

DAY DRINKING SELL SHEET

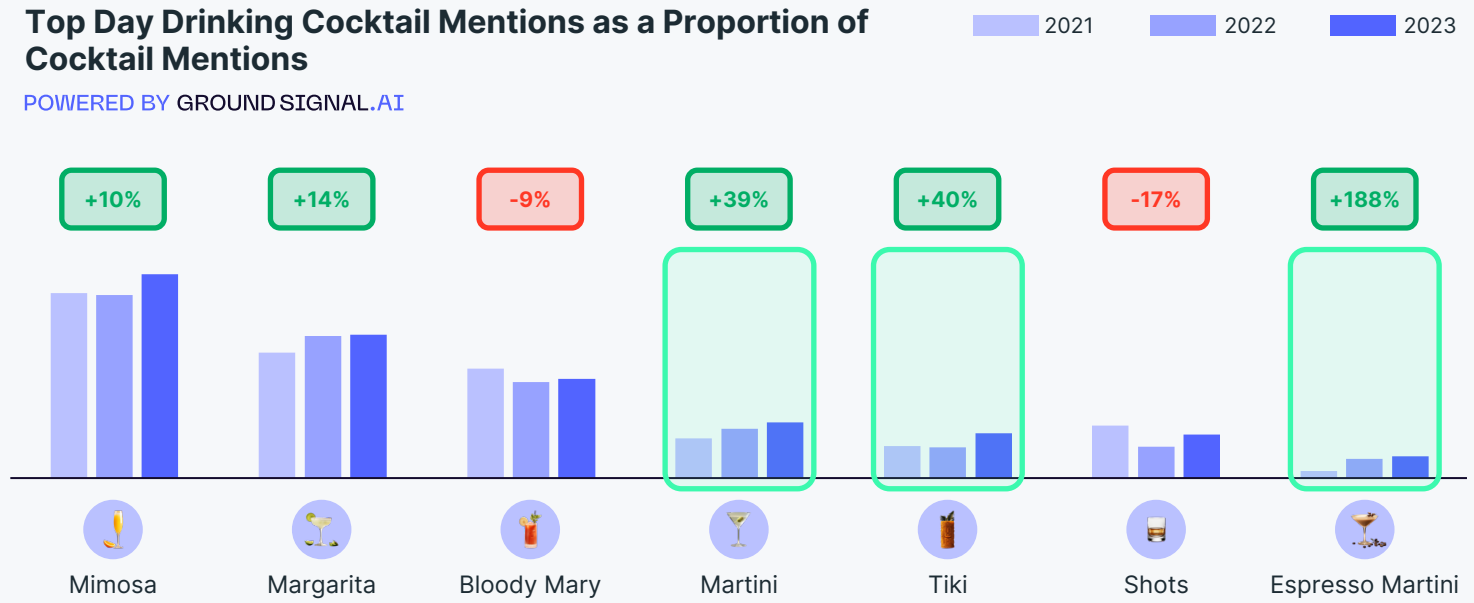




What are the top cocktails associated with Day Drinking?

Top Day Drinking Cocktail Mentions as a Proportion of Cocktail Mentions

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Did you know **Espresso Martini** during Day Drinking has grown in popularity by **188%** since 2021?

