

## U.S. Tequila Market - at a glance -

Americans can not get enough of Mexico's native spirit. Since 2002, U.S. imports of Tequila have grown 83% - an average rate of 5.6% per year. In 2013 alone, over 13 million 9-liter cases were sold.

### U.S. Tequila Market

Volumes by Year and Price Category

9-Liter Cases (000)

Year	Value	Premium	High End Premium	Super Premium	Grand Total
2002	1,623	4,788	417	358	7,186
2003	1,777	5,290	446	497	8,009
2004	1,831	5,662	664	513	8,670
2005	1,858	5,938	739	665	9,200
2006	1,919	6,169	795	1,191	10,074
2007	1,989	6,279	860	1,367	10,495
2008	2,117	6,198	781	1,511	10,607
2009	2,567	6,291	779	1,526	11,163
2010	2,642	6,449	911	1,560	11,562
2011	2,827	6,374	1,044	1,737	11,982
2012	2,878	6,436	1,117	1,895	12,326
2013	2,866	7,026	1,161	2,081	13,134
02 - 13 Growth	76.6%	46.7%	178.4%	481.8%	82.8%

### U.S. Tequila Supplier Revenues

Gross Revenues Including FET (millions)

Year	Value	Premium	High End Premium	Super Premium	Total
2003	\$143	\$606	\$73	\$140	\$962
2004	\$145	\$674	\$110	\$139	\$1,068
2005	\$147	\$691	\$128	\$223	\$1,189
2006	\$149	\$713	\$142	\$400	\$1,403
2007	\$157	\$754	\$160	\$479	\$1,550
2008	\$167	\$751	\$146	\$533	\$1,597
2009	\$201	\$760	\$144	\$540	\$1,645
2010	\$204	\$760	\$167	\$580	\$1,710
2011	\$217	\$749	\$193	\$641	\$1,800
2012	\$221	\$749	\$205	\$707	\$1,882
2013	\$221	\$818	\$213	\$779	\$2,030
02 - 13 Growth	54.1%	34.9%	192.6%	455.9%	111.0%

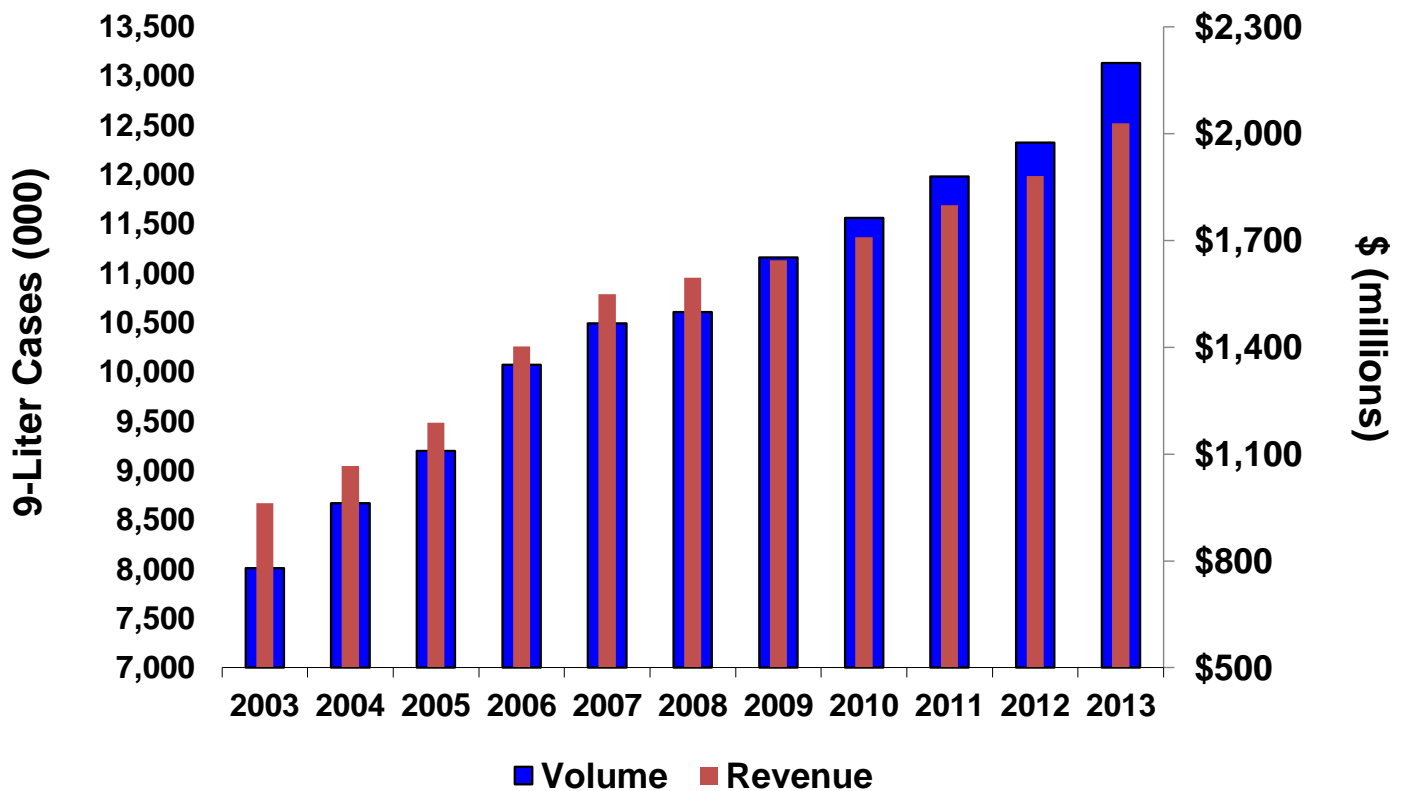
Source: Distilled Spirits Council, Economic & Strategic Analysis Dept.



One of the keys to Tequila’s U.S. growth has been distiller’s ability to offer a product for every budget and occasion. By offering both well aged High End and Super Premium products as well as affordable Value brands Tequila is accessible to all Americans.

While Value and Premium brands are the backbone of the U.S. market, the fastest growth has been in High End and Super Premium brands. High End Brands have grown 178% in volume since 2002. Virtually unknown in 2002 Super Premium Tequila volumes have skyrocketed 482% and today account for 2.1 million 9-liter cases.

## U.S. Tequila Volumes, 2003-2013



Source: The Distilled Spirits Council of the U.S.

Data provided by Distilled Spirits Council’s Economic & Strategic Analysis Department.