



ANNUAL WHISKY SALES VOLUMES

National Whisky Sales Volumes by Category (9 litres cases) – Calendar 2019

Category	Volume (9 L)	Share
<b>Canadian Deluxe</b>	1,602,605	29.8%
<b>Canadian Premium</b>	833,110	15.5%
<b>Canadian Standard</b>	1,056,571	19.6%
<b>Sub-Total Canadian</b>	<b>3,492,286</b>	<b>64.9%</b>
<b>Scotch</b>	1,004,903	18.7%
<b>American</b>	550,009	10.2%
<b>Irish</b>	317,558	5.9%
<b>Other</b>	18,828	0.3%
<b>Total</b>	<b>5,383,043</b>	<b>100%</b>

Source: Spirits Canada Sales Database