

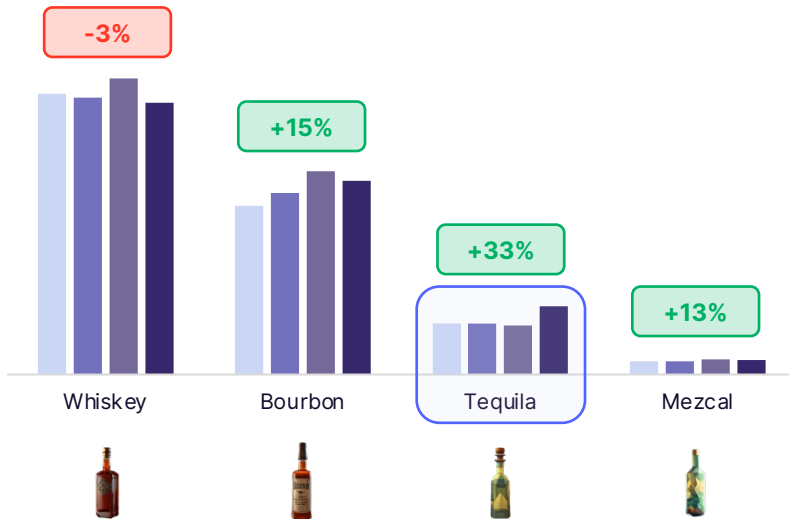


## What are the top spirits trending with Old Fashioned?



Top Old Fashioned Spirits Mentions as a Proportion of Total Mentions

■ 2020 ■ 2021 ■ 2022 ■ 2023

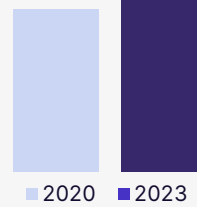


## DID YOU KNOW?

**Tequila** Old Fashioneds have grown **+33%** since 2020!



+33%



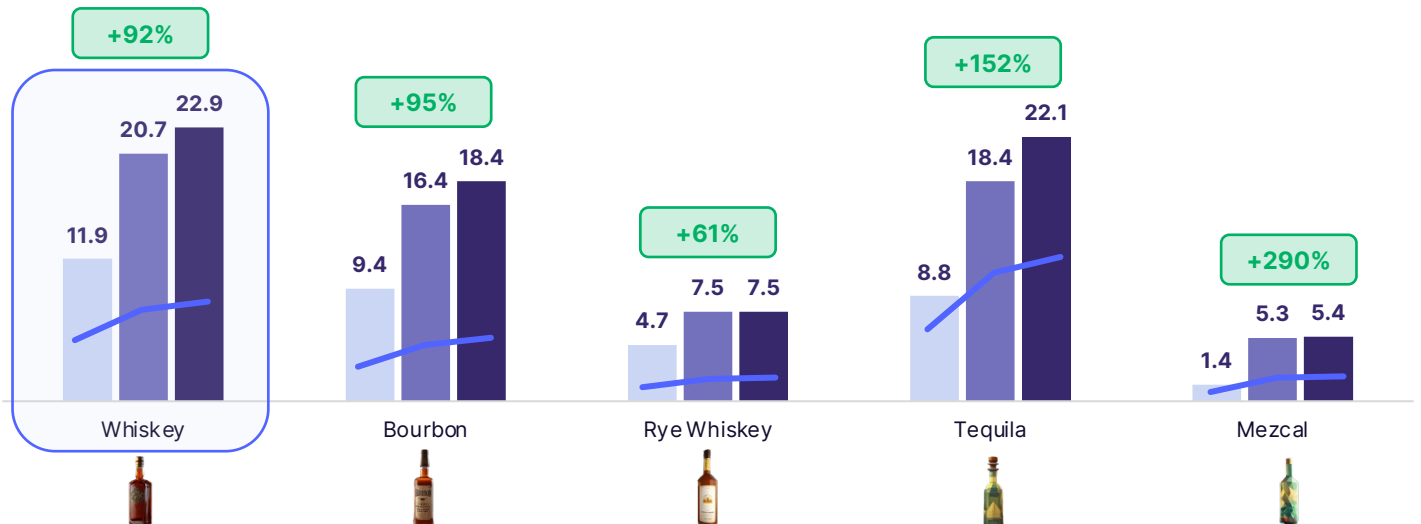
## How well do spirits sell in the top Old Fashioned accounts?

In Old Fashioned accounts, top spirit category velocity has **doubled** in the last 3 years!



Old Fashioned Sales Velocity Trends (9L/YR) By Spirit

■ 2020 ■ 2021 ■ 2022 — National Sales Velocity Benchmark





# NATIONAL OLD FASHIONED INSIGHTS

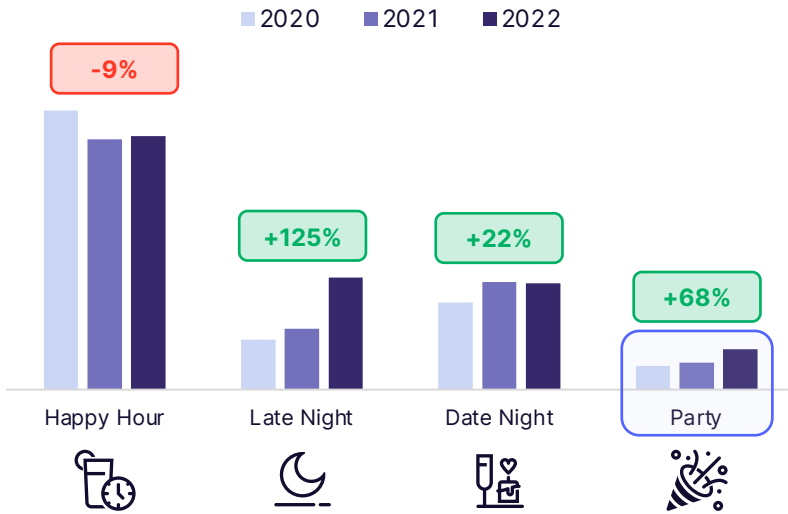
POWERED BY GROUND SIGNAL



## What are the top occasions associated with Old Fashioned consumption?



Top Old Fashioned Occasion Mentions as a Proportion of Total Mentions



## DID YOU KNOW?

Drinking **Old Fashioneds** in high-energy **Party** occasions has grown **+68%** since 2020.

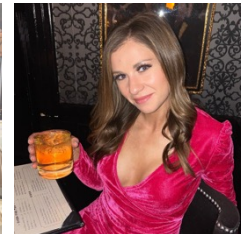


+68%



## DID YOU KNOW?

Drinking Old Fashioneds in **Traditional Fine Dining** accounts helped grow Whiskey sales by **+73%** since 2020!



Top Trade Channels for Old Fashioneds Whiskey Sales Velocity (9L/YR)

