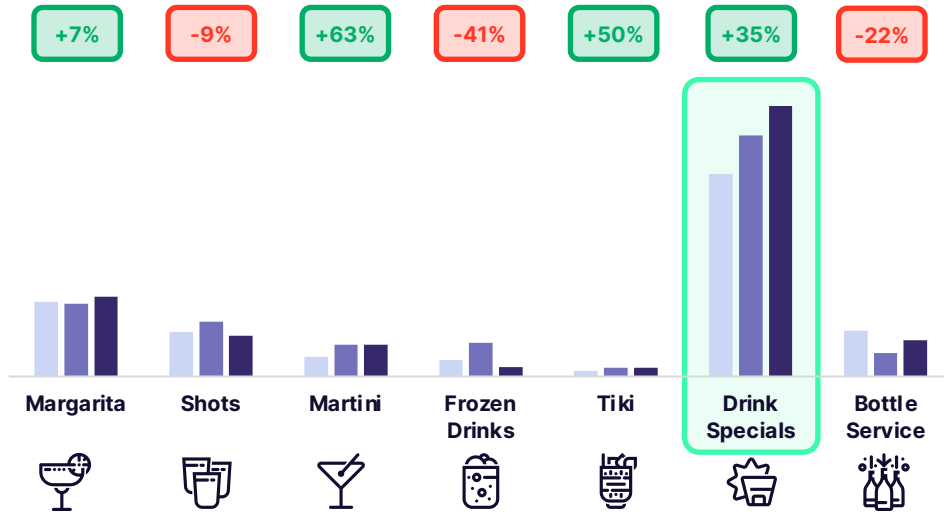




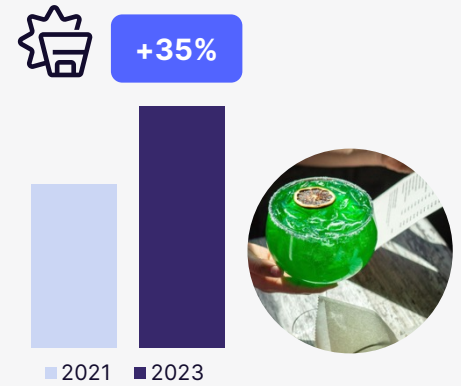
What are the top cocktails associated with St. Patrick's Day?

Top St. Patrick's Day Cocktail Mentions as a Proportion of Total Mentions

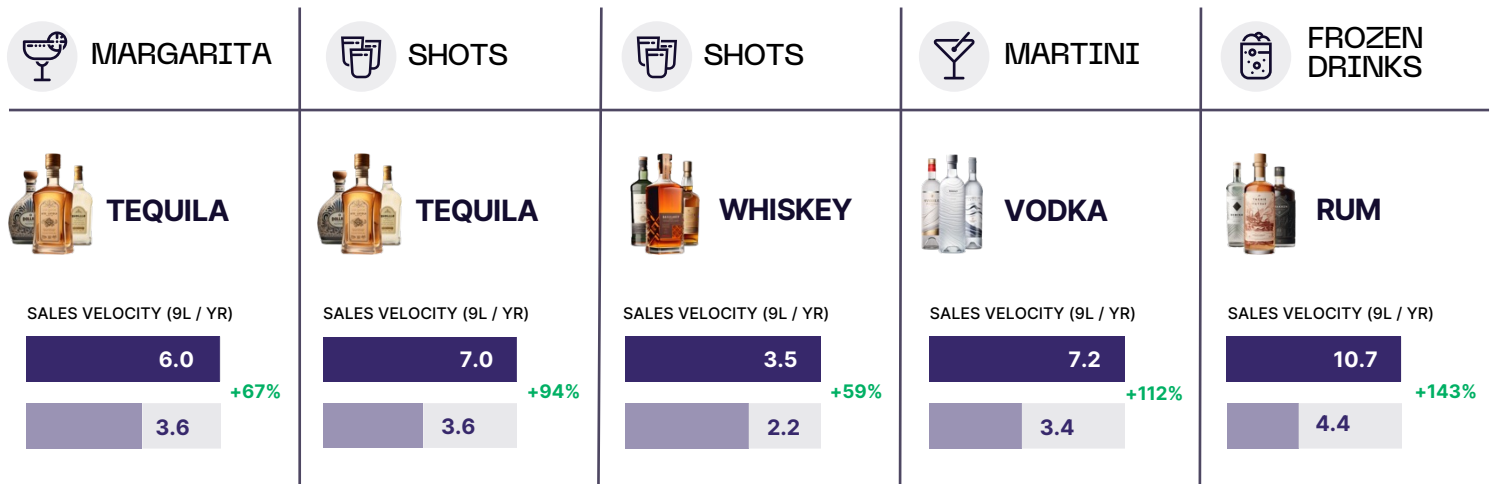


DID YOU KNOW?

