



ANNUAL WHISKY SALES VOLUMES

National Whisky Sales Volumes by Category (9 litres cases) – Calendar 2016

Category	Volume (9 L)	Share
Canadian Deluxe	1,578,105	31.1%
Canadian Premium	817,493	16.1%
Canadian Standard	1,079,325	21.3%
Sub-Total Canadian	3,474,923	68.5%
Scotch	947,204	18.7%
American	436,865	8.6%
Irish	208,896	4.1%
Other	7,244	0.1%
Total	5,075,132	100%

Source: Spirits Canada Sales Database