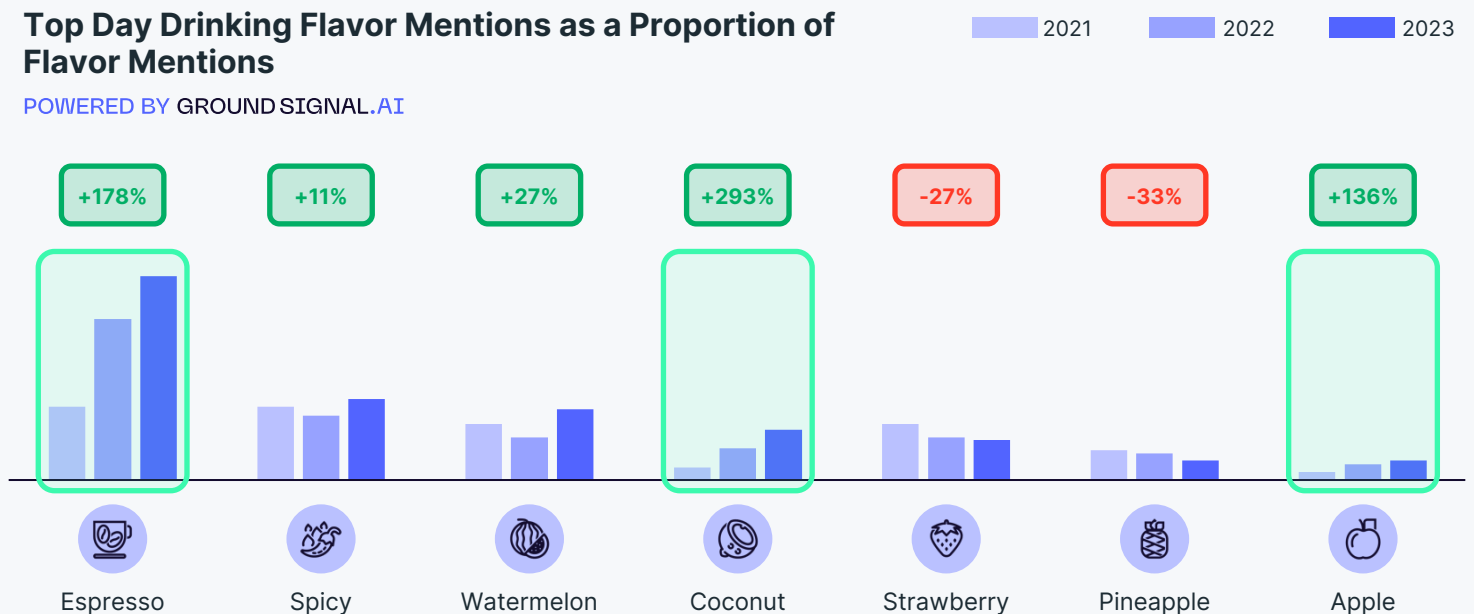


What are the top Day Drinking flavors?

Espresso is the most popular Day Drinking flavor; it has grown by **178%** since 2021. **Coconut** and **Apple** are also fast-growing flavors for Day Drinking.

