

TABLE OF CONTENTS

1. DISTILLED SPIRITS CONSUMPTION TRENDS IN THE U.S. MARKET	
Apparent Distilled Spirits Consumption by Category/Type, 1980-2016	
Domestic vs. Imported	
Whisk(e)y	
White Goods	
Specialties	
Distilled Spirit Exports	
2. LEADING MARKETERS AND BRANDS	
Top 10 Marketers, Pro Forma	
Top 200 Brands, 2010-2016	
Leading Brands by Type/Segment	
Fastest-Growing Brands	
3. U.S. DISTILLED SPIRITS MARKET'S RETAIL SALES	
Consumer Purchases by Category, 1980-2016	
Retail Sales by Type/Marketer/Brand	
Top 25 Brands in 2016	
Top 20 Super-Premium/Luxury Brands	
Distilled Spirit Sales in IRI Channels by Type/Brand	
4. TRENDS AND PROJECTIONS	
Alcoholic Beverage Forecasts by Category to 2020	
Gallonage vs. Servings	
Distilled Spirit Projections by Type to 2020	
Domestic vs Imported	
Top 50 Brand Projections, 2017	
5. DISTILLED SPIRITS ADVERTISING	
Advertising by Medium	
Advertising by Category/Type	
Top 10 Media Advertisers	
Top Advertisers by Medium	
Leading Advertised Brands by Type	
6. U.S. DISTILLED SPIRITS MARKET'S DEMOGRAPHICS	
The 2016 Simmons Study – Brand and Frequency Analysis by Gender,	
Age Group, Household Income, Race and Hispanic Origin	
Distilled Spirits Brand Demographics by Marketer and Type	

TABLE OF CONTENTS (continued)

- 7. DISTILLED SPIRITS CONSUMPTION BY STATE
 - Apparent Consumption by State/Type
 - Distilled Spirit Rankings by State
 - License vs. Control States by Category/Type

- 8. THE GLOBAL DISTILLED SPIRITS MARKET
 - Top 10 Distilled Spirits Marketers Worldwide
 - Top 100 “Premium” Distilled Spirits Brands Worldwide
 - Leading Brands by Type

- 9. DISTRIBUTION
 - Impact’s Exclusive Ranking of the Top 10 U.S. Spirits & Wine Wholesalers

LISTING OF TABLES AND CHARTS

CHAPTER 1

1-1	Alcoholic Beverage Consumption by Category
1-2	Apparent Distilled Spirits Consumption by Category
1-3	Apparent Distilled Spirits Consumption by Type
1-4	Adult Per-Capita Distilled Spirits Consumption by Category/Type
1-5	Apparent Distilled Spirits Consumption by Origin
1-6	Apparent Distilled Spirits Consumption by Origin – Share of Market
1-7	Apparent Consumption of Imported Distilled Spirits by Category/Type
1-8	Apparent Scotch Whisky Consumption
1-9	Apparent Canadian Whisky Consumption
1-10	Commercial Exports of U.S. Distilled Spirits by Country of Destination

CHAPTER 2

2-1	Top 10 Distilled Spirit Marketers
2-2	Top 20 Distilled Spirit Growth Brands Ranked by Volume Change, 2010-2016
2-3	2016 Top 200 Distilled Spirit Brands Recap by Category/Origin
2-4	Top 200 Distilled Spirit Brands
2-5	Top 200 Distilled Spirit Brands by Category/Type
2-6	Top 200 Distilled Spirit Brands – Distiller/Importer Performance Analysis
2-7	Leading Distiller/Importer Major Brand Dependence Analysis
2-8	2016 Distilled Spirits Brand Recap by Category/Origin
2-9	Leading Bourbon Whisk(e)y Brand Depletions
2-10	Leading Blended Whiskey Brand Depletions
2-11	Leading Super-Premium Priced Bourbon Brands
2-12	Leading Scotch Whisky Brand Depletions
2-13	Leading Canadian Whisky Brand Depletions
2-14	Leading Irish Whiskey Brands
2-15	“Better” Whisk(e)y Depletions by Origin/Type
2-16	Share of “Better” Whisk(e)y Depletions by Origin/Type
2-17	Leading “Better” Whisk(e)y Brands
2-18	Leading Gin Brand Depletions
2-19	Leading Vodka Brand Depletions
2-20	Domestic Vodka Depletions by Price Segment
2-21	Domestic Vodka Depletions – Share by Price Segment
2-22	Top Five Premium Domestic Vodka Brands
2-23	Top 10 Sub-Premium Domestic Vodka Brands
2-24	Imported Vodka Depletions by Price Segment
2-25	Imported Vodka Depletions – Share by Price Segment
2-26	Top 10 Premium Imported Vodka Brands
2-27	Top Five Super-Premium Imported Vodka Brands
2-28	Leading Rum Brand Depletions
2-29	Leading Tequila Brand Depletions
2-30	Tequila Consumption by Price Segment
2-31	Share of Tequila Depletions by Price Segment
2-32	Leading Luxury-Priced Tequila Brands
2-33	Leading Super-Premium Tequila Brands

