong interest in agave outside the U.S. has been boosted by growing interest in Mexican culture, celebrity influence and the popularity of cocktails," said Jose Luis Hermoso, Research Director, IWSR. "The category is also continuing to gain traction thanks to the increasing appreciation of tequila as a quality spirit, a revival of on-premise and tourism in Asia and the recovery of the Duty-Free channel post-pandemic. Strong performance in the U.S. has meant some brands were on strict quotas in secondary markets, with many of these undersupplied for years as allocations could not fulfil existing demand."

Premium tequila under-indexes in ROW markets

The disparity between markets in the Americas and the rest of the world means that luxury tequila has huge growth potential. Currently, the U.S. and Mexico sell about 25 times as much ultra-premium-plus

tequila as a group of nine ROW markets (the U.K., Spain, Australia, China, France, Japan, Italy, Germany and Poland).

For other spirits categories, such as Cognac/brandy and whisky, the differential in ultra-premium-plus volumes is less than two to one.

"The ultra-premium space for agave-based spirits under-indexes outside the U.S. and Mexico, compared with other spirits categories," said Hermoso. "Potentially, this gives high-end tequila enormous headway for future growth, if brand owners can continue to successfully promote its quality credentials with consumers."

In the short to medium term, the U.S. (and, to a lesser extent, Mexico) will continue to be by far the most important priorities for agave brand owners simply because they account for more than 85% of category volumes, and an even larger proportion in the higher price tiers.

But, if demand continues to moderate in the U.S., and volumes keep declining in Mexico, companies may have to rethink their global brand strategies and look to a larger and more diverse group of markets around the world to fuel future category growth.

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86,000 jobs to reach the seasonally adjusted employment level recorded in February 2020.

"The past few years have been tumultuous for hospitality businesses dealing with pandemic closures, supply chain shortages, higher food and input costs and uncertainty in the economy in general," said Swonger. "These businesses continue to battle through ongoing challenges, but their recovery remains fragile. Our message to legislators is clear: hospitality businesses anchor local communities providing much-needed jobs while boosting tourism. These businesses need your continued support, not unnecessary regulations and higher taxes."

Consumer Preference for High-End Tequila/Mezcal, American Whiskey Continued in 2023

Presenting an overview of the spirits sales trends in 2023, Christine LoCascio, DISCUS Chief - Policy, Strategy & Membership,

reported that despite the overall slowdown, the premiumization trend continued for some spirits categories in 2023 including Tequila/Mezcal and American Whiskey.

Demand for Spirits RTDs Remains Robust

LoCascio also reported that spirits ready-to-drink (RTD) products continued to grow in popularity in 2023 with sales up 26.8%, representing the fastest growing spirits category by revenue.

Marten Lodewijks, head of consulting - Americas at IWSR Drinks Market Analysis, presented additional data on the overall RTD category.

"Despite the hard seltzer craze we witnessed from 2017 to 2021, which was malt-driven, spirits-based products have actually grown faster, just off a smaller base," said Lodewijks. "Spirits-based products, including the vodka- and tequila-based hard seltzers that entered the picture later, offer consumers a slightly more premium experience, and that has been key to their success over the malt-based alternatives that initially created the category."

2023 Spirits Category Trends

The top five spirits categories by revenue:

- Vodka sales nearly flat totaling \$7.2 billion
- Tequila/Mezcal sales up 7.9% or \$476 million totaling \$6.5 billion
- American Whiskey sales up 3.8% or \$192 million totaling \$5.3 billion
- Cordials sales nearly flat totaling \$2.9 billion
- Premixed cocktails including spirits RTDs up 26.8% or \$599 million to \$2.8 billion

Fastest growing spirits categories by revenue:

- Premixed cocktails including spirits RTDs up 26.8% or \$599 million to \$2.8 billion
- Tequila/Mezcal up 7.9% or \$476 million to \$6.5 billion
- Blended Whiskey up 4.1% or \$38 million to \$978 million
- American Whiskey up 3.8% or \$192 million to \$5.3 billion

