

BASEBALL SELL SHEET



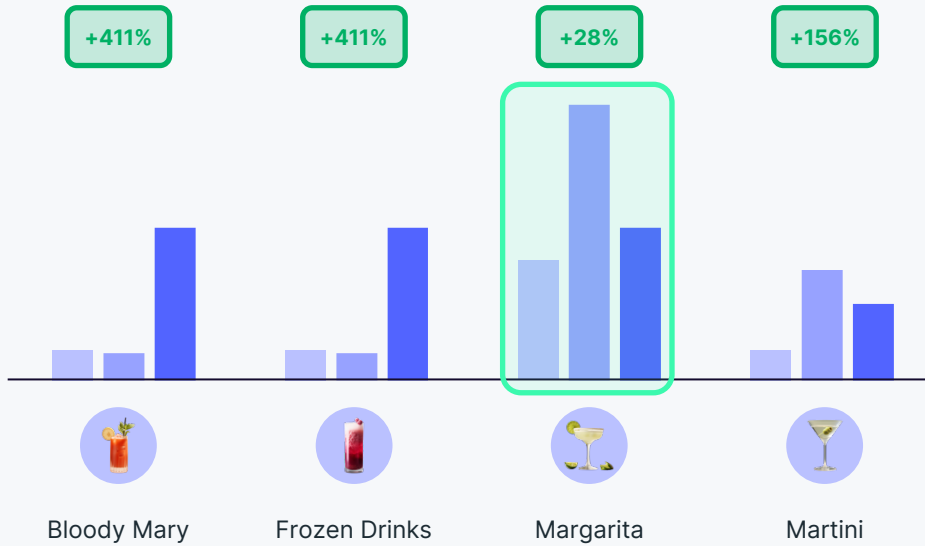


What are the top cocktails associated with Baseball?

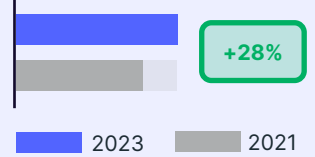
Top Baseball Cocktail Mentions as a Proportion of Cocktail Mentions

POWERED BY GROUND SIGNAL

2021
2022
2023



Did you know **Margaritas** mentioned with **Baseball** has grown in popularity **+28%** since 2021?



Did you know that **Shots** are mentioned **+352%** more than the national average in accounts that are popular for baseball?

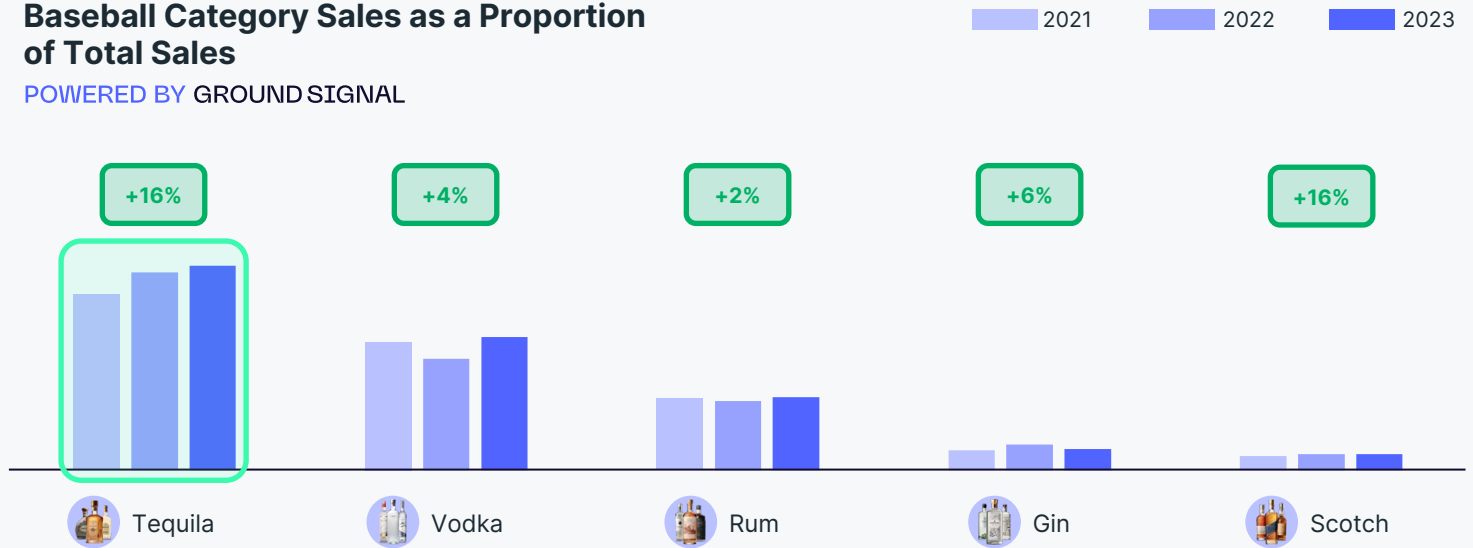




What is the change in category share of spirits associated with Baseball?

