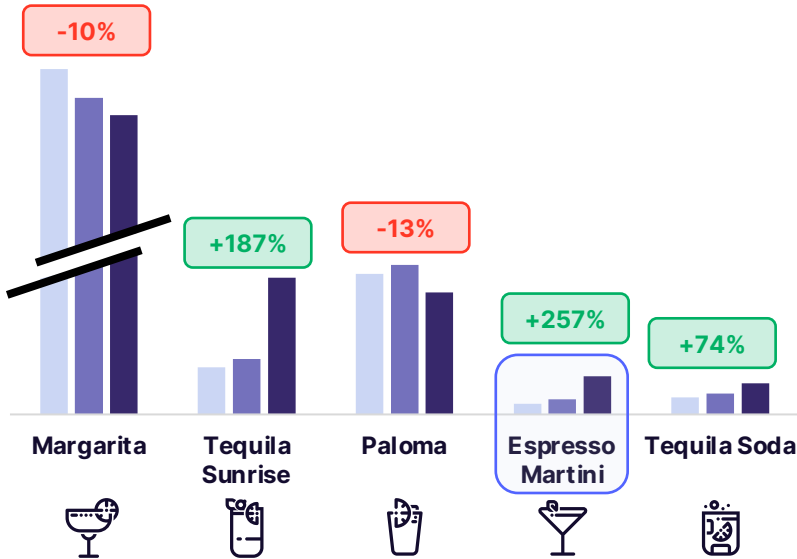




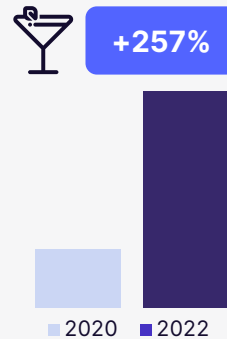
What are the top Super Premium Tequila cocktails in the on-premise?

Top Super Premium Tequila Cocktail Mentions as a Proportion of Total Mentions
■ 2020 ■ 2021 ■ 2022



DID YOU KNOW?

Espresso Martini Tequila has grown in popularity **+257%** since 2020.



How does Super Premium Tequila perform at top Tequila cocktail accounts?

Super Premium Tequila sales increase **+55%-115%** sales at top **Margarita** and **Tequila Sunrise** accounts and **+36%** at top **Espresso Martini** accounts.

Margarita	Tequila Sunrise	Espresso Martini	Bottle Service
SALES VELOCITY (CASE / YR) Current: 11.0 Benchmark: 7.1 +55%	SALES VELOCITY (CASE / YR) Current: 15.3 Benchmark: 7.1 +115%	SALES VELOCITY (CASE / YR) Current: 9.7 Benchmark: 7.1 +36%	SALES VELOCITY (CASE / YR) Current: 44.6 Benchmark: 7.1 +526%
KEY: ■ CURRENT ACCOUNTS ■ NATIONAL BENCHMARK			

Consumers are **+33%** more likely to order cocktails in top Tequila cocktail accounts!

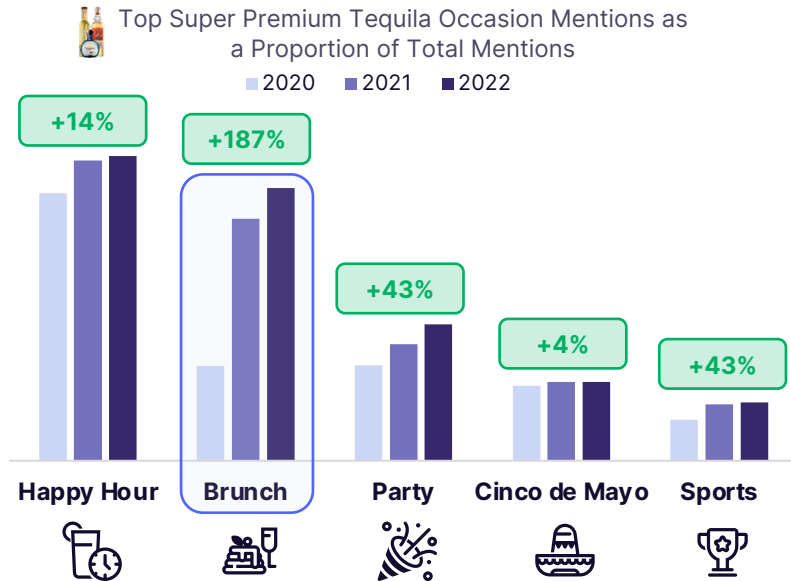


NATIONAL SUPER PREMIUM TEQUILA INSIGHTS

POWERED BY GROUND SIGNAL

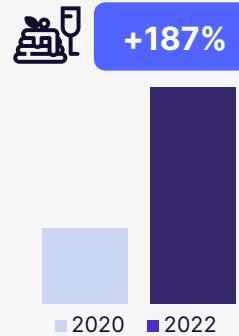


What are the top occasions associated with Super Premium Tequila consumption?



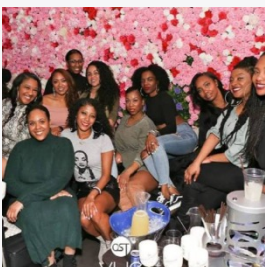
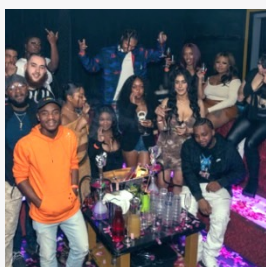
DID YOU KNOW?

Brunch has grown **+187%** since 2020 and is the one of the top trending occasions associated with **Super Premium Tequila** consumption.



DID YOU KNOW?

Super Premium Tequila velocity increases 58% in top **Party** focused accounts!



