



NATIONAL PREMIUM RUM INSIGHTS

POWERED BY GROUND SIGNAL

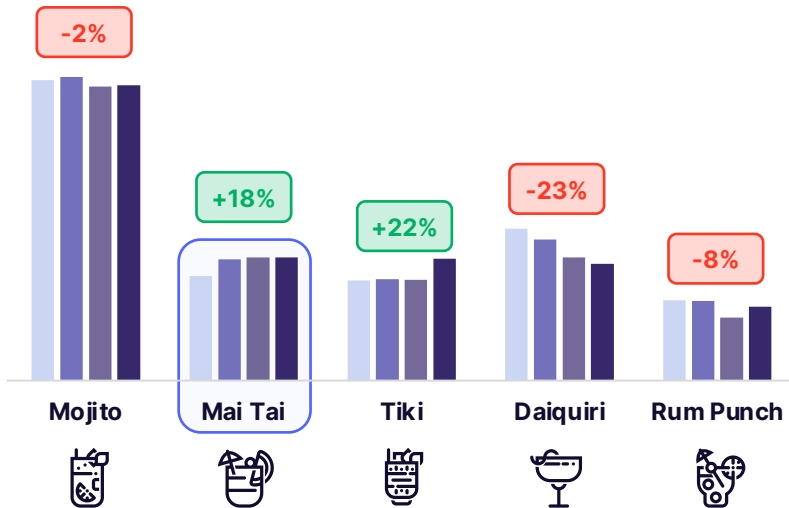


What are the top Premium Rum cocktails in the on-premise?



Top Premium Rum Cocktail Mentions as a Proportion of Total Mentions

■ 2020 ■ 2021 ■ 2022 ■ 2023



DID YOU KNOW?

Premium Rum **Mai Tais** have grown in popularity by **+18%** since 2020.

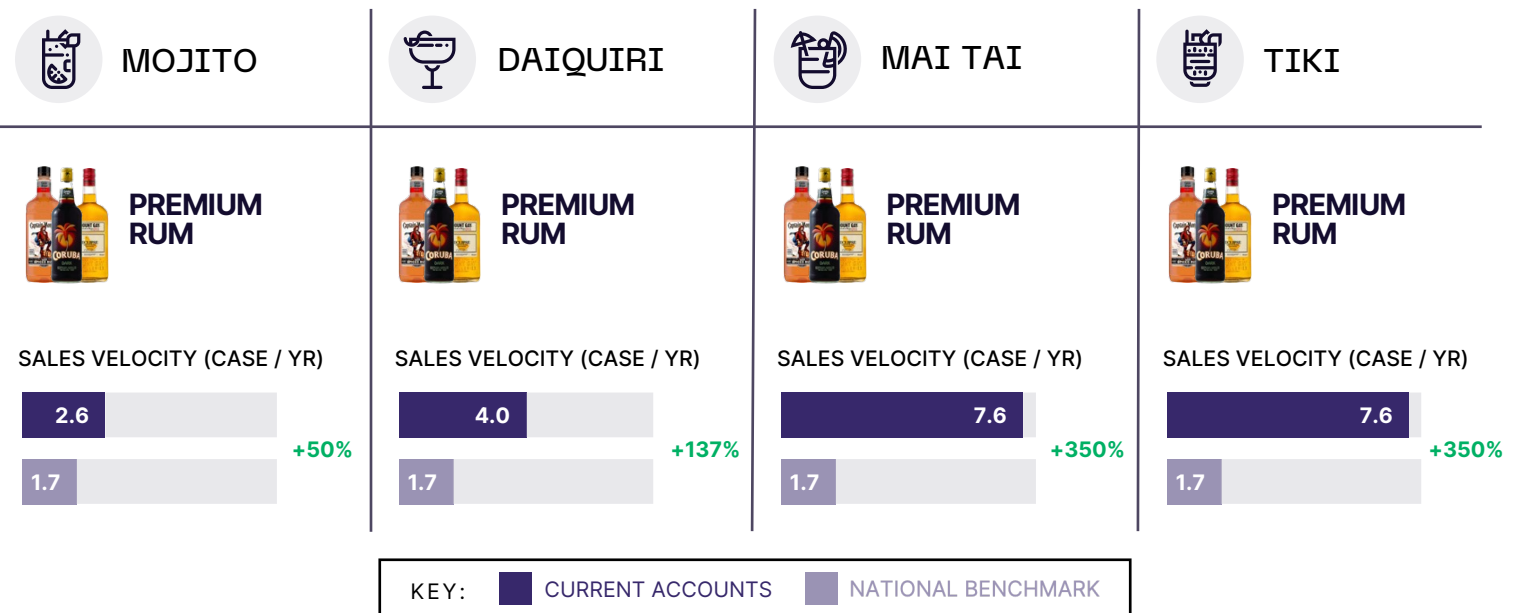


+18%



How does Premium Rum perform at top Rum cocktail accounts?