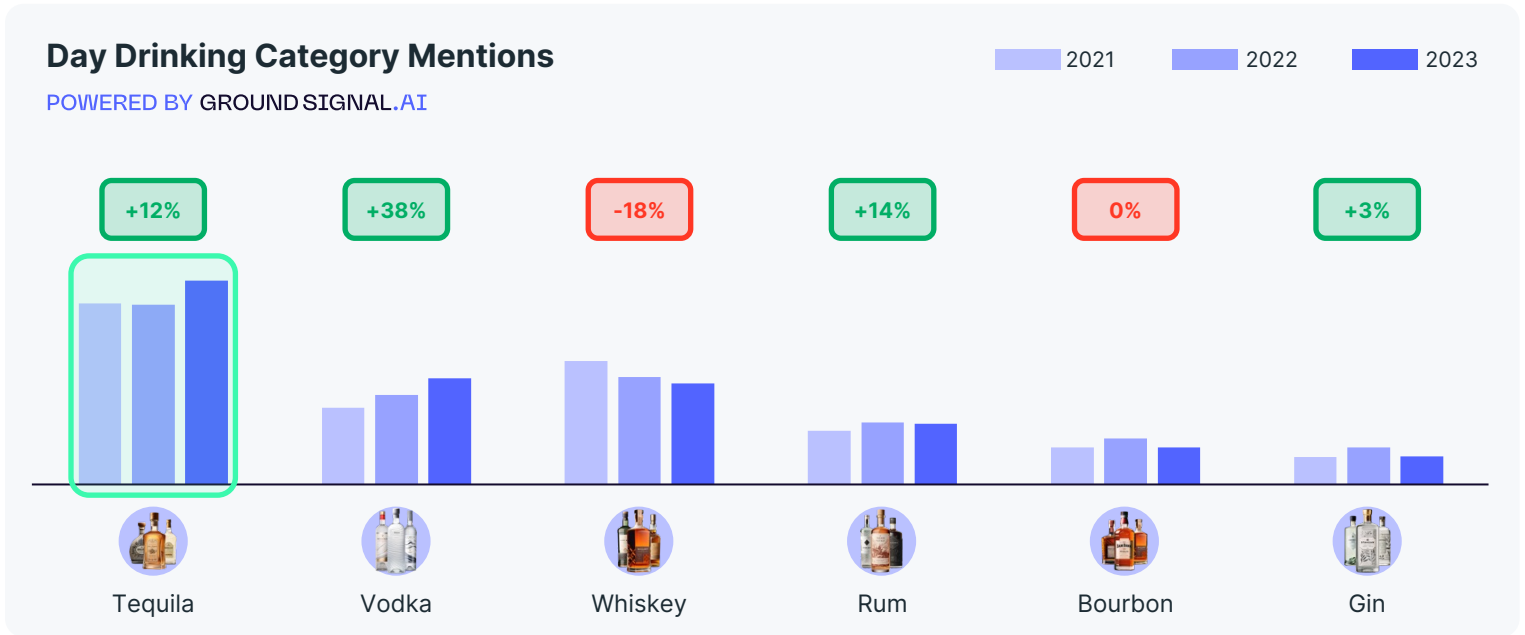
Top Day Drinking Flavor Mentions as a Proportion of Flavor Mentions

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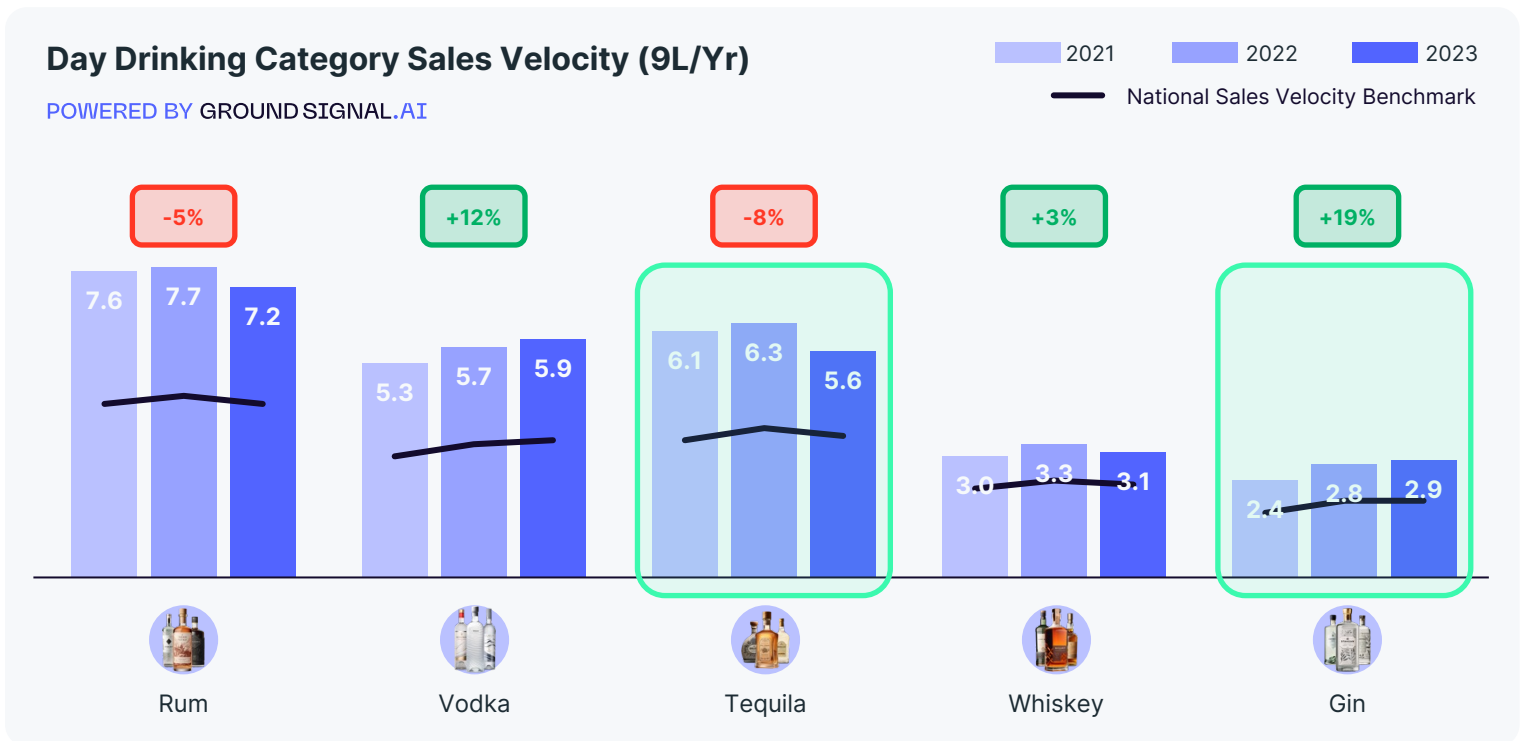


