

CRISTALINO INSIGHTS

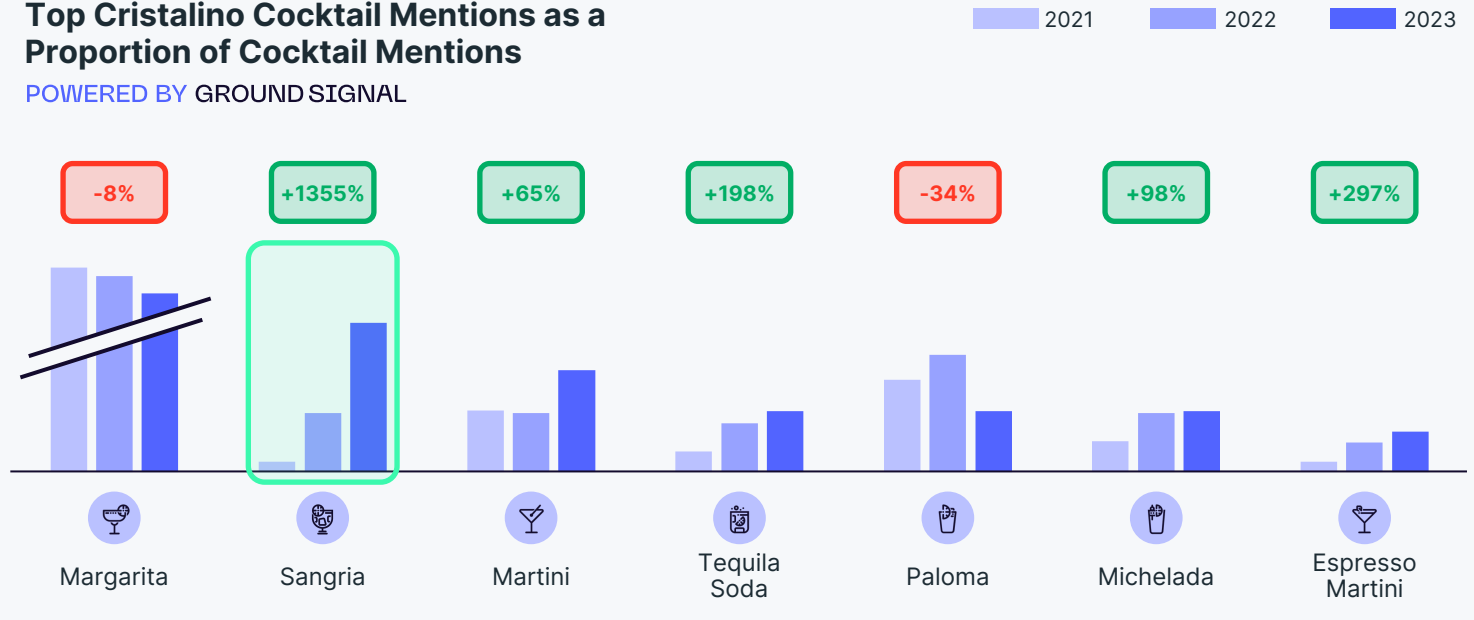




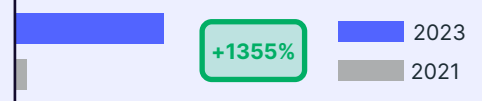
What are the top cocktails associated with Cristalino?

Top Cristalino Cocktail Mentions as a Proportion of Cocktail Mentions

POWERED BY GROUND SIGNAL



Did you know **Sangrias** featuring Cristalino have grown in popularity by **1.4K%** since 2021?

