



Sazerac Rye is THE Fastest Growing Rye in the Category

- Since 2005, Sazerac Rye is the most award-winning rye whiskey made at the Most Award-Winning Distillery
- A standalone brand aged 2 years longer than most other mainstream rye brands
- Sazerac Rye is driving tremendous growth +24.6% L52wks and is outpacing the category¹
- Rye fueled the whiskey culture of New Orleans and established America's first cocktail: The Sazerac
- With a more balanced flavor profile, Sazerac Rye is versatile enough for cocktails or serving neat

Sources: 1 – Nielsen Total US xAOC+Liq+Conv L52wks w/e 2.3.2024

