

TABLE OF CONTENTS

Chapter 1.	NEW PRODUCT LEADERS.....	1
	New Product Volume Estimates (2015 data & 2016 estimates)	
	New Spirit Brands by Category/Type	
	New Spirit Brands by Price Segment	
	New Product Advertising	
	New spirit brand listings by Company	
	Anchor Distilling, Bacardi USA, Beam Suntory Inc,	
	Brown-Forman Beverages Worldwide, Campari America,	
	Constellation Brands, Diageo North America,	
	Heaven Hill Brands, Luxco, Pernod Ricard USA, Sazerac Co,	
	Terlato Distell Artisan Brands, William Grant & Sons USA, etc.	
Chapter 2.	THE NEW PRODUCT LANDSCAPE FOR WHISKIES	28
	Bourbon/Rye	
	Other Domestic Whiskies	
	Scotch whisky	
	Blended Scotch	
	Single-Malt	
	Irish Whiskey	
	Other Imported Whiskies	
	Flavored Whiskies	
Chapter 3.	THE NEW PRODUCT LANDSCAPE FOR WHITE SPIRITS	36
	Gin	
	Vodka	
	Rum	
	Tequila/Mezcal	
Chapter 4.	THE NEW PRODUCT LANDSCAPE FOR “OTHER” SPIRITS	42
	Brandy/Cognac	
	Liqueurs/Cordials	
	Pre-Mixed Cocktails	
	“Other” Spirits	
Chapter 5.	SPIRITS INNOVATION IN THE U.S. MARKET:	48
	The Historical Perspective	
	1970’s	
	1980’s	
	1990’s	
	2000’s	
	2010’s	

LISTING OF TABLES AND CHARTS

CHAPTER 1

1-1 .. Leading New Distilled Spirit Brand Introductions, 2015-2016E	2
1-2 .. Leading New Whiskies	4
1-3 .. Leading New White Spirits	5
1-4 .. Leading New “Other” Spirits	6
1-5 .. Leading New Distilled Spirit Brands, Priced Over \$20 per 750ml	7
1-6 .. Leading New Distilled Spirit Brands, Priced Under \$20 per 750ml	8
1-7 .. Leading New Distilled Spirit Brands Advertised	9
1-8 .. Distilled Spirits – 2015/2016 New Products by Company	10

CHAPTER 2

2-1 .. Domestic Whiskies – 2015/2016 New Products by Type	29
2-2 .. Scotch Whisky – 2015/2016 New Products by Type	31
2-3 .. Irish Whiskey – 2015/2016 New Products	33
2-4 .. Other Imported Whiskies – 2015/2016 New Products by Origin	34
2-5 .. Flavored Whiskies – 2015/2016 New Products by Origin	35

CHAPTER 3

3-1 .. Gin – 2015/2016 New Products by Origin	37
3-2 .. Vodka – 2015/2016 New Products by Origin	38
3-3 .. Rum – 2015/2016 New Products by Origin	40
3-4 .. Tequila – 2015/2016 New Products by Origin	41

CHAPTER 4

4-1 .. Brandy/Cognac – 2015/2016 New Products by Origin/Type	43
4-2 .. Liqueurs/Cordials – 2015/2016 New Products by Origin/Type	44
4-3 .. Pre-Mixed Cocktails – 2015/2016 New Products by Origin	46
4-4 .. “Other” Distilled Spirits – 2015/2016 New Products by Origin/Type	47

CHAPTER 5

5-1 .. The 1970s – Most Successful New Product Launches	49
5-2 .. The 1980s – Most Successful New Product Launches	50
5-3 .. The 1990s – Most Successful New Product Launches	51
5-4 .. The 2000s – Most Successful New Product Launches	52
5-5 .. The 2010s – Most Successful New Product Launches	53