2023 Policy Wins & 2024 Policy Priorities

In the public policy arena, Swonger highlighted a number of important victories in 2023 at the federal and state levels including:

- U.S.-E.U. agreement to extend the suspension of E.U.'s retaliatory tariff on American Whiskeys until March 2025

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- Seven-day spirits sales in Montana and increased Sunday sales hours in New York
- Cocktails to-go permanency in five new states (bringing permanent states total to 23) and extensions in three states
- Wins on spirits RTDs in three states
- Defeated tax threats in six states
- Retail tastings laws expanded in Arkansas and West Virginia
- Expanded distillery sales and/or tastings opportunities signed into law in Connecticut, Texas and West Virginia

Swonger also outlined DISCUS' priorities for 2024 including advocating for the permanent suspension of retaliatory tariffs on spirits products; fairer tax treatment and increased retail access for RTD products in the states; defending against hospitality tax threats; and expanding marketplace modernizations including cocktails to-go and direct-to-consumer shipping.

Promoting Responsibility & Road Safety

Swonger, who also serves as president and CEO of Responsibility.org, underscored the spirits industry's strong commitment to preventing underage drinking and drunk driving and encouraging responsible consumption among adults who choose to drink.

He cited Responsibility.org's leadership in developing programs such as Ask, Listen, Learn for youth and Alcohol 101+ for college students, as well as the continued support for the industry-supported We Don't Serve Teens campaign. He highlighted the latest federal data showing alcohol consumption and binge drinking among America's teens is at or near record low levels.

"As a nation, we continue to make significant progress in reducing underage drinking, but we must also remain vigilant in our efforts to rid our roadways and highways of impaired drivers," said Swonger. "After decades of declines in drunk driving fatalities, the latest data show alcohol-impaired driving is on the rise. The spirits industry is fully committed to working with federal and state legislators, policymakers and other concerned stakeholders to reverse this disturbing uptick."

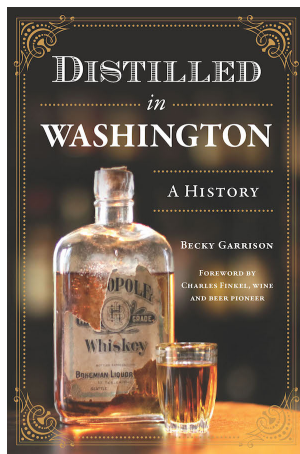
Swonger pointed to the spirits industry's advocacy to reduce impaired driving including supporting state legislation mandating ignition interlocks for first-time offenders; advocating for the continued development of impaired driving prevention technology in new vehicles; and Responsibility.org's leadership role in addressing the growing problem of multiple substance impaired driving through the formation of the National Alliance to Stop Impaired Driving (NASID).

Supporting materials from the briefing are available [here](#).

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Distilled in Washington: A History

Becky Garrison has written *Distilled in Washington: A History* (Arcadia Publishing, 144 pages, \$24.99, on sale 3/18/24).



She writes about the "legends and the outliers responsible for the once illicit and unsavory business that has now emerged as a respectable multimillion-dollar craft spirits industry."

Garrison is a satirist and storyteller. Since moving to the Pacific Northwest in 2014, she has been covering the region's craft culture including food, beer, wine, spirits, cider, coffee and cannabis/CBD, as well as the regional festival scene and the rise of secular spiritual communities.



Barrell Craft Spirits Partners with Twenty20 Beverages

Barrell Craft Spirits of Kentucky has partnered with Twenty20 Beverages for national sales and trade marketing support, effective March 1. Twenty20 will be responsible for all commercial-facing activities including wholesale and retail management. As an extension of the Barrell Craft Spirits team, Twenty20 Beverages will develop brand and commercial strategies and provide feet on the street sales teams across the U.S.

