



## ANNUAL WHISKY SALES VOLUMES

National Whisky Sales Volumes by Category (9 litres cases) – Calendar 2017

Category	Volume (9 L)	Share
<b>Canadian Deluxe</b>	1,562,499	30.6%
<b>Canadian Premium</b>	822,762	16.1%
<b>Canadian Standard</b>	1,055,217	20.6%
<b>Sub-Total Canadian</b>	<b>3,440,479</b>	<b>67.3%</b>
<b>Scotch</b>	961,937	18.8%
<b>American</b>	453,559	8.9%
<b>Irish</b>	245,098	4.8%
<b>Other</b>	9,444	0.2%
<b>Total</b>	<b>5,110,516</b>	<b>100%</b>

Source: Spirits Canada Sales Database