Baseball Category Sales as a Proportion of Total Sales

POWERED BY GROUND SIGNAL



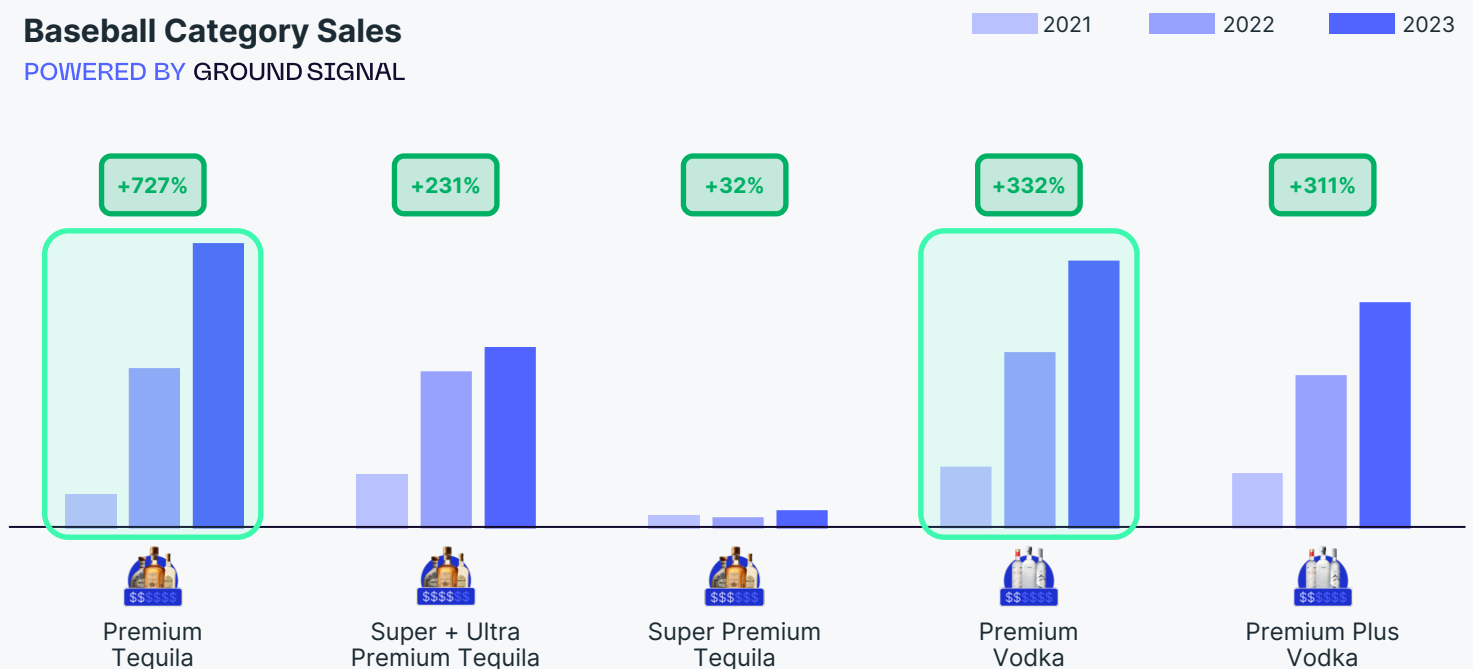
Did you know **Tequila** has grown its category share by **+16%** at Baseball accounts since 2021?



How do different price tiers of Tequila and Vodka perform at accounts that are popular for Baseball?

Baseball Category Sales

POWERED BY GROUND SIGNAL



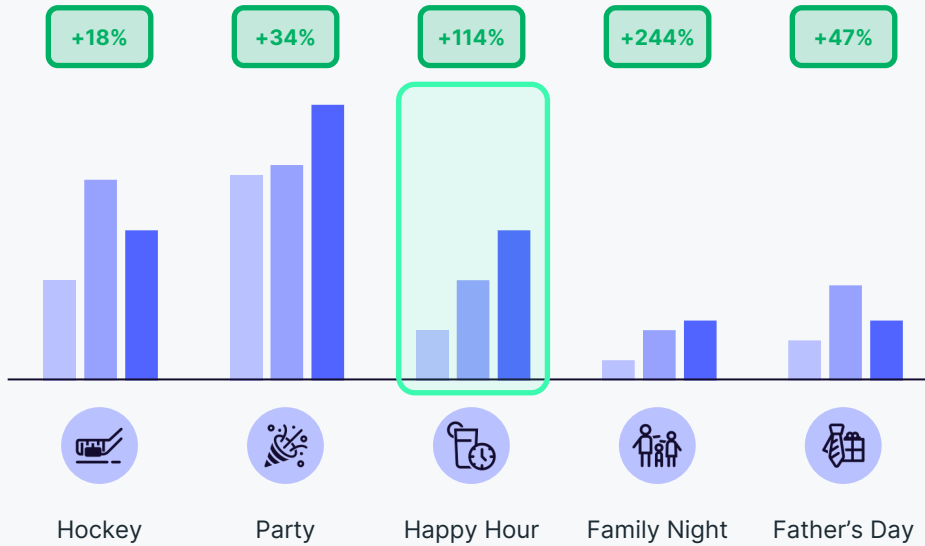


What are the top occasions associated with Baseball?

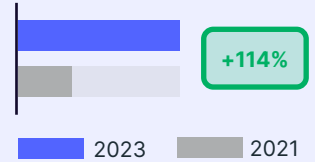
Top Baseball Occasions Mentions as a Proportion of Occasion Mentions

POWERED BY GROUND SIGNAL

2021
2022
2023



Did you know **Happy Hour** during **Baseball** has grown **+114%** since 2021?



Did you know **Tequila** sales are **+13%** higher than the national average in 2023 in **Multicultural Focused Bars & Nightlife** accounts known for **Baseball**?



What are the top Key Trade Channels where people are drinking during Baseball in 2023?

Key Trade Channel	Share of All Trade Channels	Tequila Sales Increase in 2023 vs 2021
SPORTS BARS	13%	-2%
MULTICULTURAL FOCUSED BARS & NIGHTLIFE	11%	+13%
HIGH-ENERGY BARS & NIGHTLIFE	12%	+8%
MULTICULTURAL FOCUSED DINING	6%	-21%