"Twenty20 Beverages specializes in developing ultra-premium craft spirits brands like ours," said Barrell Craft Spirits founder Joe Beatrice. "Their team will help to bridge the gaps between the consumer, distributor and supplier on our behalf. We look forward to working with them as we continue to broaden the brand's distribution within the U.S."

"We look forward to our partnership with Barrell Craft Spirits in the U.S.," said John Ormiston, a partner at Twenty20 Beverages. "Our quality brand building approach will work very well with the Barrell Craft Spirits portfolio. We look forward to building a close working relationship with their leadership team, furthering their legacy and building upon the success that they have achieved."

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Green River Distilling Kentucky Straight Rye Whiskey

Green River Distilling in Kentucky (part of Bardstown Bourbon Co.) has released Kentucky Straight Rye Whiskey (47.5% ABV). Distribution will expand this year, adding eight new markets for a total of 34 states nationwide.



Kentucky Straight Rye Whiskey has a mashbill of 95% and 5% malted barley, and it's a blend of four-to-six year-old barrels.

A 750-ml bottle sells for about \$36.

Penelope Bourbon Tokaji Cask Finish

Penelope Bourbon in New Jersey has released Tokaji Cask Finish (53% ABV) in its Cooper Series. The mash bill is 95% rye and 5% malted barley.



A 750-ml bottle sells for about \$90.

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Jack Daniel's 12-Year-Old & 10-Year-Old Tennessee Whiskey

The Jack Daniel Distillery in Tennessee has released Batch 2 of its 12-Year-Old Tennessee Whiskey (53.5% ABV) and Batch 3 of its 10-Year-Old Tennessee Whiskey (48.5% ABV). These are the latest in the Jack Daniel's Aged Series, an annual release of age-stated expressions first released in 2021.



Both expressions were "charcoal mellowed" and aged in new, toasted and charred American white oak barrels first in the upper floors of the barrelhouse before being relocated to the lower ricks. Both have the same mash bill as classic Jack Daniel's Tennessee Whiskey of 80% corn, 12% malted barley and 8% rye.

A 700-ml bottle Batch 2 sells for about \$95, and about \$85 for Batch 3.

Woodford Reserve Batch Proof Series

Woodford Reserve in Kentucky has released its annual limited-edition, high-proof expression: Woodford Reserve Batch Proof (60.6% ABV).



It's a batching 100+ different Woodford Reserve barrels and bottling at the exact proof from the barrels. The barrels used to create Batch Proof were drawn from different dates of production and aged in various warehouses and different floors within those warehouses.

A 750-ml bottle sells for about \$150.



Bold Rock Cider Tequila Crush Crate Variety Pack

Bold Rock Cider in Virginia has released Tequila Crush Crate Variety 12 Pack, the brand's second craft cocktail variety pack after the earlier release of Vodka Crush Crate.



The pack includes watermelon and lime Cosmic Crush, peach and mango Daydream Crush, grapefruit Paloma Crush and passionfruit Tropical Crush (all 7.5% ABV).

A 12-ounce 12-pack sells for about \$30.

Absolut & Ocean Spray Vodka Cranberry RTD Cocktails

Absolut has released Ocean Spray Vodka Cranberry RTD Cocktails with Vodka Mojito and Raspberry Lemonade flavors (both 15% ABV).



A 750-ml bottle of each sells for about \$19.

Malibu RTDs

Malibu (Pernod Ricard) has released a RTD cocktail line with Strawberry Daiquiri, Pineapple Bay Breeze and Rum Punch (all 12.5% ABV).



The one-liter Tetra Pack containers sell for about \$15 each.

Old Forester 1924

Old Forester in Kentucky has released Old Forester 1924 (50% ABV) in its Whiskey Row Series. This 10-year-old whiskey is the fifth in the series. Rather than the traditional Old Forester mash bill of 72% corn, 18% rye and 10% malted barley, the 1924 mashbill is 79% corn, 11% rye and 10% malted barley.