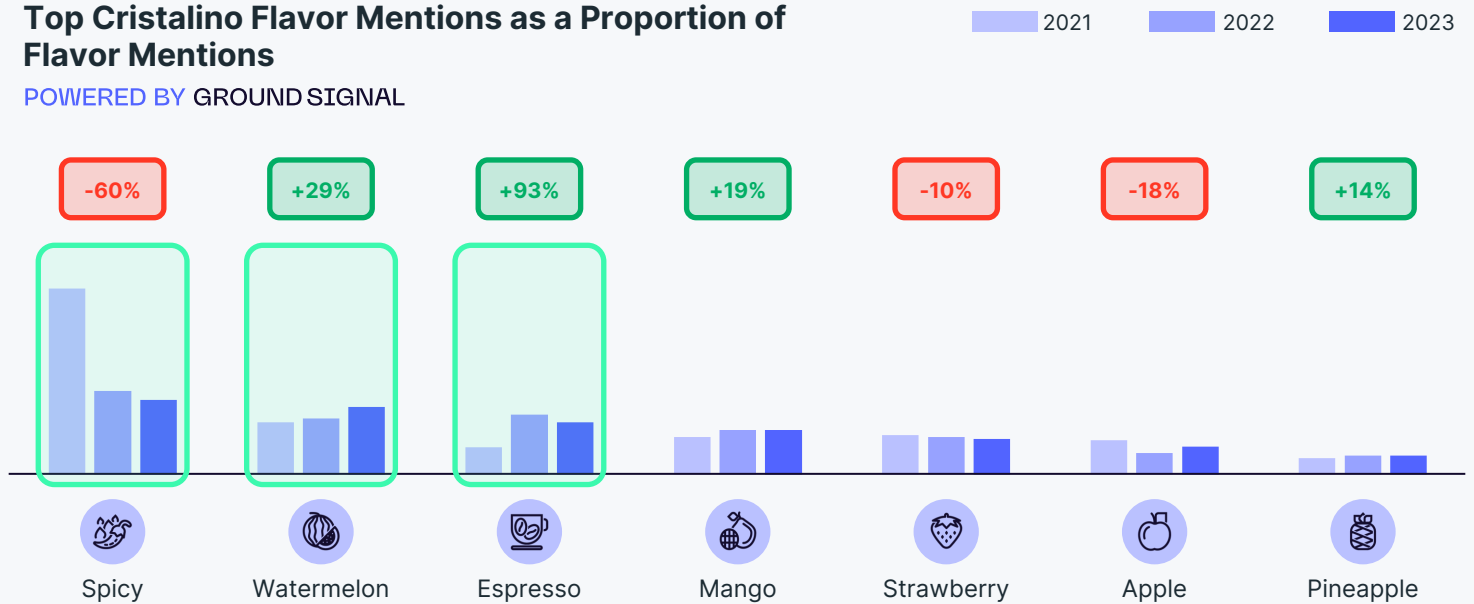


What are the top Cristalino flavors?

Spicy is still the top Cristalino flavor, with **Watermelon** right behind. **Espresso** has nearly doubled over the last two years.

Top Cristalino Flavor Mentions as a Proportion of Flavor Mentions

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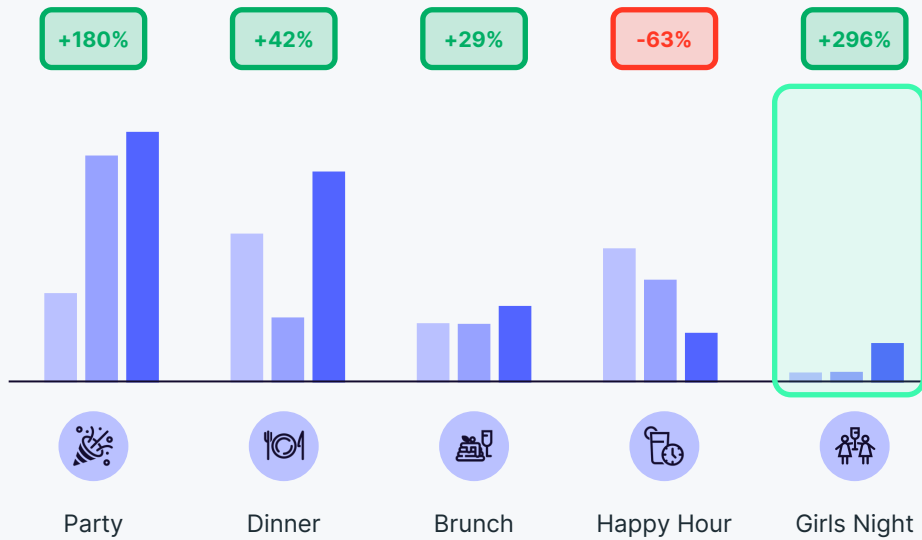




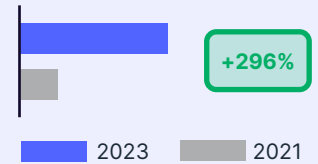
What are the top occasions associated with Cristalino?