2-34	Leading Premium-Priced Tequila Brands
2-35	Leading Sub-Premium Tequila Brands.
2-36	Share of Tequila Depletions by Type
2-37	Flavored White Goods Market by Type
2-38	Leading Brandy/Cognac Brand Depletions
2-39	Leading Domestic Cordial and Specialty Brand Depletions
2-40	Leading Imported Liqueur and Specialty Brand Depletions
2-41	Top 10 Cream Cordials & Liqueurs
2-42	Leading Flavored Whiskies
2-43	Leading Cocktails & Mixed Drinks Brand Depletions.
2-44	Fastest-Growing Distilled Spirit Brands.
2-45	Leading New Product Introductions, 2015-2016

CHAPTER 3

3-1	Alcoholic Beverage Consumer Purchases by Category
3-2	2016 U.S. Alcoholic Beverage Market – Estimated Retail Sales.
3-3	2016 U.S. Distilled Spirits Market – Estimated Retail Sales
3-4	2016 Top 20 Distilled Spirit Marketers’ Retail Sales Rankings
3-5	2016 Top 20 Distilled Spirit Marketers Major Brand Retail Sales Analysis.
3-6	2016 Top 25 Distilled Spirit Brands’ Retail Sales.
3-7	U.S. - Top 10 Distilled Spirit Brands’ Retail Sales, 1980-2016
3-8	Top 20 Super-Premium/Luxury Distilled Spirit Brands Ranked by 2016 Retail Sales
3-9	Distilled Spirits Market by Category/Type in IRI Channels
3-10	Top 20 Distilled Spirit Brands in IRI Channels.
3-11	Top Eight Bourbon Brands in IRI Channels
3-12	Top Two Blended Whiskey Brands in IRI Channels.
3-13	Top 10 Scotch Whisky Brands in IRI Channels.
3-14	Top 10 Canadian Whisky Brands in IRI Channels.
3-15	Top Five Irish Whiskey Brands in IRI Channels.
3-16	Top 10 Gin Brands in IRI Channels
3-17	Top 10 Vodka Brands in IRI Channels
3-18	Top Eight Rum Brands in IRI Channels
3-19	Top 10 Tequila Brands in IRI Channels
3-20	Top Five Domestic Brandy Brands in IRI Channels.
3-21	Top Three Cognac Brands in IRI Channels.
3-22	Top 10 Cordial/Liqueur Brands in IRI Channels.
3-23	Top Four Whiskey Specialties in IRI Channels.
3-24	Top Seven Pre-Mixed Cocktail Brands in IRI Channels.
3-25	Private Label Spirit Sales in Supermarkets by Type

CHAPTER 4

4-1	Alcoholic Beverage Consumption Trends by Category, 1970-2020E
4-2	Alcoholic Beverage Consumption Trends by Category, 1950-2020E – Volume vs. Number of Servings
4-3	Apparent Consumption of Distilled Spirits by Type, 2005-2020
4-4	Distilled Spirits Consumption Growth Rates by Type, 2005-2020.
4-5	Adult Per-Capita Consumption of Distilled Spirits by Type, 2005-2020
4-6	Adult Per-Capita Consumption of Distilled Spirits, Growth Rates by Type.

4-7	Apparent Consumption of Distilled Spirits by Origin, 2005-2020
4-8	Distilled Spirits Growth Rates by Origin, 2005-2020.
4-9	Adult Per-Capita Consumption of Distilled Spirits by Origin, 2005-2020.
4-10	Adult Per-Capita Consumption of Distilled Spirits, Growth Rates by Origin.
4-11	Top 50 Distilled Spirit Brands, 2017E.