Drink Specials during St. Patrick's Day has grown in popularity **+35%** since 2021.



How do spirits perform at accounts known for St. Patrick's Day and top St. Patrick's Day cocktails?

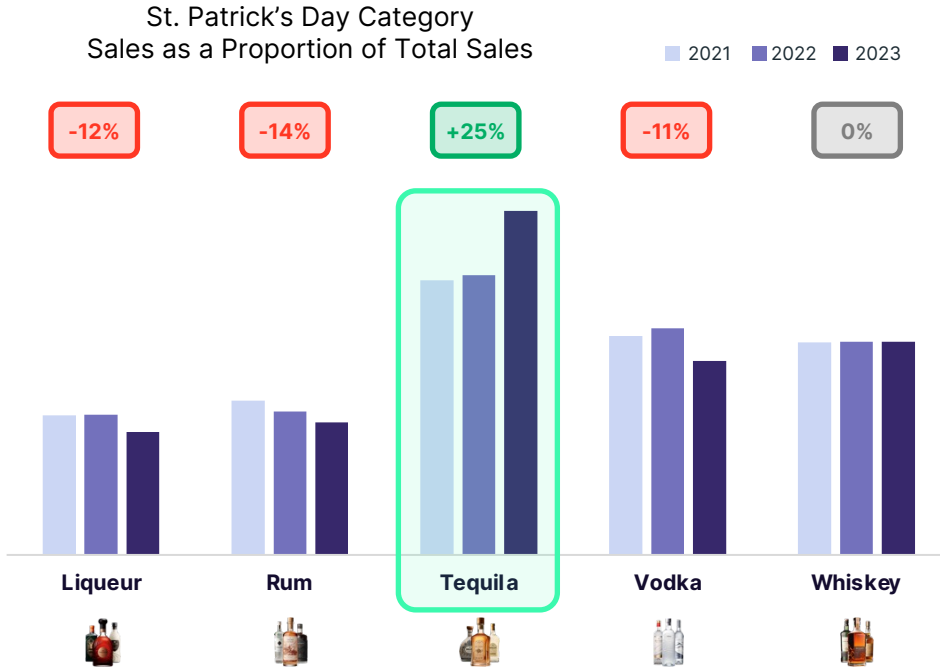


KEY: ■ CURRENT ACCOUNTS ■ NATIONAL BENCHMARK

Consumers are **+264%** more likely to order **shots** in St. Patrick's Day accounts!

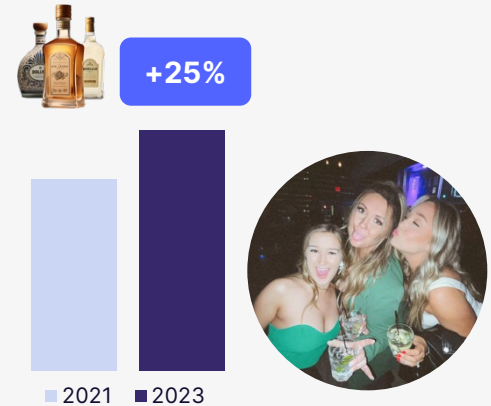


What is the category share of spirits in accounts associated with St. Patrick's Day in March?