How does Super Premium Tequila perform during its top occasions?



PARTY



CINCO DE MAYO

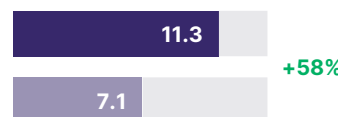


SUPER PREMIUM TEQUILA

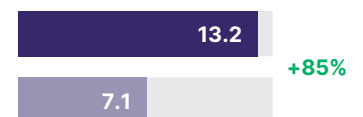


SUPER PREMIUM TEQUILA

SALES VELOCITY (CASE / YR)



SALES VELOCITY (CASE / YR)



KEY: ■ CURRENT ACCOUNTS ■ NATIONAL BENCHMARK



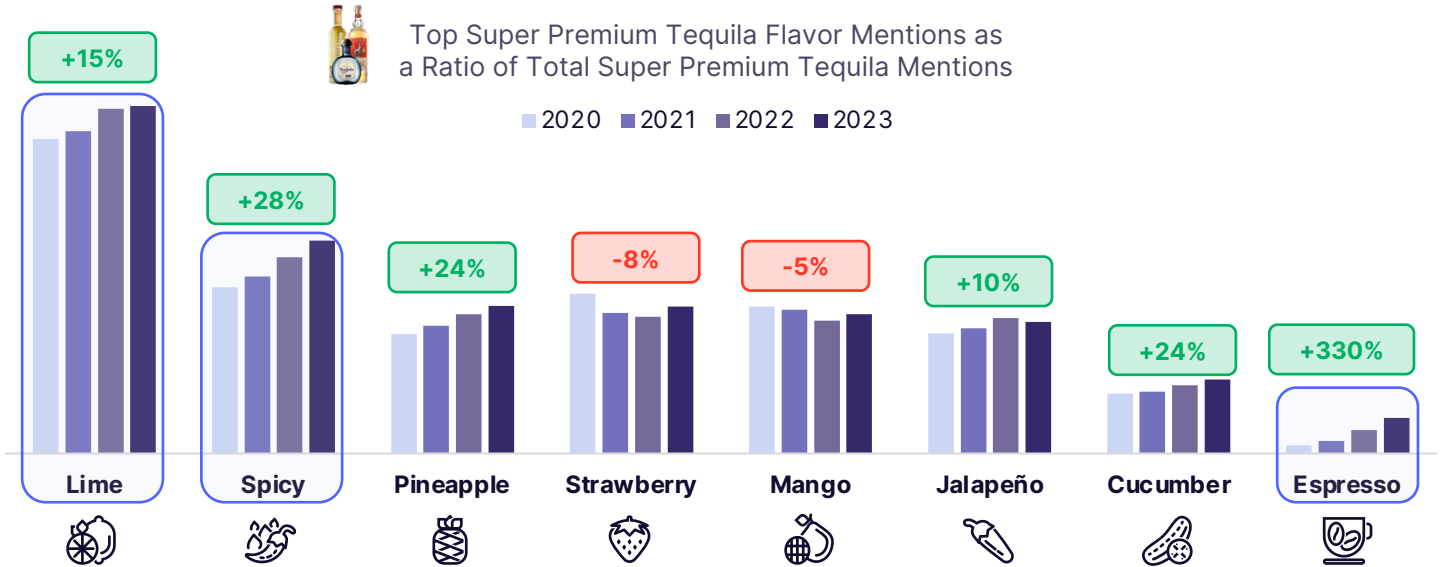
TOP OVERALL SUPER PREMIUM TEQUILA FLAVORS NATIONALLY

POWERED BY GROUND SIGNAL



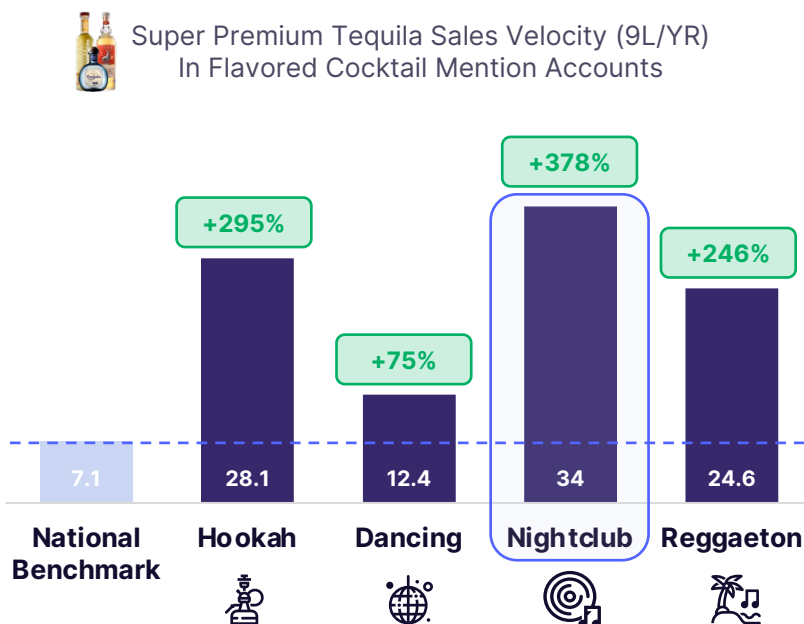
What are the top Super Premium Tequila flavors?

By volume, **Lime** and **Spicy** are the two most popular Super Premium Tequila flavors. Within top Super Premium Tequila flavors, **Espresso** is the fastest growing flavor.



How does Super Premium Tequila perform in its most popular environments?

Sales of Super Premium Tequila increase **3x-5x** in top **Nightclub, Hookah, and Reggaeton** environments.



DID YOU KNOW?

In top **Nightclub** accounts, Super Premium Tequila sales increase **378%**!

