

Spending on alcohol continues to rise

By Bill Swindell, Santa Rosa Press Democrat

Total U.S. alcohol spending for the past 12 months has increased 3.8 percent, according to a report, as consumers continue to trade up for more expensive brands.

Total U.S. consumer spending on alcoholic beverages was at \$229.8 billion for the past 12 months ending Aug. 31, according to the consulting firm bwl66, analyzing state and federal data.

Spending may be up, but consumption has stayed substantially the same.

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