Premium Rum **sales are 1.5x-4.5x higher** in top cocktail accounts featuring Rum cocktails.



Consumers are **+74%** more likely to order cocktails in top Rum cocktail accounts!



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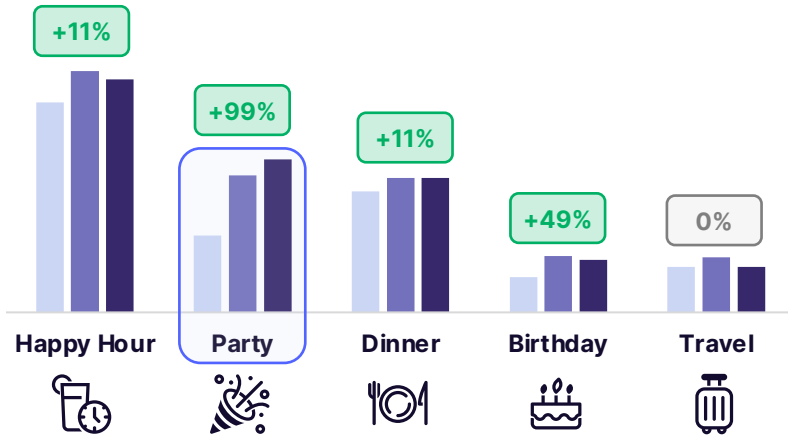


What are the top occasions associated with Premium Rum consumption?



Top Premium Rum Occasion Mentions as a Proportion of Total Mentions

■ 2020 ■ 2021 ■ 2022



DID YOU KNOW?

Drinking Premium Rum at high energy **Party** occasions has grown by **+99%** since 2020.

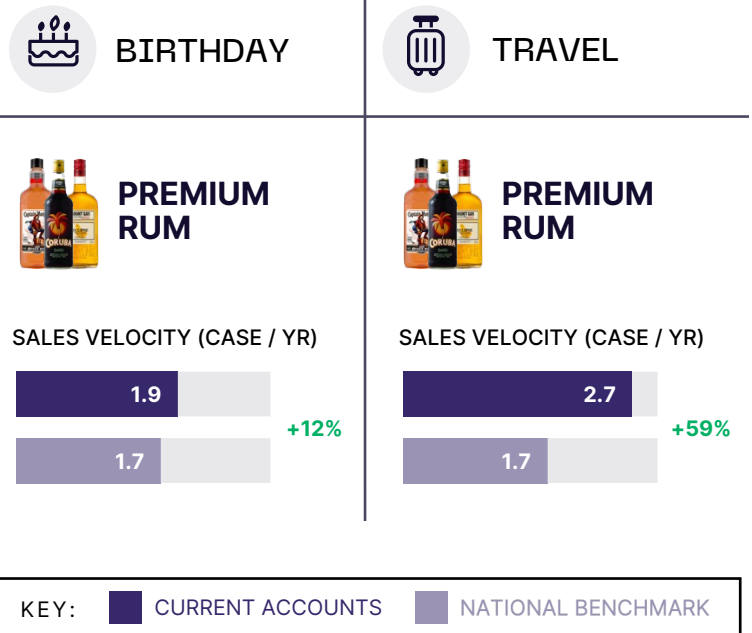


DID YOU KNOW?

Premium Rum velocity increases by **+59%** in accounts popular with Travelers!



How does Premium Rum perform during its top occasions?