A 750-ml bottle sells for about \$60.

High n' Wicked – Foursquare Single Grain Irish Whiskey

High n'Wicked, a California importer and specialty bottler of exceptional whiskeys, has released its latest singular limited release, which is a collaboration with Foursquare Rum Distillery in Barbados.



Single Grain Irish Whiskey (50% ABV), originally distilled in County Cork, Ireland, has a mashbill of 95% French corn and 5% malted barley. It first aged in ex-bourbon barrels and was finished for six months in casks that previously held "Mark X 2007" Barbados Rum from Foursquare Rum Distillery. The whiskey is the creation of Richard Seale of Foursquare Rum Distillery and Noel Sweeney, former Master Distiller/Master Blender of Cooley, who selected, finished and blended the whiskey. High n' Wicked is distributed by Altamar Brands in 41 states.

A 750-ml bottle sells for about \$80.



Zomoz Mezcal Executive Appointments

Diego de la Vega, co-founder of Zomoz Mezcal, has made two executive appointments: Andrea Iturbe as Vice President, Marketing, and Jeremy Lake as VP, Strategic Accounts.



Andrea Iturbe

Iturbe has over 15 years of global agency experience with a deep understanding of both the luxury and spirit's space. She has an in-depth knowledge of the Hispanic consumer space and has worked on both the agency and brand side. She has worked with spirit brands including Bacardí, The Macallan, Beam Suntory and Absolut, among others.



Jeremy Lake

Lake has over 15 years of beverage alcohol experience and has worked across the three-tier system. Not only is he a mixologist, but he's also helmed or managed many renowned LA-based cocktail programs, and he's worked directly

with brands. Previously, he held positions with RNDC as a Key Account Manager in the Hotel & Regional Accounts Division and also as a Mixologist for Southern California.

Jeff Roth – EVP, Breakthru Maryland & Washington, D.C.

Breakthru Beverage Group has appointed Jeff Roth as Executive Vice President, Breakthru Maryland & Washington, D.C.



Jeff Roth

Roth was most recently EVP, Integration Lead for Breakthru California, overseeing the integration process following the company's 2023 acquisition of Wine Warehouse. Previously, he led Bacchus Importers, Breakthru's former mid-Atlantic fine wine affiliate. Roth will work with Will Fulghom - Region President, East U.S.

Roth has been a part of Breakthru since joining its legacy company, Reliable Churchill, in 2001 as Maryland Key Account Manager before moving to Empire Merchants where he was responsible for the company's on-premise wine business in New York City. Following that, he was VP, Sales and Marketing, Illinois, managing execution statewide including working with Brown-Forman, Rémy Martin and Bacardí. He was then appointed VP, Supplier Business Development, where he worked with key spirits and wine suppliers including Tito's and Deutsch Family Wine & Spirits. He went on to lead Breakthru's affiliate, Bacchus Importers, which the company consolidated into its Aspect Fine Wine strategy in 2023.

William Brooks – Global Brand Ambassador, Tequila Herradura

Brown-Forman has appointed William Brooks as Global Brand Ambassador for Tequila Herradura.



William Brooks

Born in England with family ties to Mexico and the U.S., Brooks has called the spirits industry home since graduating from Johnson & Wales University. He's worked with brands such as Jack Daniel's and Woodford Reserve in addition to Tequila Herradura and el Jimador. He led tequila education in the agave industry for Brown-Forman Texas, managing industry events and developing cocktail programs for accounts around the region before taking on the role of Global Ambassador for el Jimador and Herradura.



Modern Distillery Age Tasting Panel

In this week's tasting panel, we have notes on eight Irish and American whiskeys.

All spirits are tasted blind. The panelists know only the style and ABV. The notes are a distillation of the panelists' comments.

