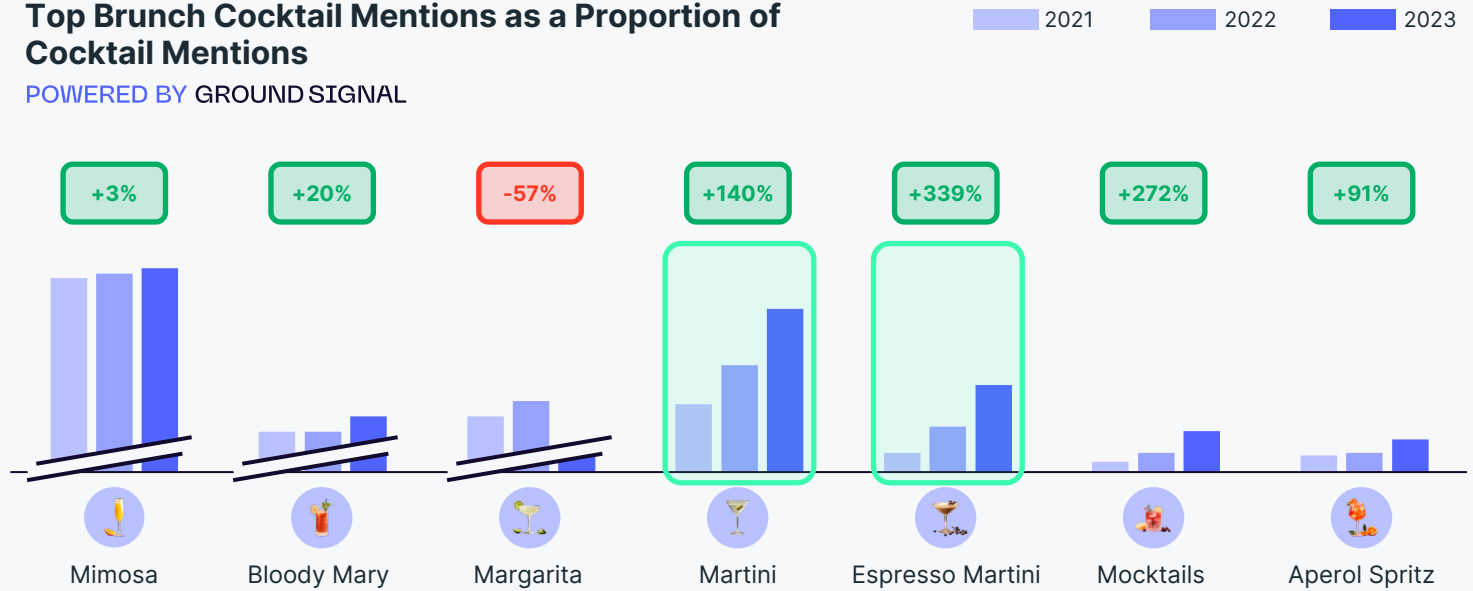




What are the top brunch cocktails associated with Brunch?

Top Brunch Cocktail Mentions as a Proportion of Cocktail Mentions

POWERED BY GROUND SIGNAL



Did you know **Espresso Martini** during Brunch has grown in popularity by **339%** since 2021?