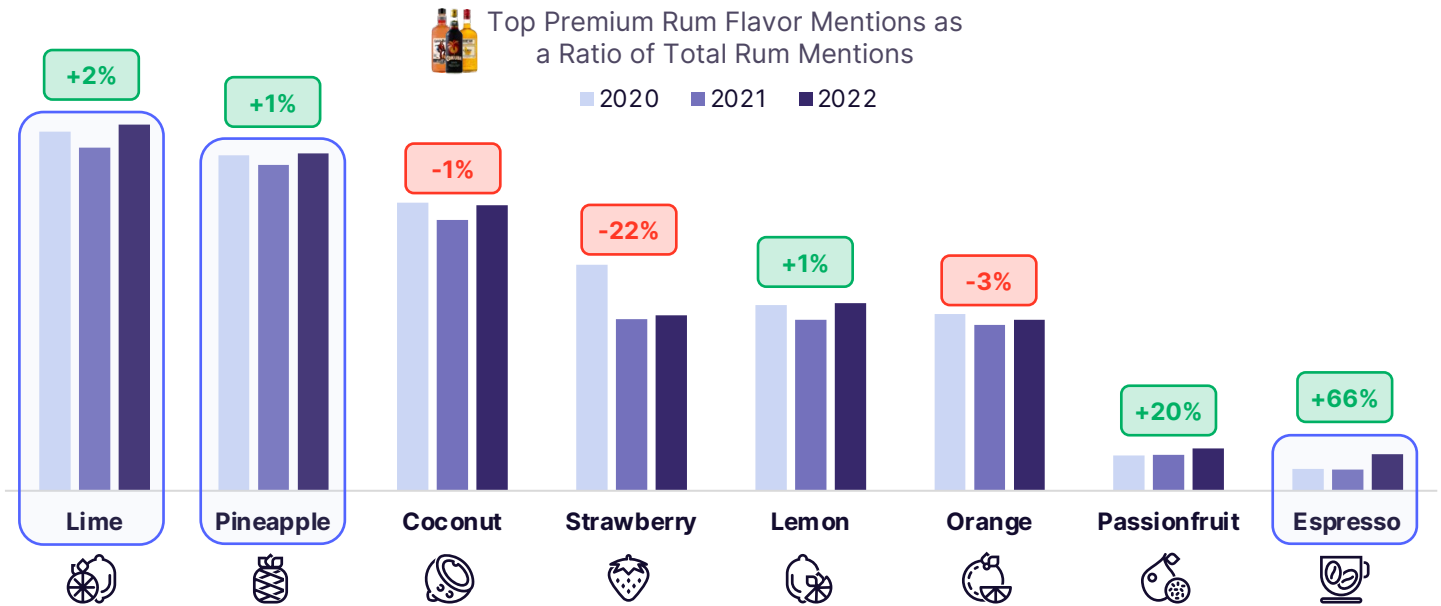
TOP OVERALL PREMIUM RUM FLAVORS NATIONALLY

POWERED BY GROUND SIGNAL



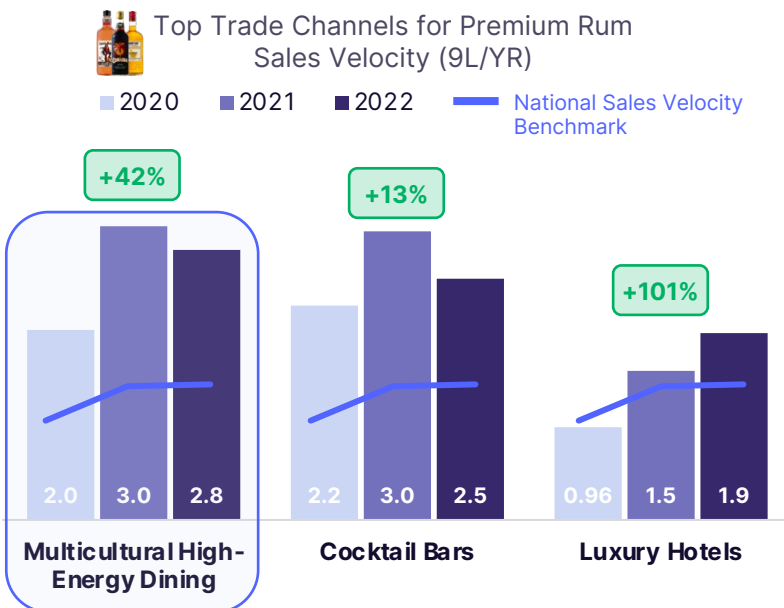
What are the top Premium Rum flavors?

Lime and **Pineapple** are the two most popular Premium Rum flavors. **Espresso** is Rum's highest-growth flavor.



How does Premium Rum perform in its top trade channels?

Premium Rum sales significantly increase in **Multicultural High Energy Dining, Cocktail Bars, and Luxury Hotels** accounts.



DID YOU KNOW?

Premium Rum sales velocity in **Multicultural High Energy Dining** accounts has increased by **+42%** since 2020!

