**NEW ON THE MENU**

Spirits continue to be the preference over beer and wine, particularly with millennials seeking innovative products and craft cocktails created by master mixologists. Per a report from the Distilled Spirits Council of the United States (DISCUS) earlier this year, the spirits industry has enjoyed nine consecutive years of record spirit sales and volumes—and there’s no sign of that trend slowing down.

**TEQUILA SALES ON THE RISE**

Tequila sales have steadily been on the rise. And, while premium and value brands have always been the highest contributors sales wise, more and more consumers are shelling out for more expensive bottles of their favorite agave-based spirit.

**CLEAR-CUT LEADER**

Vodka remains one of the pillars of the spirits industry, with 32% of all liquor sales coming from this renowned, clear spirit. With such a large piece of the pie, it’s not shocking to see that revenue in the vodka segment is in the tens of billions.

**GRAPEs O’ PLENTY**

Much like the tequila and vodka segments, wine buyers are also reaching for higher-priced wines, which has naturally contributed to growth in revenue for wineries, wholesalers, and retailers alike. The growth is consistent and strong, and is expected to continue its upward trend.

**OVER A BARREL**

Over the course of the past couple years, American alcohol makers have dealt with rounds of escalating tariffs, with aluminum tariffs impacting brewers substantially. While partial relief was felt in 2019, another $7.5 billion in tariffs was authorized on European goods this past October, including Irish whiskey and European wines.

**BEER CONSUMPTION IS DOWN**

As more millennials are switching to spirits and hard seltzer, overall, consumers are seeking more premium, higher-priced options for all their selections (vodka, tequila, whiskey, and wine), keeping sales steady for the entire industry. Despite global tariffs which continue to hound all alcoholic categories, the alcohol industry continues to thrive overall.

**A STEADY POUR**

Beer consumption is down as more millennials are switching to spirits and hard seltzer. Overall, consumers are seeking more premium, higher-priced options for all their selections (vodka, tequila, whiskey, and wine), keeping sales steady for the entire industry. Despite global tariffs which continue to hound all alcoholic categories, the alcohol industry continues to thrive overall.