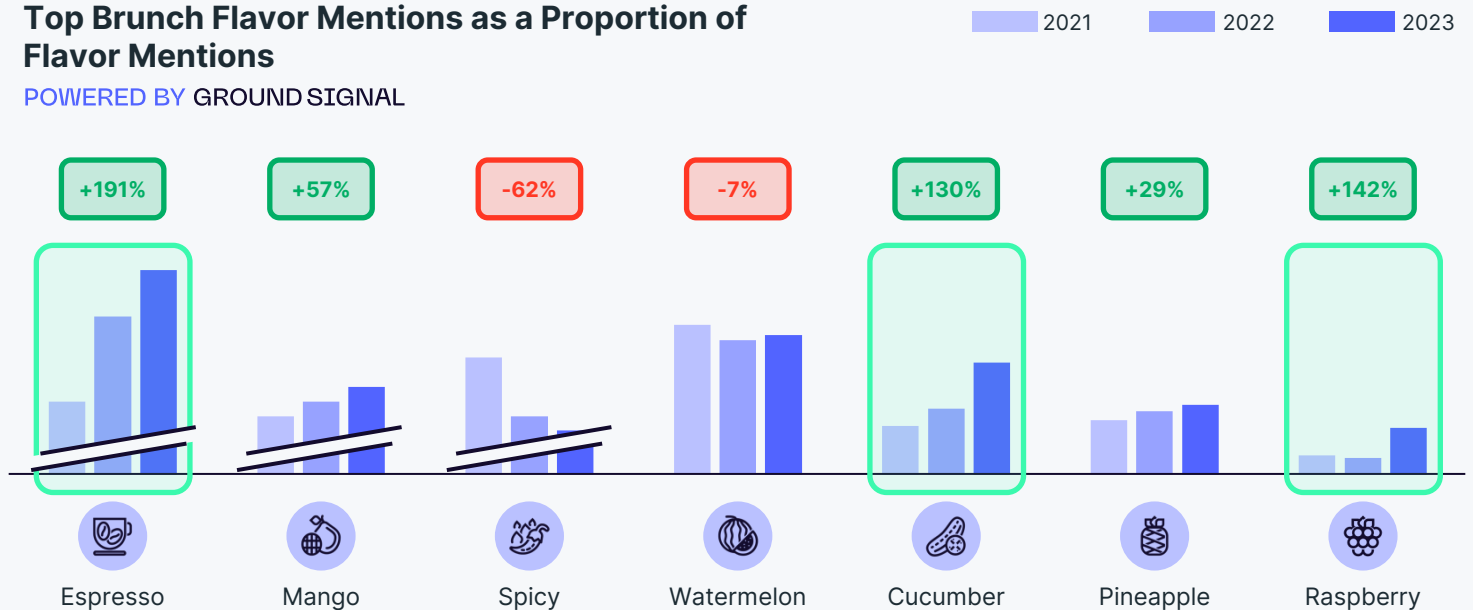


What are the top brunch flavors?

Espresso is the most popular and fastest-growing Brunch flavor, with **Cucumber** and **Raspberry** following closely behind in terms of growth.

Top Brunch Flavor Mentions as a Proportion of Flavor Mentions

POWERED BY GROUND SIGNAL



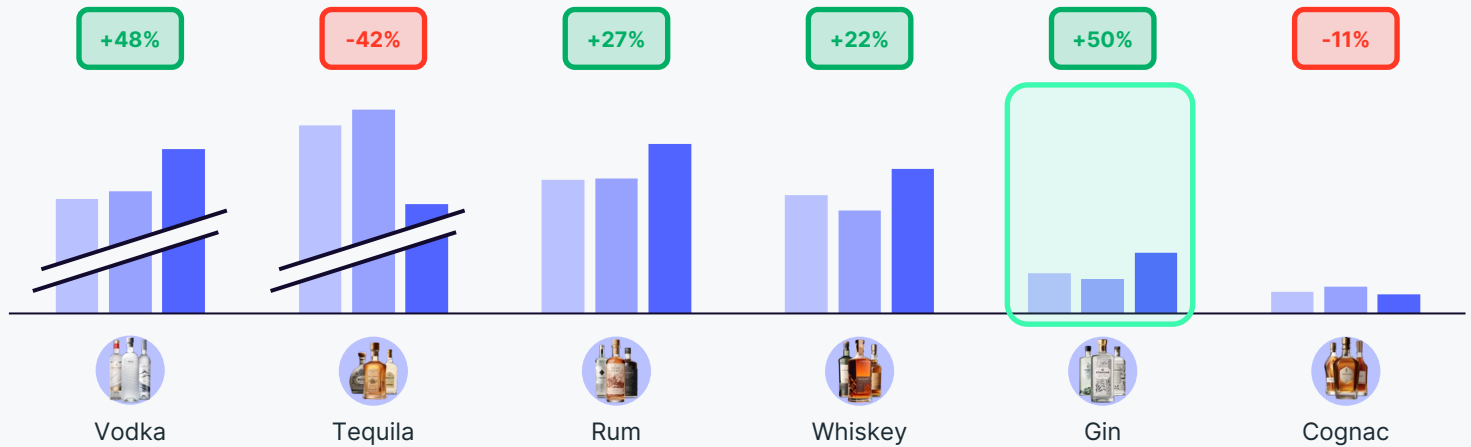


What spirit categories are people mentioning at top Brunch accounts?

