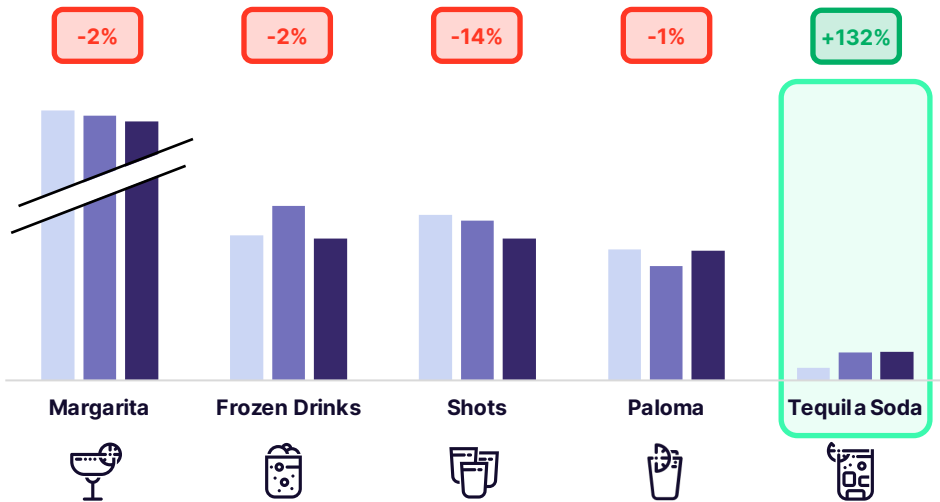




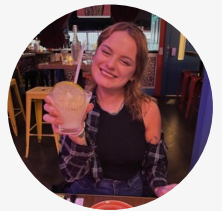
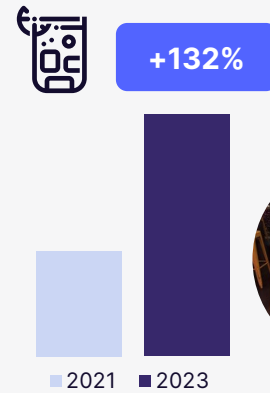
What are the top cocktails associated with Cinco de Mayo?

Top Cinco de Mayo Cocktail Mentions as a Proportion of Cocktail Mentions

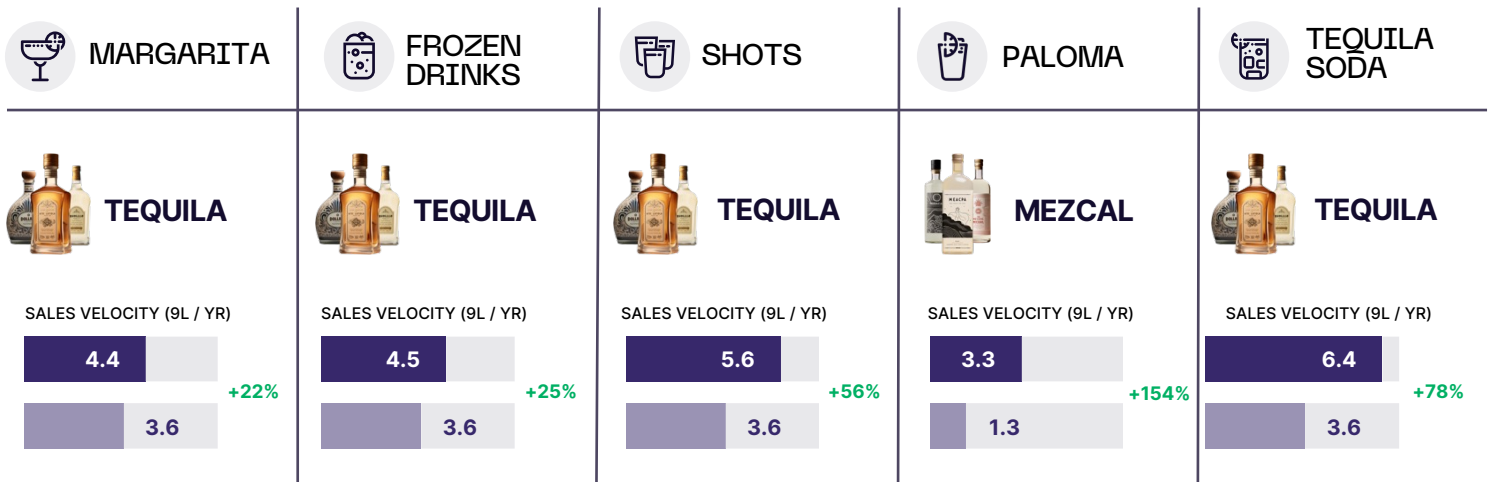


DID YOU KNOW?