CHAPTER 5

5-1	Alcoholic Beverage Media Advertising Expenditures by Category
5-2	Alcoholic Beverage Per-Gallon Media Advertising by Category.
5-3	2016 Distilled Spirits Media Recap, Dollar Change vs. 2015
5-4	Distilled Spirits Advertising Expenditures by Medium
5-5	Share of Distilled Spirits Advertising Expenditures by Medium.
5-6	Distilled Spirits Media Advertising Expenditures by Category/Type
5-7	Distilled Spirits Media Advertising Expenditures by Type/Origin
5-8	Top 10 Distilled Spirits Media Advertisers.
5-9	Top 10 Distilled Spirits T.V. Advertisers.
5-10	Top 10 Distilled Spirits Magazine Advertisers.
5-11	Distilled Spirits Advertising Recap by Category/Type – Number of Brands Advertised.
5-12	Top 25 Distilled Spirit Brand Media Advertisers.
5-13	Top 25 Distilled Spirit Brand T.V. Advertisers.
5-14	Top 25 Distilled Spirit Brand Magazine Advertisers
5-15	Leading Bourbon Whisk(e)y Brand Media Advertisers.
5-16	Leading Scotch Whisky Brand Media Advertisers.
5-17	Leading Canadian Whisky Brand Media Advertisers
5-18	Leading Irish Whiskey Brand Media Advertisers
5-19	Leading Vodka Brand Media Advertisers
5-20	Leading Gin Media Advertisers.
5-21	Leading Rum Brand Media Advertisers
5-22	Leading Tequila Brand Media Advertisers.
5-23	Leading Brandy/Cognac Brand Media Advertisers
5-24	Leading Flavored Whisk(e)y Brand Media Advertisers
5-25	Leading Cordial/Liqueur Brand Media Advertisers

CHAPTER 6

6-1	2016 Percentage of All Distilled Spirit Drinkers by Gender.
6-2	2016 Percentage of All Distilled Spirit Drinkers by Age Group.
6-3	2016 Percentage of All Distilled Spirit Drinkers by Household Income
6-4	2016 Percentage of All Distilled Spirit Drinkers by Race and Hispanic Origin
6-5	2016 Top Five Marketers for Distilled Spirit Brands’ Consumption – Share by Gender, Age Group, Household Income, Race and Hispanic Origin.
6-6	2016 Bourbon Drinkers – Frequency of Drinks Consumed in Last Thirty Days, Share of Gender, Age Group, Household Income, Race and Hispanic Origin.
6-7	2016 Bourbon Drinkers – Frequency of Drinks Consumed in Last Thirty Days, Share by Gender, Age Group, Household Income, Race and Hispanic Origin
6-8	2016 Percentage of All Bourbon Drinkers by Brand – Share of Gender, Age Group, Household Income, Race and Hispanic Origin
6-9	2016 Percentage of All Bourbon Drinkers by Brand – Share by Gender, Age Group, Household Income, Race and Hispanic Origin

6-10	2016 Blended Whiskey Drinkers – Frequency of Drinks Consumed in Last Thirty Days, Share of Gender, Age Group, Household Income, Race and Hispanic Origin
6-11	2016 Blended Whiskey Drinkers – Frequency of Drinks Consumed in Last Thirty Days, Share by Gender, Age Group, Household Income, Race and Hispanic Origin
6-12	2016 Percentage of All Blended Whiskey Drinkers by Brand – Share of Gender, Age Group, Household Income, Race and Hispanic Origin
6-13	2016 Percentage of All Blended Whiskey Drinkers by Brand – Share by Gender, Age Group, Household Income, Race and Hispanic Origin
6-14	2016 Scotch Whisky Drinkers – Frequency of Drinks Consumed in Last Thirty Days, Share of Gender, Age Group, Household Income, Race and Hispanic Origin
6-15	2016 Scotch Whisky Drinkers – Frequency of Drinks Consumed in Last Thirty Days, Share by Gender, Age Group, Household Income, Race and Hispanic Origin
6-16	2016 Percentage of All Scotch Whisky Drinkers by Brand – Share of Gender, Age Group, Household Income, Race and Hispanic Origin
6-17	2016 Percentage of All Scotch Whisky Drinkers by Brand – Share by Gender, Age Group, Household Income, Race and Hispanic Origin
6-18	2016 Canadian Whisky Drinkers – Frequency of Drinks Consumed in Last Thirty Days, Share of Gender, Age Group, Household Income, Race and Hispanic Origin
6-19	2016 Canadian Whisky Drinkers – Frequency of Drinks Consumed in Last Thirty Days, Share by Gender, Age Group, Household Income, Race and Hispanic Origin
6-20	2016 Percentage of All Canadian Whisky Drinkers by Brand – Share of Gender, Age Group, Household Income, Race and Hispanic Origin
6-21	2016 Percentage of All Canadian Whisky Drinkers by Brand – Share by Gender, Age Group, Household Income, Race and Hispanic Origin
6-22	2016 Irish Whiskey Drinkers – Frequency of Drinks Consumed in Last Thirty Days, Share of Gender, Age Group, Household Income, Race and Hispanic Origin
6-23	2016 Irish Whiskey Drinkers – Frequency of Drinks Consumed in Last Thirty Days, Share by Gender, Age Group, Household Income, Race and Hispanic Origin
6-24	2016 Percentage of All Irish Whiskey Drinkers by Brand – Share of Gender, Age Group, Household Income, Race and Hispanic Origin
6-25	2016 Percentage of All Irish Whiskey Drinkers by Brand – Share by Gender, Age Group, Household Income, Race and Hispanic Origin
6-26	2016 Gin Drinkers – Frequency of Drinks Consumed in Last Thirty Days, Share of Gender, Age Group, Household Income, Race and Hispanic Origin
6-27	2016 Gin Drinkers – Frequency of Drinks Consumed in Last Thirty Days, Share by Gender, Age Group, Household Income, Race and Hispanic Origin
6-28	2016 Percentage of All Gin Drinkers by Brand – Share of Gender, Age Group, Household Income, Race and Hispanic Origin
6-29	2016 Percentage of All Gin Drinkers by Brand – Share by Gender, Age Group, Household Income, Race and Hispanic Origin
6-30	2016 Vodka Drinkers – Frequency of Drinks Consumed in Last Thirty Days, Share of Gender, Age Group, Household Income, Race and Hispanic Origin
6-31	2016 Vodka Drinkers – Frequency of Drinks Consumed in Last Thirty Days, Share by Gender, Age Group, Household Income, Race and Hispanic Origin
6-32	2016 Percentage of All Vodka Drinkers by Price Segment – Share of Gender, Age Group, Household Income, Race and Hispanic Origin
6-33	2016 Percentage of All Vodka Drinkers by Price Segment – Share by Gender, Age Group, Household Income, Race and Hispanic Origin
6-34	2016 Rum Drinkers – Frequency of Drinks Consumed in Last Thirty Days, Share of Gender, Age Group, Household Income, Race and Hispanic Origin