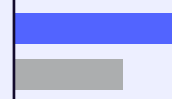
Brunch Category Mentions

POWERED BY GROUND SIGNAL

2021 2022 2023



Did you know that mentions of **Gin** during Brunch have grown by **50%** since 2021?



+17%

2023
2021

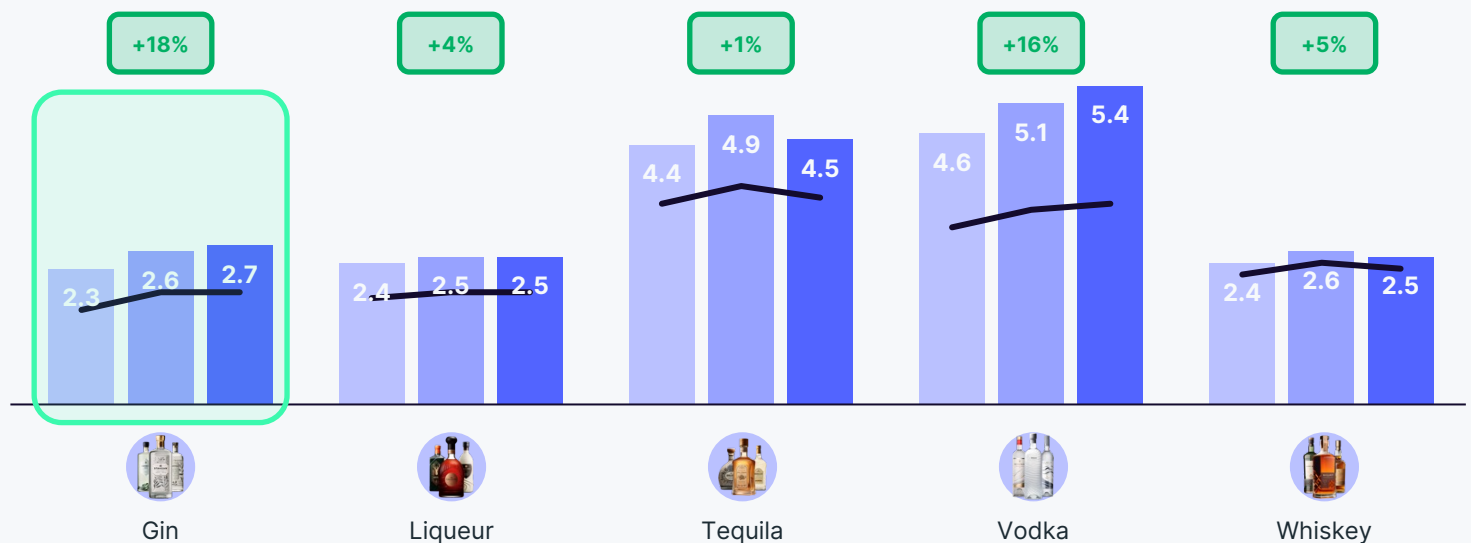
How do different spirit categories perform at top Brunch accounts?

Brunch Category Sales Velocity (9L/Yr)