The panelists vary with each panel but often include: Dave Schmier (Independent Spirits Expo), David Talbot (Ultimate Beverage Challenge), Frank Whitman (food & drinks writer), Ernie Adamo (spirits lover), Steve DeFrank (spirits lover), Dave Sokoloff (spirits lover), Phil Simpson (Asbury Park Distilling), Thomas Henry Strenk (drinks writer), Melissa Dowling (Editor of *Cheers*), Kyle Swartz (Managing Editor of *Beverage Dynamics*, *Cheers & StateWays*) and Gregg Glaser (Publisher/Editor of *Modern Distillery Age*).

Waterford Whisky

Waterford Distillery, Ireland – Imported by Morf Brands

Organic Gaia: Edition 2.1, 50%, ~\$80

part of the Arcadian Series; distilled in 2016 from organic barley from six organic farms

Light amber with an aroma of leather, tobacco, grass, hay and dried dates. Sweet malt in the background with white wine notes. A full body. A long, rich and spicy finish.



Cuvée Gaia, 50%, ~\$90

organic malts, ~\$90

Light amber with an aroma of fruits, wet hay, honey, apples and passion fruit. Flavors of grapes, pears, malt sweetness, butteriness and alcohol warmth. A full body. A long, clean and bright finish with sherry and Calvados notes.



Cuvée Fumo, 50%, ~\$100

peated

Light amber with an aroma of salt, iodine, brine, smoke, peat, campfire and some sweetness. In the taste are more salt, iodine, brine, smoke, peat and campfire, plus bacon and tobacco. A full body. Finishes dry with all the above, plus more fruit, pepper, bacon and salt.



Cuvée "Koffi", 50%, ~\$90

single malt

Light amber with an aroma of caramel, bourbon sweetness, hay, oranges and oak. In the taste are leather, coffee, oranges and alcohol warmth. A full body. A long, dry, spicy finish with dried fruits and alcohol warmth.



The *Modern Distillery Age Tasting Panel* meets once or twice a month. Samples are sent by distillers and importers and are tasted blind.

Samples can be sent to:
Modern Distillery Age
228 Silvermine Avenue
Norwalk, CT 06850

RD1 Spirits Stanford, Ky.

Small Batch Ky. Straight Bourbon Whiskey, 49%, ~\$70

Amber with an aroma of sweetness: caramel, vanilla and brown butter. Caramel sweetness in the taste plus oak, spices and alcohol warmth. A full body. A long, sweet and chalky finish.



Ky. Straight Bourbon Finished in Oak & Maple Barrels, 49.95%, ~\$80

Amber with an aroma of lots of maple sweetness. Maple sweetness is also powerful in the taste, which changes to soft butterscotch. A full body. Finishes with light campfire, coffee that's been in the pot all day and lots of maple sweetness.



Alice in Chains All Secrets Known Bourbon Finished in Tequila Barrels, 50.5% FEW Spirits, Evanston, Ill., ~\$60

Amber with an aroma of peppers, cherry sweetness and spices. In the taste are oak, cherries, butteriness and fruitiness. A full body. Finishes spicy with white pepper, cayenne and cinnamon.



Ross & Squibb Remus Gatsby Reserve 15 Year Old, 49.05% Ross & Squibb Distillery (Luxco), Lawrenceburg, Ind., ~\$200

two bourbon mash bills (75% corn, 21% rye, 4% barley malt; and 60% corn, 36% rye, 4% barley malt)

Rosin colored with an aroma of dark cherries, prunes, coffee, crackerjacks, tobacco, leather and fruits. In the taste are saddle leather, black cherries, raisins, brown sugar, fruits, oak and alcohol warmth. A full body. A warm finish with oak, dark cherries and raisins.



Total Spirits Categories — Current 52 Weeks Ending January 23, 2024

Total U.S. Multi-Outlet with C-Store (Supermarkets, Drugstores, Gas/C-Stores, Mass Market Retailers, Military Commissaries and Select Club & Dollar Retail Chains. Stats from Circana, a Chicago-based market research firm.