6-35	2016 Rum Drinkers – Frequency of Drinks Consumed in Last Thirty Days, Share by Gender, Age Group, Household Income, Race and Hispanic Origin
6-36	2016 Percentage of All Rum Drinkers by Brand – Share of Gender, Age Group, Household Income, Race and Hispanic Origin
6-37	2016 Percentage of All Rum Drinkers by Brand – Share by Gender, Age Group, Household Income, Race and Hispanic Origin
6-38	2016 Tequila Drinkers – Frequency of Drinks Consumed in Last Thirty Days, Share of Gender, Age Group, Household Income, Race and Hispanic Origin
6-39	2016 Tequila Drinkers – Frequency of Drinks Consumed in Last Thirty Days, Share by Gender, Age Group, Household Income, Race and Hispanic Origin
6-40	2016 Percentage of All Tequila Drinkers by Brand – Share of Gender, Age Group, Household Income, Race and Hispanic Origin
6-41	2016 Percentage of All Tequila Drinkers by Brand – Share by Gender, Age Group, Household Income, Race and Hispanic Origin
6-42	2016 Brandy & Armagnac Drinkers – Frequency of Drinks Consumed in Last Thirty Days, Share of Gender, Age Group, Household Income, Race and Hispanic Origin
6-43	2016 Brandy & Armagnac Drinkers – Frequency of Drinks Consumed in Last Thirty Days, Share by Gender, Age Group, Household Income, Race and Hispanic Origin
6-44	2016 Percentage of All Brandy & Armagnac Drinkers by Brand – Share of Gender, Age Group, Household Income, Race and Hispanic Origin
6-45	2016 Percentage of All Brandy & Armagnac Drinkers by Brand – Share by Gender, Age Group, Household Income, Race and Hispanic Origin
6-46	2016 Cognac Drinkers – Frequency of Drinks Consumed in Last Thirty Days, Share of Gender, Age Group, Household Income, Race and Hispanic Origin
6-47	2016 Cognac Drinkers – Frequency of Drinks Consumed in Last Thirty Days, Share by Gender, Age Group, Household Income, Race and Hispanic Origin
6-48	2016 Percentage of All Cognac Drinkers by Brand – Share of Gender, Age Group, Household Income, Race and Hispanic Origin
6-49	2016 Percentage of All Cognac Drinkers by Brand – Share by Gender, Age Group, Household Income, Race and Hispanic Origin
6-50	2016 Cordial & Liqueur Drinkers – Frequency of Drinks Consumed in Last Thirty Days, Share of Gender, Age Group, Household Income, Race and Hispanic Origin
6-51	2016 Cordial & Liqueur Drinkers – Frequency of Drinks Consumed in Last Thirty Days, Share by Gender, Age Group, Household Income, Race and Hispanic Origin
6-52	2016 Percentage of All Cordial & Liqueur Drinkers by Brand – Share of Gender, Age Group, Household Income, Race and Hispanic Origin
6-53	2016 Percentage of All Cordial & Liqueur Drinkers by Brand – Share by Gender, Age Group, Household Income, Race and Hispanic Origin
6-54	2016 Cocktails & Mixed Drinks Drinkers – Frequency of Drinks Consumed in Last Thirty Days, Share of Gender, Age Group, Household Income, Race and Hispanic Origin
6-55	2016 Cocktails & Mixed Drinks Drinkers – Frequency of Drinks Consumed in Last Thirty Days, Share by Gender, Age Group, Household Income, Race and Hispanic Origin
6-56	2016 Percentage of Cocktails & Mixed Drinks Drinkers by Brand – Share of Gender, Age Group, Household Income, Race and Hispanic Origin
6-57	2016 Percentage of Cocktails & Mixed Drinks Drinkers by Brand – Share by Gender, Age Group, Household Income, Race and Hispanic Origin