Tequila Soda during Cinco de Mayo has grown in popularity **+132%** since 2021.



What is the average Tequila and Mezcal velocity in accounts known for Cinco de Mayo cocktails?

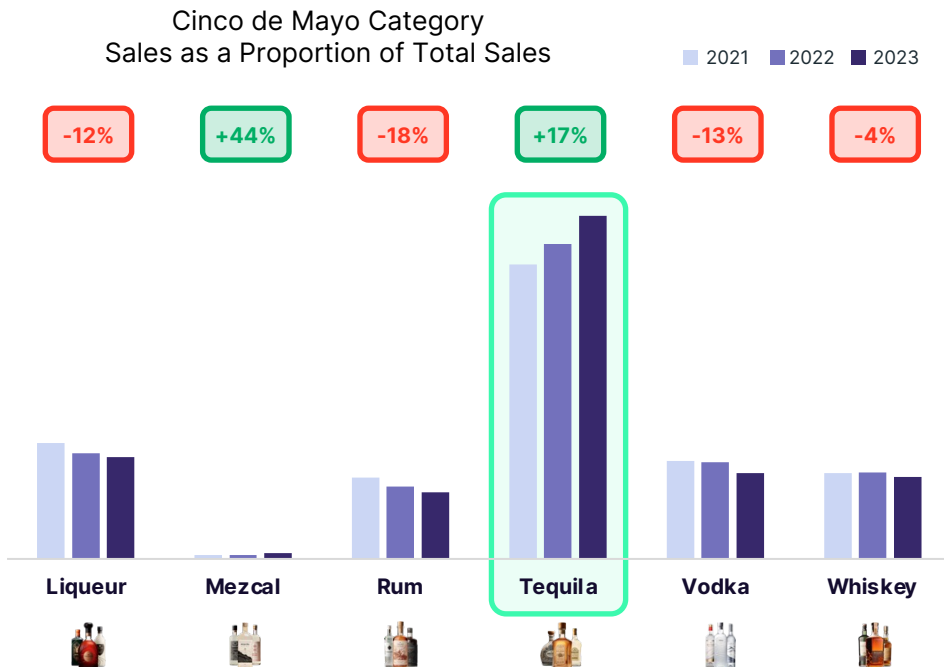


KEY: ■ CURRENT ACCOUNTS ■ NATIONAL BENCHMARK

Consumers are **+157%** more likely to order **Drink Specials** in Cinco de Mayo accounts!

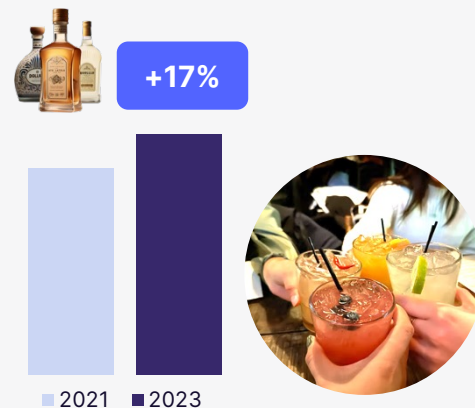


What is the change in category share of spirits associated with Cinco de Mayo in May?

