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W.L. Weller grew 78.1% in tracked U.S. retail channels

Circana data showed one of premium whiskey’s biggest gains for a Sazerac brand with 325,000 nine-liter cases in 2025

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W.L. Weller, the bourbon brand owned by Sazerac, posted a 78.1% increase in retail volume in U.S. channels measured by Circana during the 52 weeks ended November 1, according to data published on Thursday, November 19, by Shanken News Daily using Circana and Impact Databank figures.

The gain stands out because it comes at a time when the broader U.S. whiskey market remains under pressure. Shanken News Daily reported that the total whisk(e)y category in the United States is on track for a fourth straight annual volume decline in 2026, while brands priced at $50 and above have continued to perform better than the overall market. In that premium tier, W.L. Weller was one of the fastest-growing brands listed in the published table, behind only Colonel E.H. Taylor, another Sazerac bourbon, which rose 85.1% in the same Circana measure.

For W.L. Weller, the 78.1% figure refers to volume growth, not revenue growth. The data point does not show how much consumers spent on the brand, and it does not say whether the increase was driven by broader distribution, better product availability, more promotional activity, or stronger underlying demand. Circana measures retail sales in tracked channels, so the result covers only part of the U.S. market and should not be treated as a full national reading for all stores or all routes to market.

The published table also included a separate measure of annual brand size: 325,000 nine-liter cases of U.S. volume for W.L. Weller in 2025, according to Impact Databank. That figure helps show that Weller is not a small niche label. At the same time, it should not be used to calculate the 78.1% increase. The 325,000-case number is an annual U.S. volume estimate for 2025, while the 78.1% figure reflects a retail-volume change in Circana’s measured channels during a different 52-week period ending November 1. The published source did not provide Weller’s absolute retail volumes for the comparison periods behind that growth rate.

The distinction matters because premium American whiskey has become one of the few areas still expanding while many other spirits segments slow. In the same Shanken report, the group of leading whiskies priced above $50 a 750-ml. bottle showed a combined 14.3% increase in retail volume across the measures listed in the table. The article separately said that $50-and-over whiskies were up 4% in NielsenIQ channels in year-to-date data ended October 3, compared with a 5% decline for total whisk(e)y. Those figures come from different measurement sets, but they point in the same direction: higher-end whiskey has been more resilient than the category as a whole.

Within that premium group, Sazerac had several strong performers. Eagle Rare rose 18.9%, Blanton’s increased 32.7%, and Colonel E.H. Taylor climbed 85.1%, according to the table published on November 19. Other major brands in the same price bracket showed mixed results. The Glenlivet declined 3.1%, Angel’s Envy fell 8.4%, Woodford Reserve Double Oaked slipped 0.2%, and The Macallan and Johnnie Walker Blue each rose 2.0%. Redbreast was up 1.4% in a separate NielsenIQ measure dated through November 7.

That places W.L. Weller near the center of one of the strongest pockets of the premium whiskey business in the United States. The brand’s size adds weight to the result. A 78.1% increase for a brand with a reported 2025 U.S. volume of 325,000 nine-liter cases suggests movement at meaningful scale, even if the measured-channel figure cannot be directly translated into nationwide case volume.

Sazerac describes itself as a family-owned American producer and marketer of spirits. According to the company’s corporate website, reviewed on Friday, November 20, Sazerac says it has 8,000 employees and 18 distillation and bottling facilities. The company is based in Louisville, Kentucky, and owns W.L. Weller along with several other bourbon labels that appear in the premium whiskey rankings.

The company has continued to build visibility at the higher end of American whiskey. Shanken News Daily reported that Sazerac introduced Eagle Rare 30 earlier in 2026 and is releasing the 2026 edition of the Buffalo Trace Antique Collection, with bottlings retailing at $155. Those launches help frame the broader strategy around premium bourbon, though the published data do not link Weller’s 78.1% retail-volume increase to any specific product launch or marketing decision.

The Circana figure also does not answer a question that matters to many bourbon buyers: whether more product actually reached shelves or whether existing tracked outlets simply sold more once they had inventory. Weller has long had strong consumer interest and uneven availability in some markets. The published data suggest a sharp increase in measured retail movement, but without store counts, distribution details, or channel-by-channel volumes, the extent to which that reflects improved supply versus faster sell-through remains unclear.

Even with those limits, the reported increase is notable. W.L. Weller’s 78.1% gain was one of the largest growth rates in the premium whiskey table published on November 19, and it came from a brand that already had substantial U.S. scale in 2025. In a U.S. whiskey market where total category volume is still declining, that combination of size and growth sets Weller apart from many of its peers.