

## Americans Are Buying More Alcohol, Research Firm Finds

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People are buying more alcohol for use at home, according to new figures from a market research firm.

Spending on alcohol grew during every quarter over the last four years, indicating increased alcohol sales are not a weather-related trend.

The firm, IRI, found in the four-week period ending January 26, unit sales of beer from retailers—not restaurants and bars—rose 6.75 percent from a year earlier.

Popular products included Bud Light Lime-A-Rita and Straw-Ber-Rita. Craft beer also increased market share.

Whiskies, particularly bourbon, were also popular. Other spirits that saw increased growth included Diageo's Cîroc Amaretto, Johnnie Walker Platinum and Gold Bullion Reserve and Captain Morgan White, BloombergBusinessweek reports.

Wine sales rose 3.3 percent last month, and at-home wine consumption rose by about five percent last year.