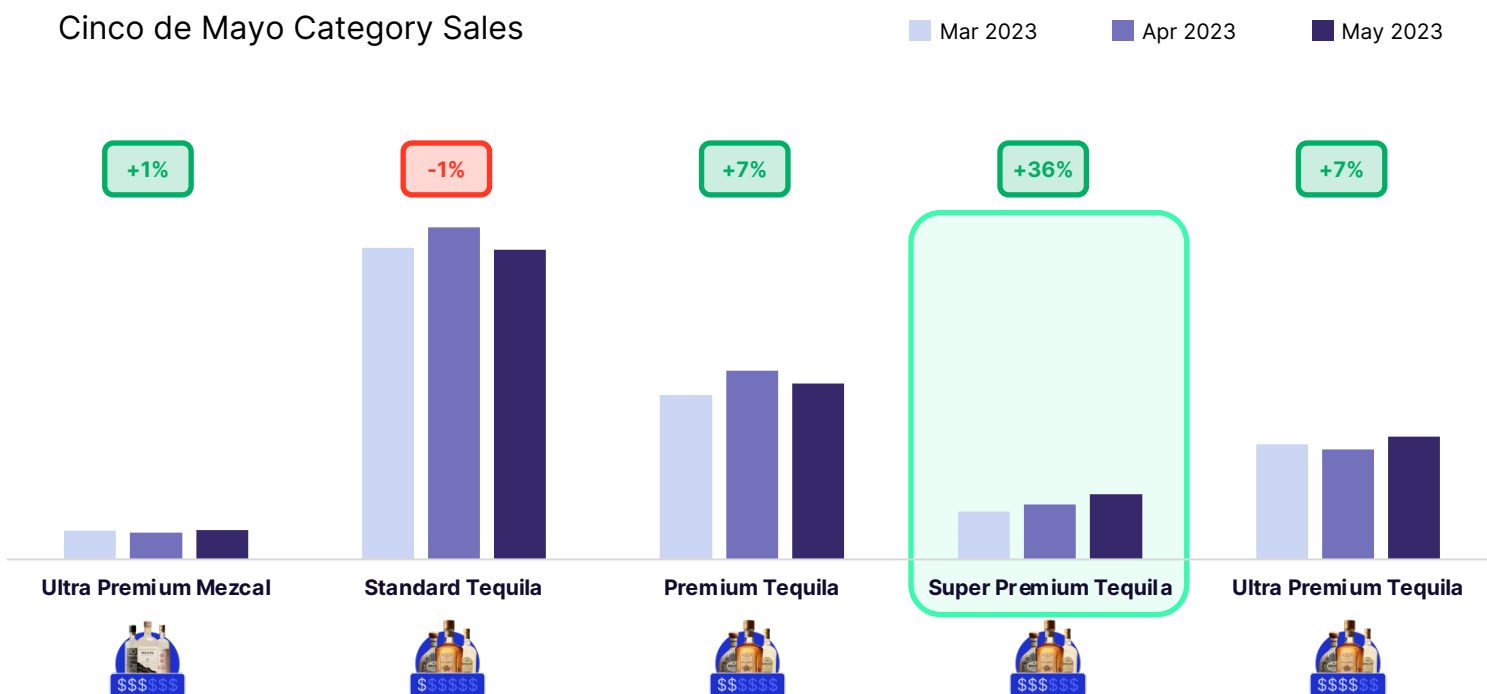


DID YOU KNOW?

Tequila has grown its category share by **+17%** at Cinco de Mayo accounts since 2021.



How do different price tiers of Tequila and Mezcal perform at accounts in the lead-up to Cinco de Mayo?

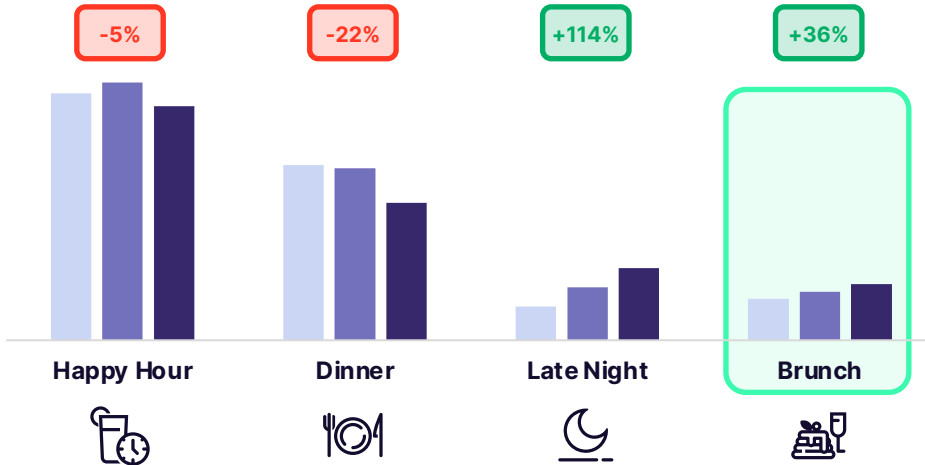




What are the top times of day associated with Cinco de Mayo?