	Dollar Sales		Dollar Share of Spirits		Case Sales	
	Current	% Change vs YA	Current	Change vs YA	Current	% Change vs YA
SPIRITS	\$11,624,029,419	6.1%	100.00	0.00	81,412,627	7.4%
WHISKEY	\$3,686,298,131	1.5%	31.71	-1.46	15,970,498	-1.9%
VODKA	\$2,365,281,032	1.4%	20.35	-0.95	17,602,975	-0.6%
PREMIXED COCKTAILS	\$1,345,758,685	24.0%	11.58	1.67	15,821,542	22.2%
TEQUILA	\$1,179,198,691	7.5%	10.14	0.13	3,765,816	3.7%
CORDIALS	\$724,433,711	4.7%	6.23	-0.08	3,287,601	4.4%
RUM	\$643,402,248	-4.0%	5.54	-0.59	4,567,564	-6.5%
SPIRITS SELTZER CENTRIC	\$625,552,407	66.0%	5.38	1.94	10,767,773	61.7%
BRANDY/COGNAC	\$454,273,842	-1.1%	3.91	-0.29	1,548,323	-3.4%
NON-ALCOHOLIC MIXERS	\$369,358,459	-0.7%	3.18	-0.22	6,826,053	-9.7%
GIN	\$230,472,214	-1.9%	1.98	-0.16	1,254,482	-6.0%
	Case Share of Spirits		Price per Case		Price per 750 ml Volume	
	Current	Change vs YA	Current	Change vs YA	Current	Change vs YA
SPIRITS	100.00	0.00	\$142.78	-\$1.77	\$11.90	-\$0.15
WHISKEY	19.62	-1.88	\$230.82	\$7.74	\$19.23	\$0.64
VODKA	21.62	-1.75	\$134.37	\$2.66	\$11.20	\$0.22
PREMIXED COCKTAILS	19.43	2.35	\$85.06	\$1.25	\$7.09	\$0.10
TEQUILA	4.63	-0.17	\$313.13	\$11.22	\$26.09	\$0.93
CORDIALS	4.04	-0.12	\$220.35	\$0.77	\$18.36	\$0.06
RUM	5.61	-0.84	\$140.86	\$3.64	\$11.74	\$0.30
SPIRITS SELTZER CENTRIC	13.23	4.44	\$58.09	\$1.51	\$4.84	\$0.13
BRANDY/COGNAC	1.90	-0.21	\$293.40	\$6.88	\$24.45	\$0.57
NON-ALCOHOLIC MIXERS	8.38	-1.60	\$54.11	\$4.92	\$4.51	\$0.41
GIN	1.54	-0.22	\$183.72	\$7.70	\$15.31	\$0.64

Woodford Reserve “Flavor Notes Collection”

Woodford Reserve in Kentucky has partnered with luxury designers Sergio Hudson and Anifa Mvuemba to design pieces for The Woodford Reserve Flavor Notes Collection. The collaboration was announced during New York Fashion Week and will debut at the 150th running of The Kentucky Derby, presented by Woodford Reserve.

Throughout 2024, Woodford Reserve will continue collaborating with Hudson and Mvuemba, including at Hudson’s fall 2024 fashion show.



Jack Daniel’s Brings On Kacey Musgraves for Sweepstakes

Jack Daniel’s has partnered with singer Kacey Musgraves for a chance to meet her at a concert experience. The location and time of the show will be announced at a later date. The limited-time sweepstakes runs until March 8.

Tasting Events & Competitions



Year #26 – November 9, 2024
Also judged: Spirits RTDs, Hard Seltzer, Hard Kombucha,
No-Alcohol Beer
Deadline for entry forms is October 15, 2024
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East Coast.



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New Orleans — July 2024
Chicago — September 2024

