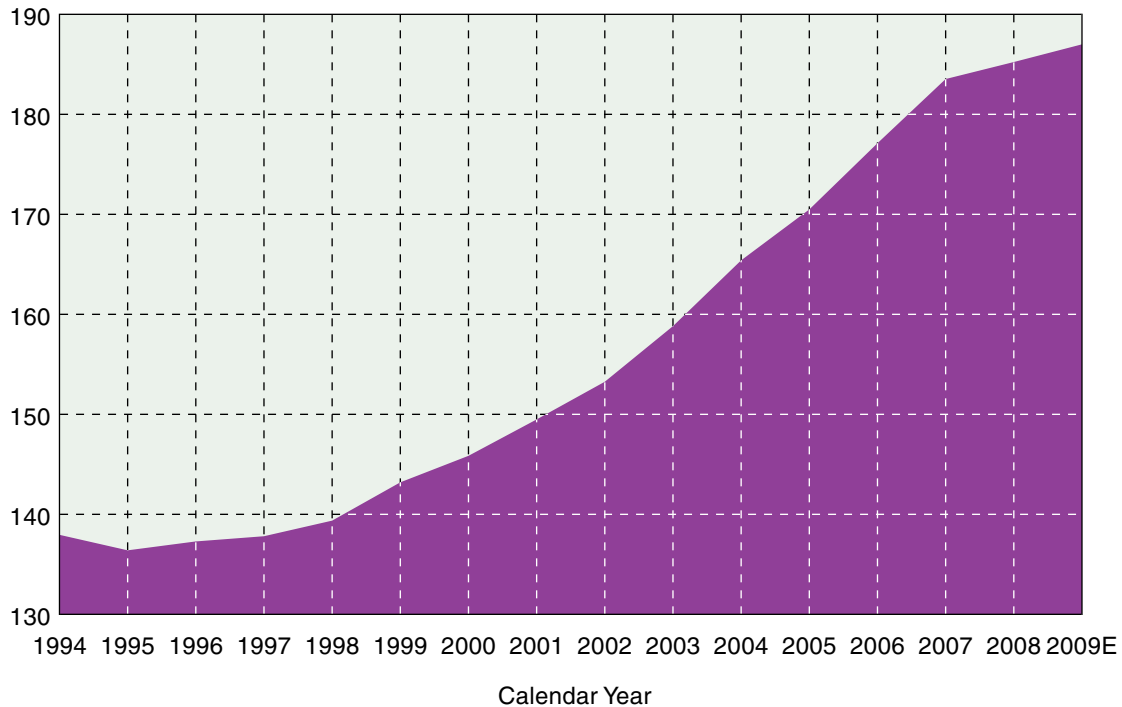


U.S. Spirits Market Still On The Rise

U.S. Distilled Spirits Consumption
(millions of nine-liter case depletions)



Despite challenging economic conditions, spirits consumption by volume in the United States increased by an estimated 1 percent in 2009—the industry’s 14th consecutive annual gain. The market’s total depletions of 187 million nine-liter cases last year represented its highest level since 1981, according to *The U.S. Distilled Spirits Market: Impact Databank Review & Forecast, 2009 Edition*. Spirits outperformed both beer and wine for the second straight year and accounted for over 30 percent of all alcohol servings in 2009.

The spirits industry is expected to eke out another small gain in 2010, but the environment is expected to be difficult as incomes continue to shrink. The recession has hit imported spirits particularly hard—particularly in the on-premise, where upscale imports have a strong presence. Domestically produced spirits grew at twice the rate of imported liquor in 2009, as Americans became increasingly price-conscious.

For more information regarding *The U.S. Spirits Market*, [click here](#).