



ANNUAL SPIRITS SALES VOLUMES

A. National Spirits Sales Volumes by Category (9 litres cases) – Calendar 2016

Category	Volume (9 L)	Share
<b>Vodka</b>	5,075,165	28.0%
<b>Whisky</b>	5,075,132	28.0%
<b>Rum</b>	3,307,671	18.3%
<b>Liqueurs</b>	2,616,993	14.4%
<b>Gin</b>	903,651	5.0%
<b>Brandy</b>	582,142	3.2%
<b>Tequila</b>	380,224	2.1%
<b>Other</b>	186,384	1.0%
<b>Total</b>	18,127,362	100%

Source: Spirits Canada Sales Database

B. Spirits Based Ready-To-Drink Pre-Mix Cocktails & Coolers (9 L) Calendar 2016

Category	Volume (9 L)	
<b>Pre-Mix Cocktails &amp; Coolers</b>	10,233,743	

Source: Spirits Canada Sales Database