What spirit categories are people mentioning at top Day Drinking accounts?



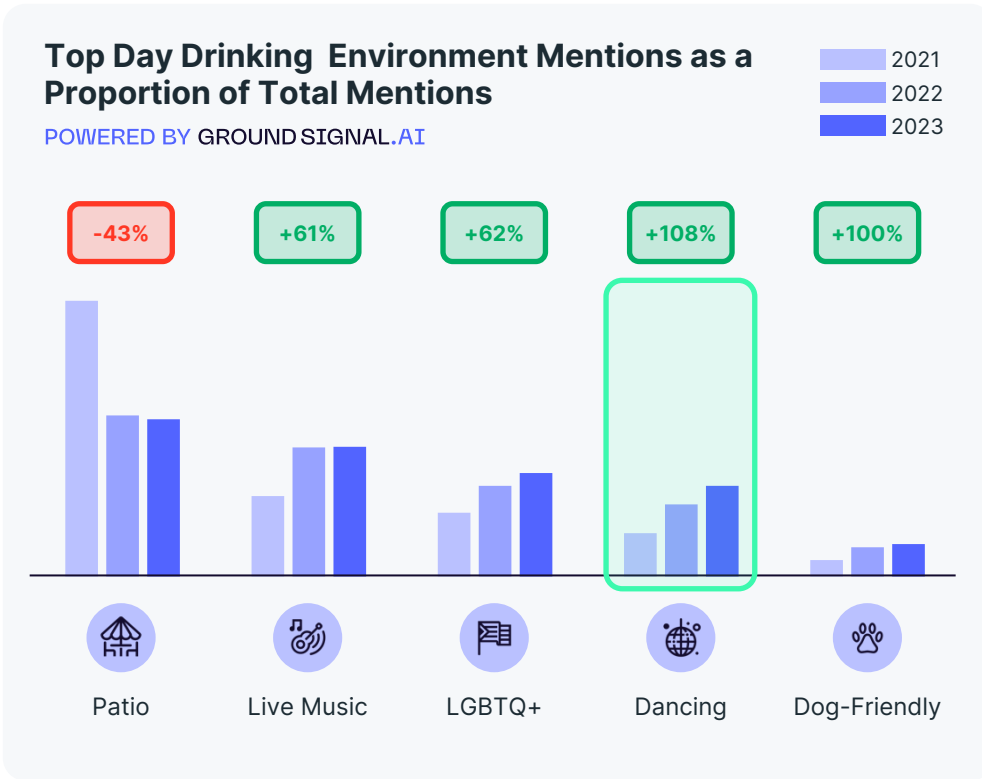
Did you know **Tequila** during Day Drinking has grown in popularity by **12%** since 2021?