POWERED BY GROUND SIGNAL

2021 2022 2023

— National Sales Velocity Benchmark



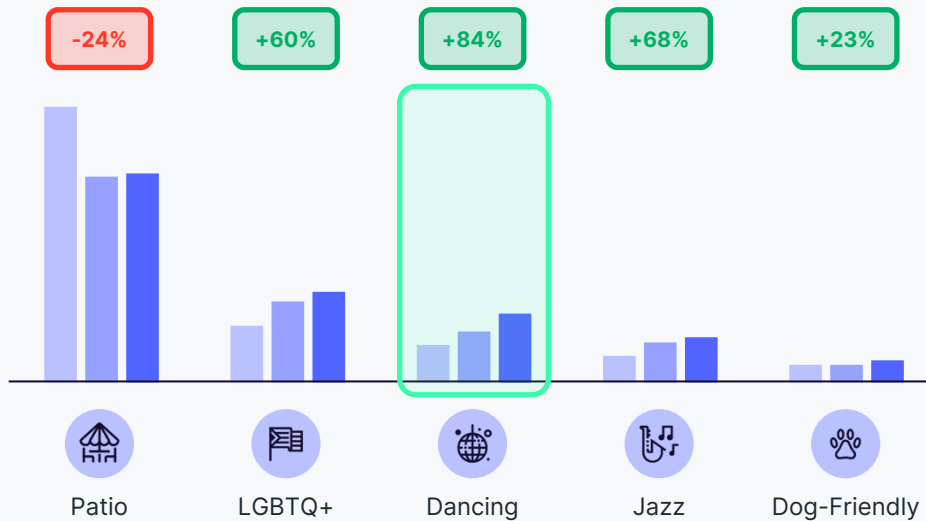


What are the top environments associated with Brunch?

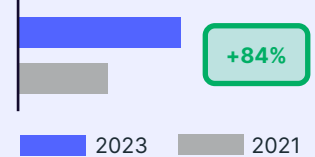
Top Brunch Environment Mentions as a Proportion of Total Mentions

POWERED BY GROUND SIGNAL

2021
2022
2023



Did you know **Dancing** during Brunch has grown in popularity by **84%** since 2021?



How does Gin perform in top Brunch environments?

Sales of Gin significantly outperform in Brunch venues with these environments:



Gin
Sales Velocity (9L/Yr)

Occasion

Outperformance

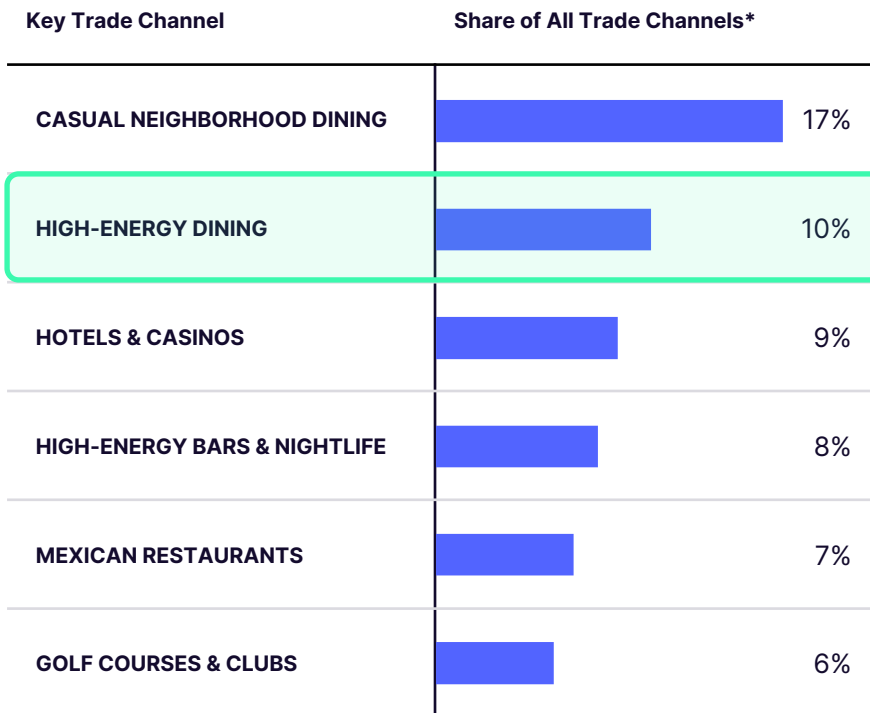
Occasion	Gin Sales Velocity (9L/Yr)	Outperformance
LGBTQ+	3.8	+150%
DANCING	3.2	+110%
JAZZ	4.2	+180%
DOG-FRIENDLY	2.7	+80%

Current Accounts National Benchmark





What are the top Key Trade Channels where people are drinking during Brunch in 2024?



*Note: Key Trade Channels (KTCs) are not mutually exclusive.



Brunch at **High-Energy Dining** accounts grew **16%** since 2021.



How does Brunch perform in its top trade channels?

Sales of Gin have shown steady growth in multiple Key Trade Channels.



Top Brunch Trade Channels Gin Sales Velocity (9L/Yr)

POWERED BY GROUND SIGNAL

2021 2022 2023
— National Sales Velocity Benchmark