Top Cristalino Occasion Mentions as a Proportion of Occasion Mentions

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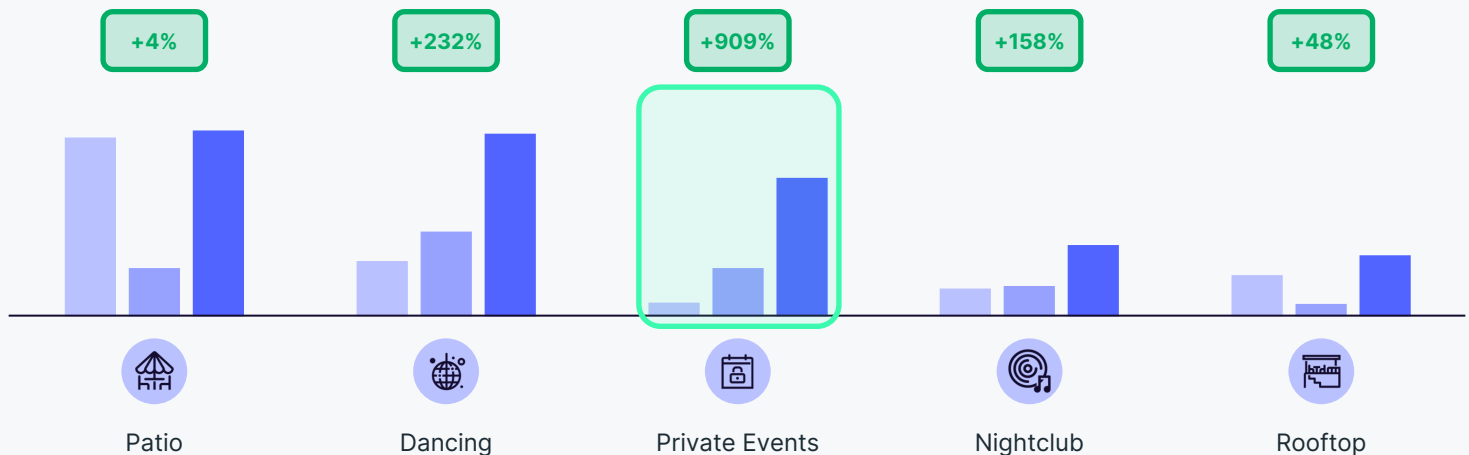
Girls Night is a fast-growing category among Cristalino drinkers, **nearly quadrupling** in popularity since 2021.



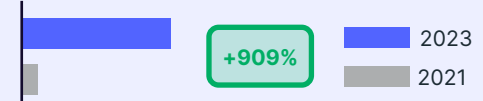
What are the top environments associated with Cristalino?

Top Cristalino Environment Mentions as a Proportion of Environment Mentions

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Trying to sell Cristalino? According to Ground Signal data, you should make it the focus of a **private event**.





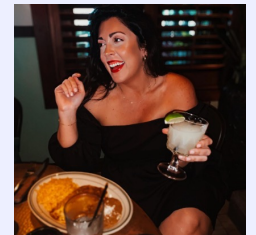
What are the top Key Trade Channels where people are drinking during Cristalino in 2023?

Key Trade Channel	Share of All Trade Channels*
CASUAL NEIGHBORHOOD DINING	16%
MULTICULTURAL FOCUSED DINING	13%
MEXICAN RESTAURANTS	11%
MULTICULTURAL FOCUSED BARS & NIGHTLIFE	8%
HIGH-ENERGY DINING	7%
HIGH-ENERGY BARS & NIGHTLIFE	7%

*Note: Trade channel categories are not mutually exclusive.



Cristalino at Fine Dining Mexican Restaurants outperforms its benchmark by **173%**!



How does Cristalino perform in its top trade channels?

Top 2023 Trade Channels for Cristalino
Sales Velocity (9L/Yr)

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■ National Sales Velocity Benchmark