How do different spirits perform at accounts with Day Drinking?





What are the top environments associated with Day Drinking consumption?



Did you know **Dancing** while Day Drinking has grown in popularity by **108%** since 2021?

2023 2021

How does Tequila perform in Day Drinking's top environments?

Sales of Tequila significantly outperform in Day Drinking venues with these environments:

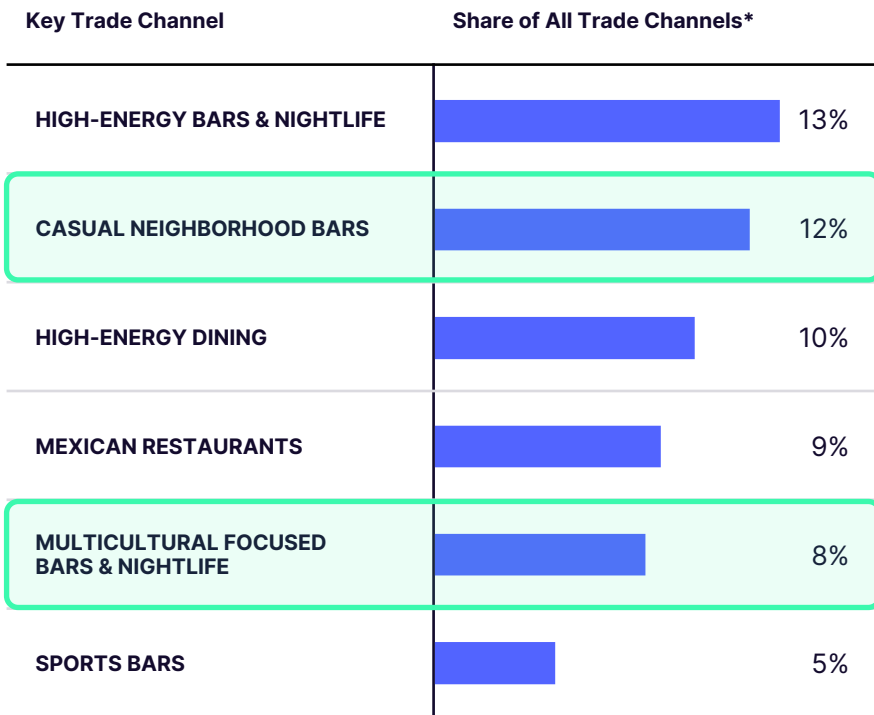
Occasion	Tequila Sales Velocity (9L/Yr)	Outperformance
PATIO	6.7 (Current Accounts) vs 3.6 (National Benchmark)	+42%
LIVE MUSIC	6.8 (Current Accounts) vs 3.6 (National Benchmark)	+61%
LGBTQ+	5.8 (Current Accounts) vs 3.6 (National Benchmark)	+89%
DANCING	5.1 (Current Accounts) vs 3.6 (National Benchmark)	+86%

Legend: ■ Current Accounts ■ National Benchmark





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



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



Did you know that **Casual Neighborhood Bars** make up 12% of all social mentions among people Day Drinking?



How does Tequila perform in its top Day Drinking trade channels?

Sales of Tequila significantly outperform in several Key Trade Channels by 1.5x the benchmark or more.



Top Day Drinking Trade Channels
Tequila Sales Velocity (9L/Yr)

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2021 2022 2023
 National Sales Velocity Benchmark