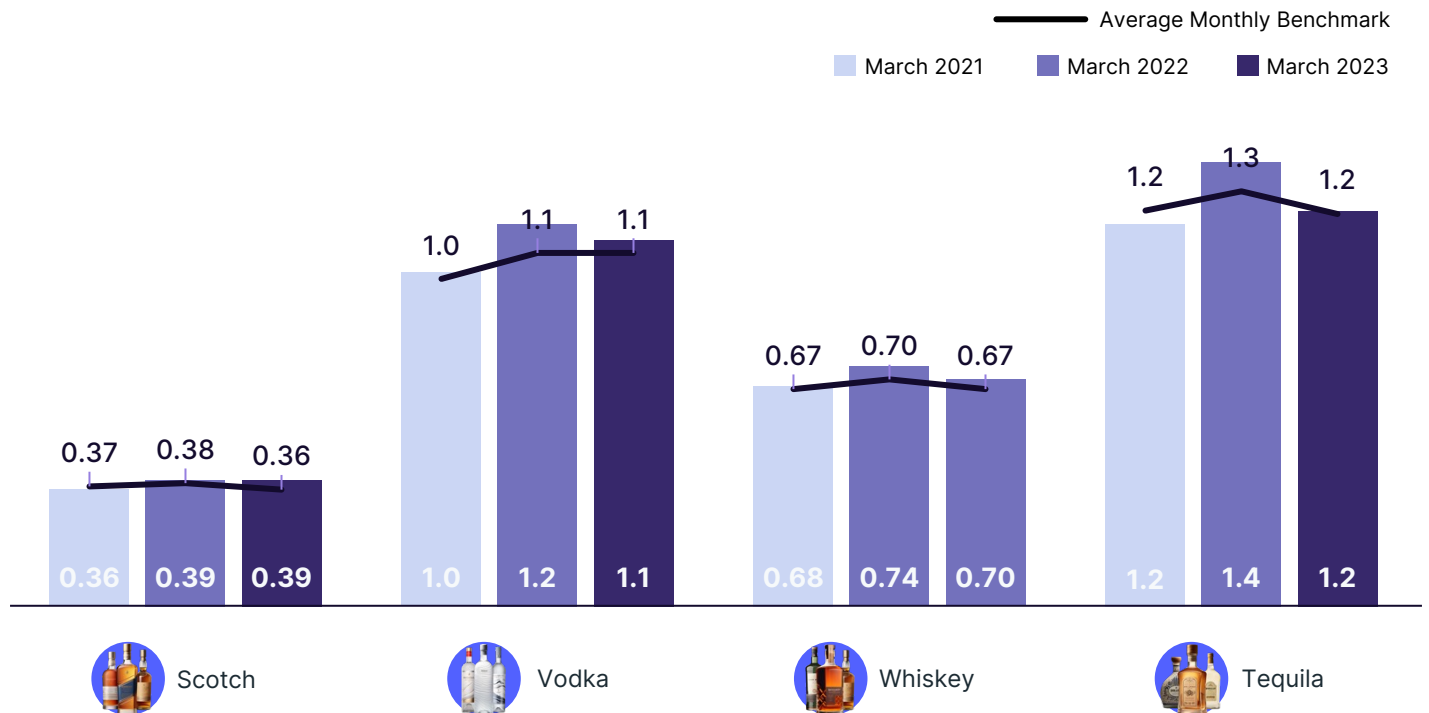


DID YOU KNOW?

Tequila has grown its dollar category share by **25%** at St. Patrick's Day accounts since 2021.



How do spirits perform at accounts known for St. Patrick's Day?

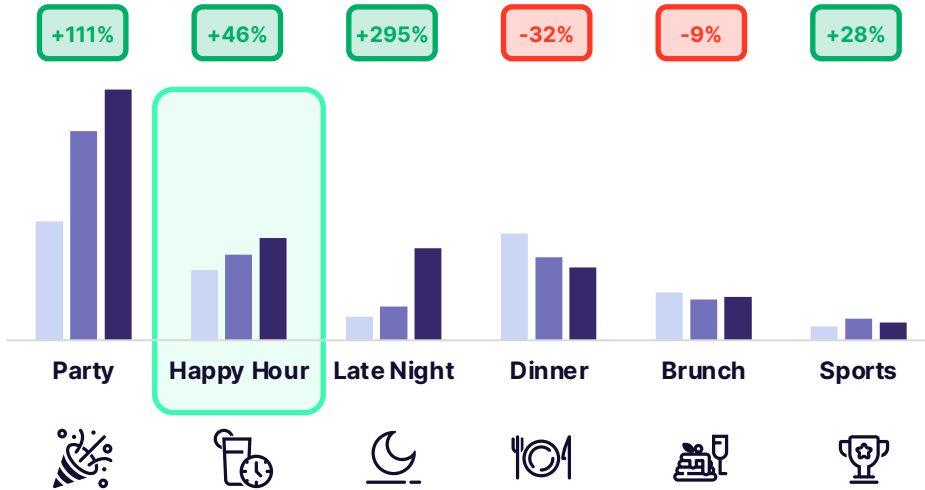




What are the top occasions associated with St. Patrick's Day?

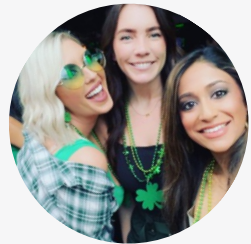
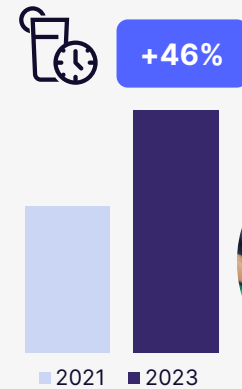
Top St. Patrick's Day Occasion Mentions as a Proportion of Total Mentions

2021 2022 2023



DID YOU KNOW?

Happy Hour during St. Patrick's Day has grown **+46%** since 2021.



DID YOU KNOW?