CHAPTER 7

7-1	Apparent Consumption of Distilled Spirits by State
7-2	Distilled Spirits Per-Capita Consumption by State
7-3	Apparent Consumption of Distilled Spirits Ranked by State
7-4	2016 Apparent Distilled Spirits Consumption by State/Category
7-5	2016 Total Whisk(e)y Consumption by State/Type
7-6	2016 Total White Goods Consumption by State/Type
7-7	2016 Total Specialties Consumption by State/Type
7-8	Whisk(e)y Consumption by State
7-9	Whisk(e)y Per-Capita Consumption
7-10	Domestic Whisk(e)y Consumption by State
7-11	Domestic Whisk(e)y Per-Capita Consumption
7-12	Bourbon Whisk(e)y Consumption by State
7-13	Bourbon Whisk(e)y Per-Capita Consumption
7-14	Blended Whiskey Consumption by State
7-15	Blended Whiskey Per-Capita Consumption
7-16	Imported Whisk(e)y Consumption by State
7-17	Imported Whisk(e)y Per Capita Consumption
7-18	Scotch Whisky Consumption by State
7-19	Scotch Whisky Per-Capita Consumption
7-20	Canadian Whisky Consumption by State
7-21	Canadian Whisky Per-Capita Consumption
7-22	Irish Whiskey Consumption by State
7-23	White Goods Consumption by State
7-24	White Goods Per-Capita Consumption
7-25	Gin Consumption by State
7-26	Gin Per-Capita Consumption
7-27	Vodka Consumption by State
7-28	Vodka Per-Capita Consumption
7-29	Domestic Vodka Consumption by State
7-30	Imported Vodka Consumption by State
7-31	Rum Consumption by State
7-32	Rum Per-Capita Consumption
7-33	Tequila Consumption by State
7-34	Tequila Per-Capita Consumption
7-35	Specialties Consumption by State
7-36	Specialties Per-Capita Consumption
7-37	Brandy Consumption by State
7-38	Brandy Per-Capita Consumption
7-39	Cordials and Liqueurs Consumption by State
7-40	Cordials and Liqueurs Per-Capita Consumption
7-41	Domestic Cordials Consumption by State
7-42	Imported Liqueurs Consumption by State
7-43	Cocktails and Mixed Drinks Consumption by State
7-44	Cocktails and Mixed Drinks Per-Capita Consumption

CHAPTER 8

8-1	Top 10 Distilled Spirit Marketers Worldwide, Pro Forma.....
8-2	Top 100 “Premium” Distilled Spirit Brands Worldwide.....
8-3	Top 15 Growth Brands Within the 100 “Premium” Distilled Spirits Worldwide.....
8-4	Top 100 “Premium” Distilled Spirit Brands Worldwide by Company.....
8-5	Top 100 “Premium” Distilled Spirit Brands Worldwide by Category/Type.....
8-6	Bourbon – Top 10 Brands Worldwide.....
8-7	Vodka – Top 20 Brands Worldwide.....
8-8	Vodka – Top 15 “Premium” Brands Worldwide.....
8-9	Tequila – Top 10 Brands Worldwide.....
8-10	Rum – Top 10 “Premium” Brands Worldwide.....
8-11	Cognac – Top Four Brands Worldwide.....

CHAPTER 9

9-1	Top 10 U.S. Spirits and Wine Wholesalers.....
9-2	Leading U.S. Spirits and Wine Wholesalers by Market.....
9-3	Distributors of the Top 10 Spirits & Wine Brands in Key Markets.....