

## COPPERSEA DISTILLING, LLC RELEASES U.S. CRAFT DISTILLING WHITE PAPER

America's Craft Distilling industry poised to grow to over 1000 firms over next 10 years

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Coppersea Distilling, LLC, America's premier traditional-methods distillery, has released the results of its internal analysis of the U.S. Craft Distilling market to the public to raise awareness of the explosive growth in the market and provide solid data on the current state of the industry.

"Should current growth trends continue, the number of U.S. Craft Distillers will certainly grow to over 1,000," said Coppersea Distilling CEO, Michael Kinstlick. He continued, "Craft Distilling is following the lead of the Farm Winery and Craft Brewery industries, which have both grown to support thousands of small firms."

After the founding of the modern U.S. Craft Distilling industry in 1982, the market has grown to *234 producing firms as of the end of 2011*, up from 52 in 2005 and 24 in 2000. The number of new Craft Distillers entering the market has also grown rapidly, up from fewer than five annually in 2000 to over 50 in 2011.

Bill Owens, President of the American Distilling Institute, noted "The tremendous activity and excitement in Craft Distilling has been increasing year-by-year. Customers are looking to smaller producers for unique and more authentic spirits. Clearly, American Craft Distillers are only getting started, and this paper points to how far they can go."

Distilled Spirits Council Senior Vice President for Public Affairs & Communication Frank Coleman said, "The rapid growth of craft distilling in the US market in many ways reflects both the recent modernization of the supplier tier and an important grassroots development in the public policy arena. The Council recognized this trend by creating a Craft Distiller Affiliate Membership program, which has grown from 12 founding members to almost 60 in 2 years. This paper provides important perspective on this fast-moving segment of the Spirits industry."

Craft Distillers can be found in 45 states, making this revival of the U.S. distilling tradition a nationwide phenomenon. 14 states have 5 or more Craft Distilleries, and these leading centers of American craft distilling are also spread across the country: from Maine to Washington, and Montana to Texas.

The White Paper provides further details on the growth of Craft Distillers geographically, breaks down the market by product category and entrant-type, and compares the growth rates and total industry entrants in Craft Distilling to the prior resurgences of the US Farm Winery and Craft Brewery markets.

The full paper can be downloaded at: <http://www.coppersea.com/>

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