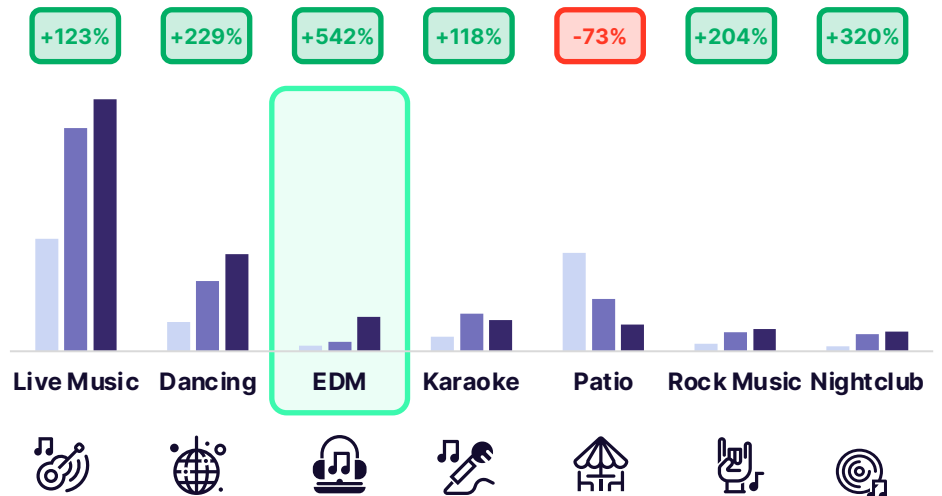
EDM during St. Patrick's Day has grown **+542%** since 2021.



What are the top environments associated with St. Patrick's Day?

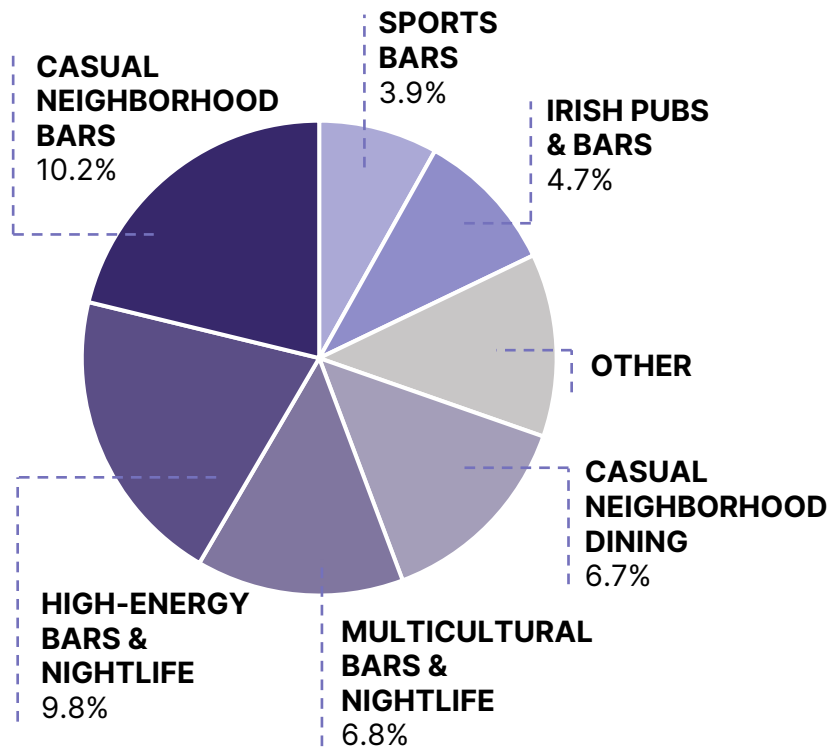
Top St. Patrick's Day Environment Mentions as a Proportion of Total Mentions

2021 2022 2023



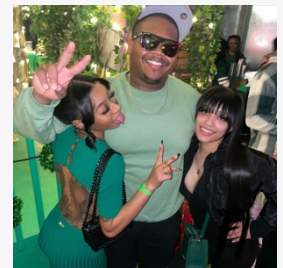
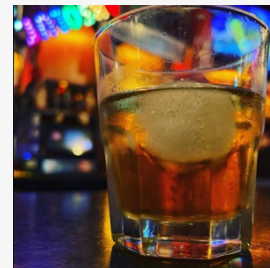


What are the top Key Trade Channels associated with St. Patrick's Day in 2023?



DID YOU KNOW?

Whiskey sales increase **+45%** in **Multicultural Bars & Nightlife** accounts known for **St. Patrick's Day!**



What are the top St. Patrick's Day flavors?

Espresso and **Spicy** are the two most popular St. Patrick's Day flavors. **Espresso** is also the fastest growing flavor during St. Patrick's Day.

Top St. Patrick's Day Flavor Mentions as a Proportion of Total Mentions

