News Release
Oregon Liquor Control Commission
9079 SE McLoughlin Blvd., Portland, OR 97222-7355
1-800-452-6522

For more information:
Christie Scott, Alcohol Program Spokesperson
(503) 872-5002
www.oregon.gov/olcc

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Oregon Distilled Spirits Top Ten Products Sold in 2017

PORTLAND, Ore. – The Oregon Liquor Control Commission announces the top ten distilled spirits products sold in Oregon for the calendar year 2017. The products are sorted below by both volume and dollar sales.

By Volume in Liters:
1. HRD Vodka (Hood River Distillers) 800,000 L
2. Fleischmann Royal 786,000 L
3. Black Velvet 602,000 L
4. Fireball Cinnamon Whiskey 559,000 L
5. Smirnoff Vodka 557,000 L
6. Jack Daniels Black Label 532,000 L
7. Platinum 7X Vodka 485,000 L
8. Monopolowa White Label 478,000 L
9. Seagram’s Seven Crown 470,000 L
10. Potters Vodka 80P 465,000 L

By Dollar Sales:
1. Jack Daniels Black Label $14,816,000
2. Jameson Irish Whiskey $12,519,000
3. Pendleton Whiskey $12,222,000
4. Fireball Cinnamon Whiskey $11,628,000
5. Seagram’s Crown Royal $11,443,000
6. Tito Handmade Texas Vodka $  9,651,000
7. Smirnoff Vodka $  9,412,000
8. Monopolowa White Label $  9,343,000
9. HRD Vodka (Hood River Distillers) $  7,981,000
10. Black Velvet $  7,709,000

“In Oregon, we pride ourselves on providing a wide selection of spirits products that are available at any liquor store across the state,” said Steven Marks, OLCC Executive Director. “Any of the 2,000 plus products regularly stocked in our warehouse can be delivered to the customer’s local liquor store at no extra charge to the customer.” Customers can go to www.OregonLiquorSearch.com to find products, stores, hours and directions.

Distilled spirits sales makes up 96 percent of the total gross revenue collected by the OLCC. Other sources of income the OLCC collects include: tax on beer and wine (3%), license fees and miscellaneous income (1%). The total revenue collected is $1.16 billion.

Did you know that in the last two years, the OLCC distributed more than $465 million to Oregon’s General Fund, Cities, Counties, and Drug and Alcohol Abuse Programs? See the distribution of dollars on OLCC’s Website.