the pour REPORT

2019

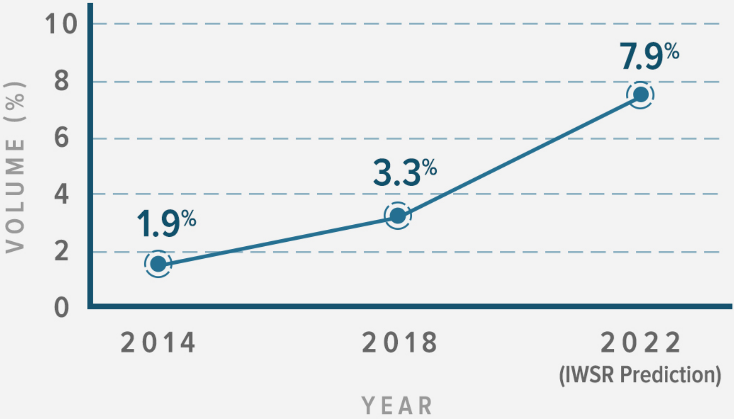
Craft Spirits FACT SHEET

FIRST, WHAT IS CRAFT?

U.S. craft spirits are distilled spirits that are produced in the U.S. by licensed producers that have no more than **750,000 proof gallons**.

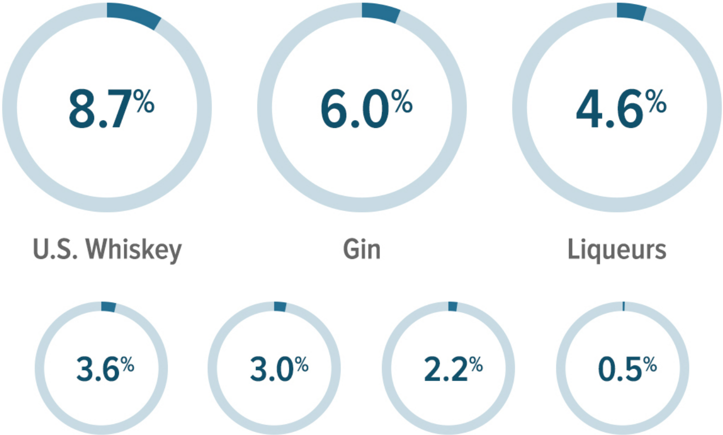
CRAFT'S SHARE OF TOTAL SPIRITS

VOLUME OF TOTAL SPIRITS MARKET



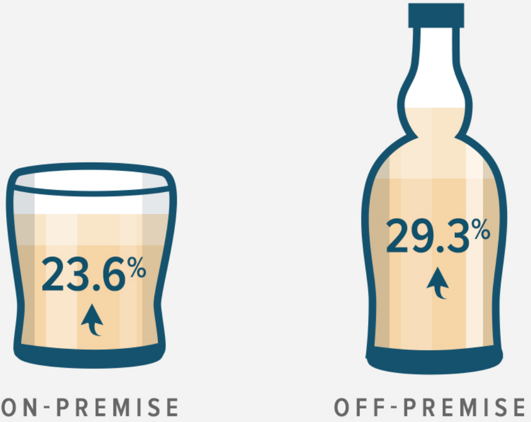
CRAFT SPIRIT CATEGORY SHARE

PERCENTAGE OF TOTAL CATEGORY



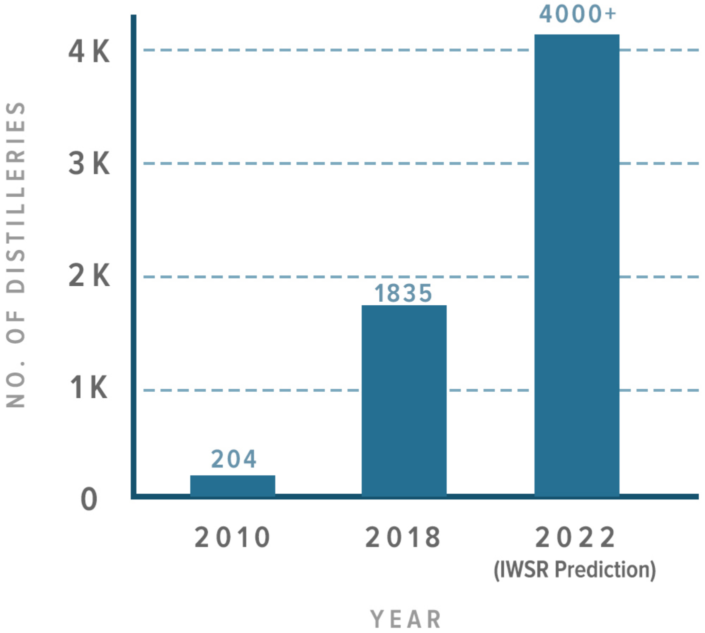
Brandy Vodka Rum Other

ON- AND OFF-PREMISE CRAFT GROWTH (VOLUME)



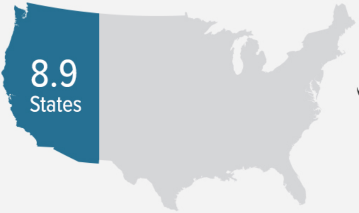
From 2010-2017, sales for on- and off-premise have enjoyed steady growth, with volume jumps of 23.6% and 29.3%, respectively.

TOTAL U.S. CRAFT DISTILLERIES

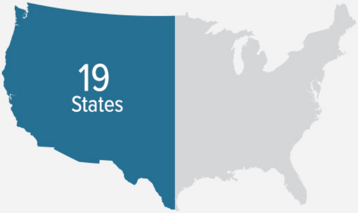


CRAFT DISTRIBUTION BREAKDOWN

CRAFT DISTILLER'S AVERAGE STATE DISTRIBUTION



2018



2021
(IWSR Prediction)

TRENDING TOPICS

CRAFT COCKTAILS

Many well-known distillers are releasing prepared cocktails (RTD) with much success for consumers looking for quick, quality drinks.

SPICED RUM

With the non-craft spiced rum category dominated by a few well-known brands, the door is open for craft distillers looking to connect with consumers wanting a more “authentic” rum.

EMERGING TOPICS

AGAVE SPIRITS

Consumer interest in tequila and mezcal is not slowing down, so look for this to continue to grow for years to come.

AQUAVIT

While the Scandinavian spirit has been around for a long

time, consumer interest has only recently really begun to spark with Aquavit. Look for it to make gains in 2019.

ALL FINDINGS COURTESY OF IWSR DATA