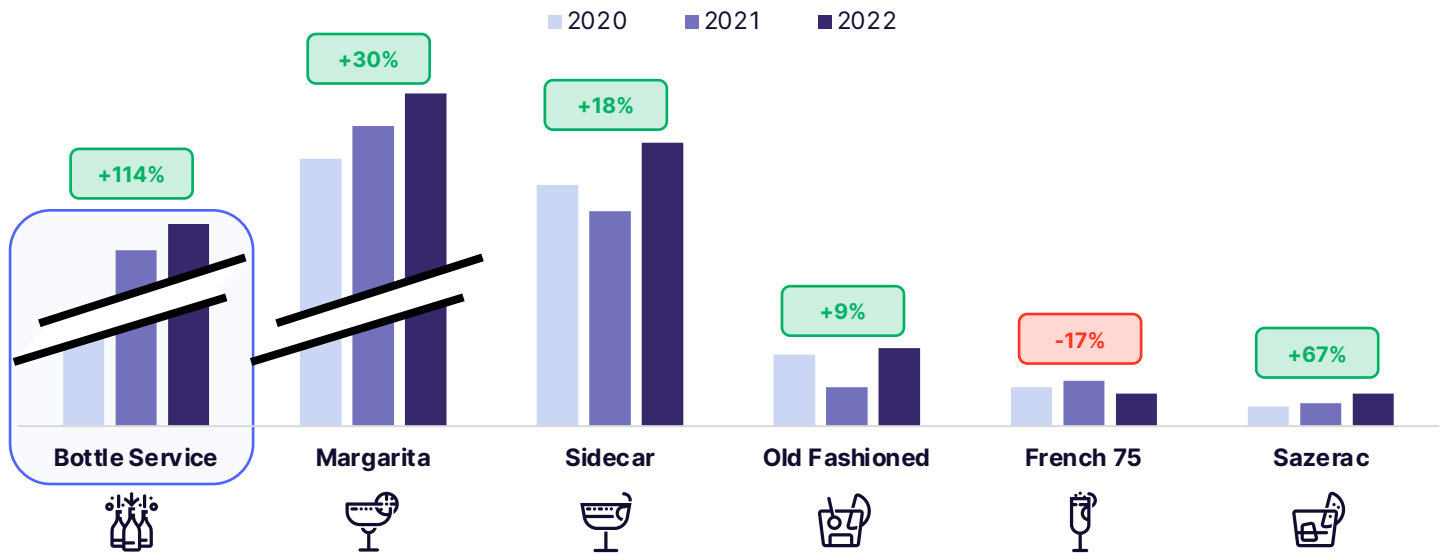




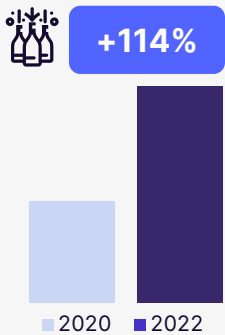
## What are the top cocktails and drink formats associated with Cognac consumption?

Top Cognac Cocktail Mentions as a Proportion of Total Mentions



### DID YOU KNOW?

Cognac **Bottle Service** has grown **+114%** since 2020. **Bottle Service** also leads to **over 7.0x** the sales!



### How does Cognac perform in top **Bottle Service** accounts?



#### BOTTLE SERVICE



#### COGNAC

SALES VELOCITY (CASE / YR)



+632%

KEY:  CURRENT ACCOUNTS  NATIONAL BENCHMARK



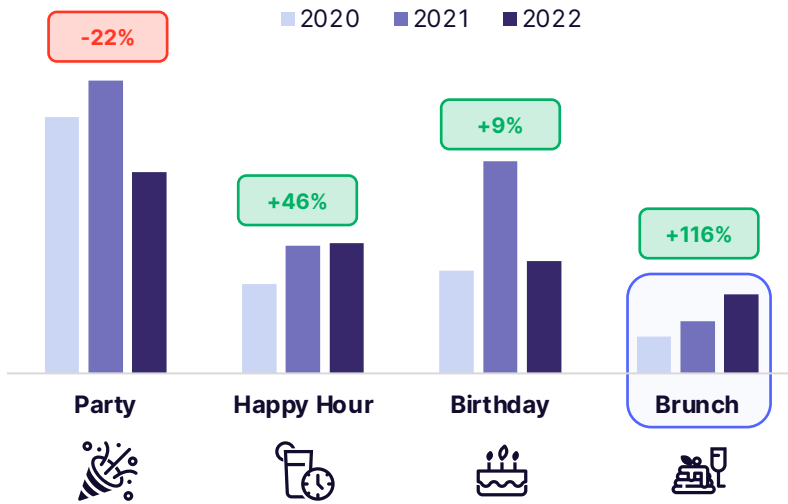
# NATIONAL COGNAC INSIGHTS

POWERED BY GROUND SIGNAL



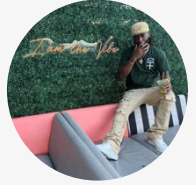
## What are the top occasions associated with Cognac consumption?

