

**N****by the numbers**

## SLEEPING GIANT OF THE NORTHWEST?

Washington and Oregon have rightly earned spots in the upper echelon of the American wine scene. Just north of our Pacific Northwest, though, British Columbia is poised to bust out.

- ▶ BC's wine industry has mushroomed from just **17** grape wineries in 1990 to **278** today
- ▶ Exports of BC wines grew from **\$5.7 million** in 2011 to **\$19.3 million** in 2016, an increase of **237%**
- ▶ Approximately **1 million** tourists visit British Columbia wineries annually



## HIGH-END TEQUILA STREAKING

Yes, whiskey is hot, but keep an eye on tequila, especially at the high end. The Distilled Spirits Council reports that the tequila category has seen substantial growth over the past decade-plus. Since 2002:

VOLUMES IN THE U.S. HAVE GROWN AN AVERAGE RATE OF **5.8%** PER YEAR, SUPER- AND HIGH-END PREMIUM SAW INCREASES OF **706% & 292%**, RESPECTIVELY.



## CRAFTY SHIFT?

Craft spirit growth is outpacing craft beer growth in the U.S. according to Beverage Marketing Corporation. It is projected that by 2021, the number of

CRAFT DISTILLERS WILL REACH

**3,422** 

WHILE CRAFT BREWERS WILL REACH

**1,564** 

## SLA CRACKDOWN = SOBERING

New York Governor Andrew M. Cuomo announced the final results of joint efforts by the State Liquor Authority and Department of Motor Vehicles to combat underage drinking through crackdowns that took place from March through the end of April.

 SLA underage decoys visited **647** establishments, **184** of which made illegal sales.

Meanwhile DMV enforcement operations confiscated **127 fake IDs** and netted **112 arrests** of persons under 21 attempting to purchase alcohol.

## THE WORLD 'DISCOVERS' THE RHÔNE VALLEY

This April, the 9<sup>th</sup> edition of the "Découvertes en Vallée du Rhône" brought together **935** winegrowers and traders—plus nearly 2,000 visitors from **41** countries, including **153** journalists from **23** countries. The four-day fair in the Rhône Valley staged **18** master classes, and **seven** walk around tastings and **10** off-site parties. The festival took place two days in Avignon, one day in Tain L'Hermitage and one day in Ampuis. All told, **17,000** glasses were put to good use sampling over **4,000** wines.

