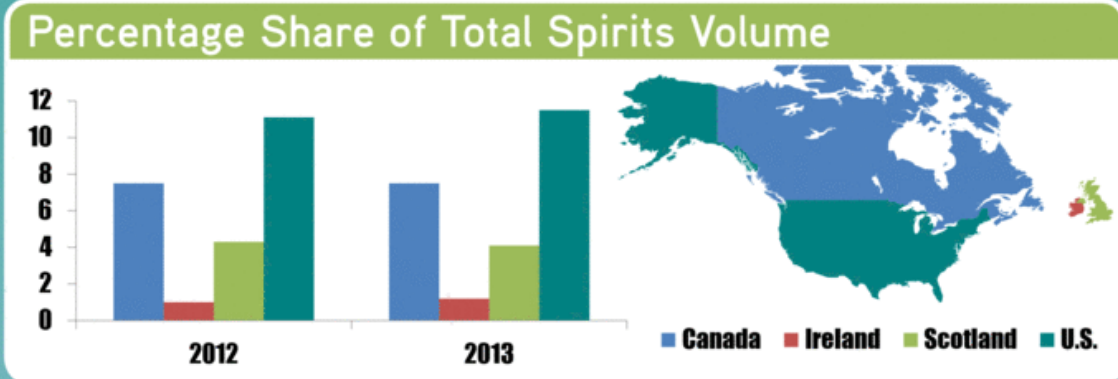


Infographic: The Growth of Whiskey

Technomic

father's day
Spotlight on **WHISK[EY]**



On the Menu

Drink	Price	Restaurant	Description
Tullamore Dew Irish Martini	\$9.00	Granite City Food & Brewery	Tullamore Dew Whiskey, a little lemon sour and a touch of red sangria.
Tullamore Dew Irish Martini	\$5.25	Whiskey Creek Wood Fire Grill	Jack Daniel's Tennessee Whiskey and ginger ale.
Lynchburg Lemonade	\$5.49	Cheddar's Casual Cafe	Jack Daniel's Whiskey, Sweet and Sour, Triple Sec, Sprite.

New Product Sampler

Product	Price	Release Date
JR Ewing	\$34.99	March 2014
Crown Royal XO	\$49.99	January 2014
Tin Cup	\$27.99	January 2014
Irish Mist	\$28.99	March 2014

Infographic: The Growth of Whiskey

Published on Food Manufacturing (<http://www.foodmanufacturing.com>)

With Father's Day around the corner, whiskey could easily top the list as consumers search for the perfect gift for Dad. Technomic is tracking ongoing growth in whiskey – particularly American and Irish selections – and whiskey continues to significantly outperform not only the spirits industry, but also the wine and beer industries in 2014. The popularity of the spirit as part of Father's Day traditions will undoubtedly add to its upward sales and volume trajectory. **(Technomic)**

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