Top Cognac Occasion Mentions as a Proportion of Total Mentions

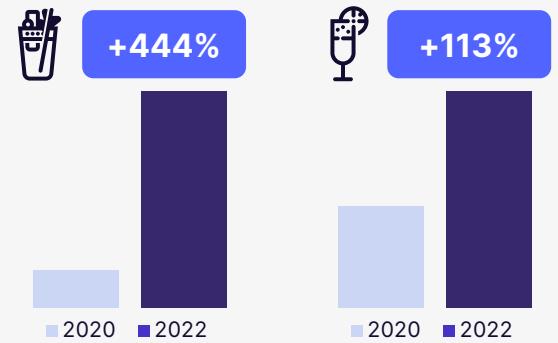


## DID YOU KNOW?

Drinking **Cognac** during **Brunch** has grown **+116%** since 2020.



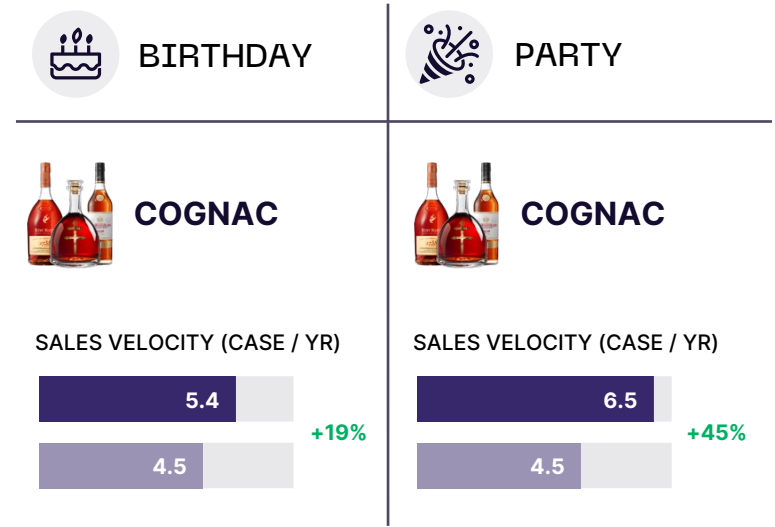
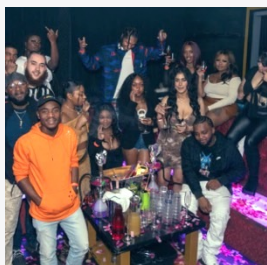
**Bloody Marys** have grown **+444%** and **Mimosas** have grown **+113%** at Cognac brunch venues!



## DID YOU KNOW?

Cognac velocity increases **+19-45%** in top **Birthday** and **Party** focused accounts!

## How does Cognac perform during its top occasions?



KEY: ■ CURRENT ACCOUNTS ■ NATIONAL BENCHMARK



## DID YOU KNOW?

Cognac sales velocity is over 4x higher in Hip-Hop accounts!



### How does Cognac perform in venues known for Hip-Hop?



HIP-HOP



COGNAC

SALES VELOCITY (CASE / YR)



+331%

KEY:  CURRENT ACCOUNTS  NATIONAL BENCHMARK

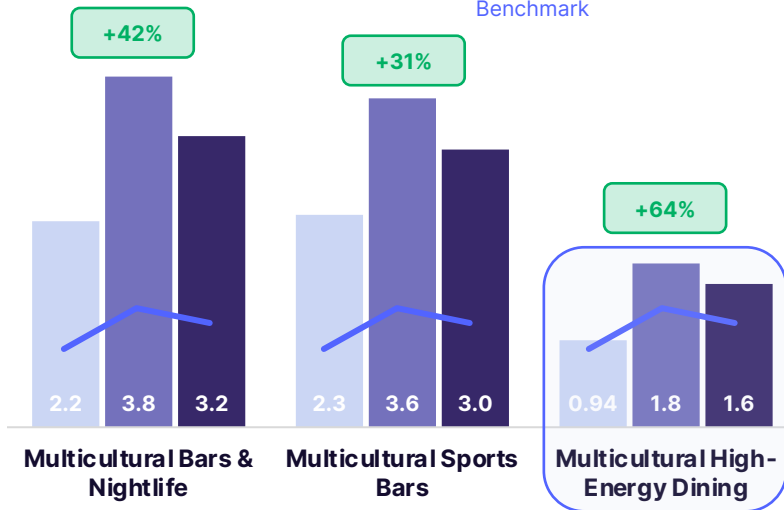
### How does Cognac perform in its top trade channels?

All of Cognac's top trade channels are **Multicultural**, and their sales velocity is growing over time. **Multicultural Bars & Nightlife, Sports Bars, and High-Energy Dining** are the best performers.



Cognac Sales Velocity (9L/YR) In Key Trade Channels

■ 2020 ■ 2021 ■ 2022 — National Sales Velocity Benchmark



## DID YOU KNOW?

In **Multicultural High-Energy Dining**, Cognac has grown +64% since 2020!