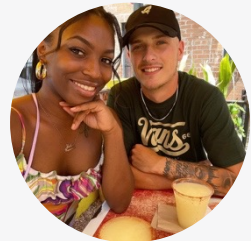
Top Cinco de Mayo Time of Day Mentions as a Proportion of Occasion Mentions

■ 2021 ■ 2022 ■ 2023



DID YOU KNOW?

Cinco was on Friday in 2023 and is on Sunday in 2024. **Brunch** during Cinco has grown **+36%** since 2021.



DID YOU KNOW?

Tequila sales are **+20%** higher at Cinco de Mayo accounts **with Mariachi bands** compared to other Cinco de Mayo accounts!

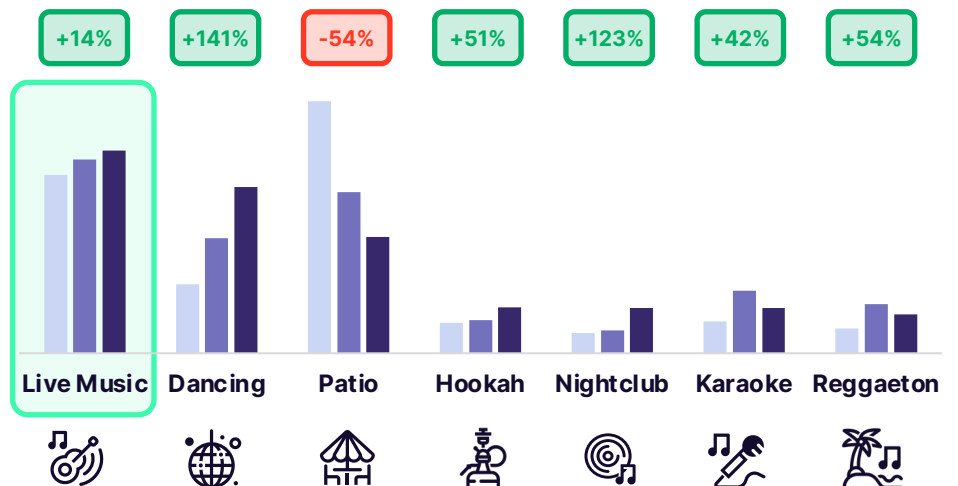
+20%



What are the top environments associated with Cinco de Mayo?

Top Cinco de Mayo Environment Mentions as a Proportion of Environment Mentions

■ 2021 ■ 2022 ■ 2023



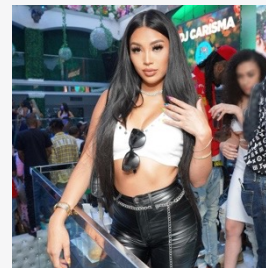


What are the top Key Trade Channels where people are drinking during Cinco de Mayo in 2023?

Key Trade Channel	Share of All Trade Channels	Tequila Sales Increase in May
MEXICAN RESTAURANTS	16%	+5%
CASUAL NEIGHBORHOOD DINING	13%	+0%
MULTICULTURAL FOCUSED BARS & NIGHTLIFE	9%	+16%
HIGH-ENERGY BARS & NIGHTLIFE	6%	+15%
HIGH-ENERGY DINING	5%	+4%
CASUAL NEIGHBORHOOD BARS	4%	+14%

DID YOU KNOW?

Tequila sales are **+16% higher** in May in **Multicultural Focused Bars & Nightlife** accounts known for **Cinco de Mayo!**



What are the top Cinco de Mayo flavors?

Spicy and **Strawberry** are the two most popular Cinco de Mayo flavors. **Spicy** and **Pear** are the fastest growing flavors during Cinco de Mayo.

Top Cinco de Mayo Flavor Mentions as a Proportion of Flavor Mentions

