

# ESPRESSO MARTINI SELL SHEET

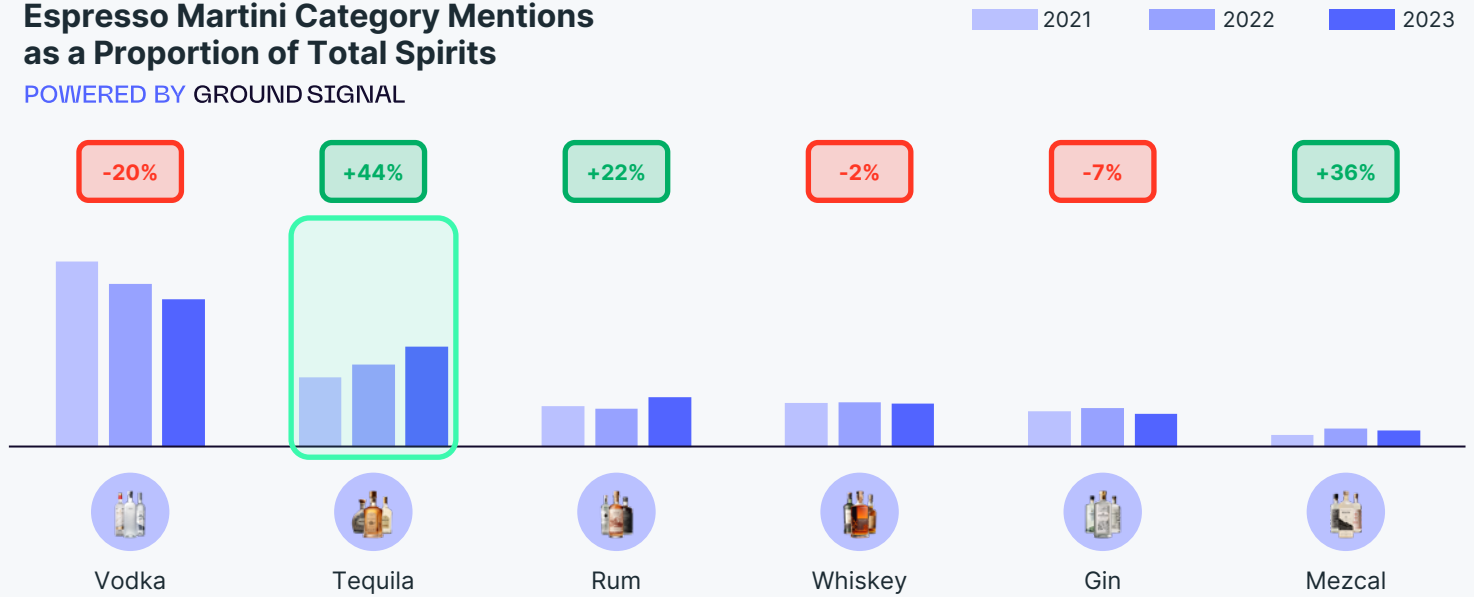




What is the change in popularity of spirits associated with Espresso Martinis?

**Espresso Martini Category Mentions as a Proportion of Total Spirits**

POWERED BY GROUND SIGNAL



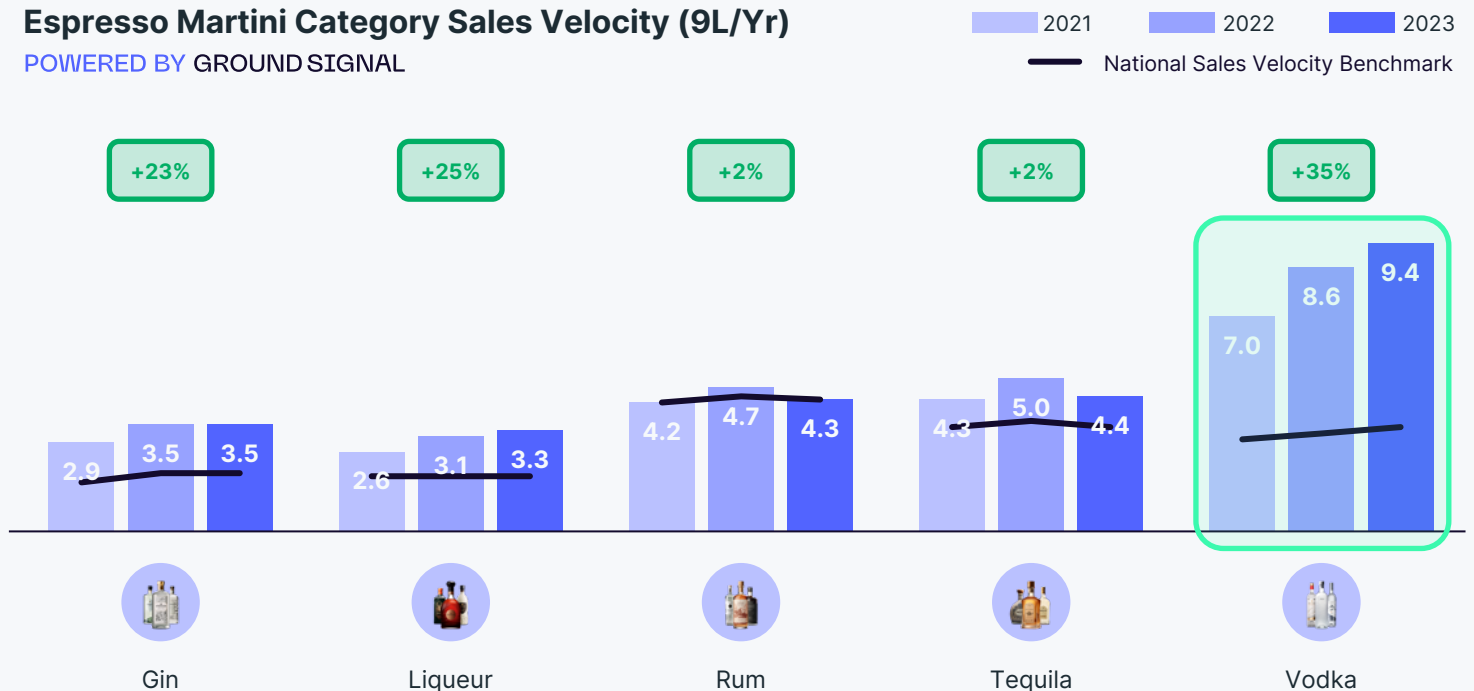
**Tequila with Espresso Martini** has grown in popularity **44%** since 2021!



How do different spirits perform at accounts with Espresso Martini?

**Espresso Martini Category Sales Velocity (9L/Yr)**

POWERED BY GROUND SIGNAL



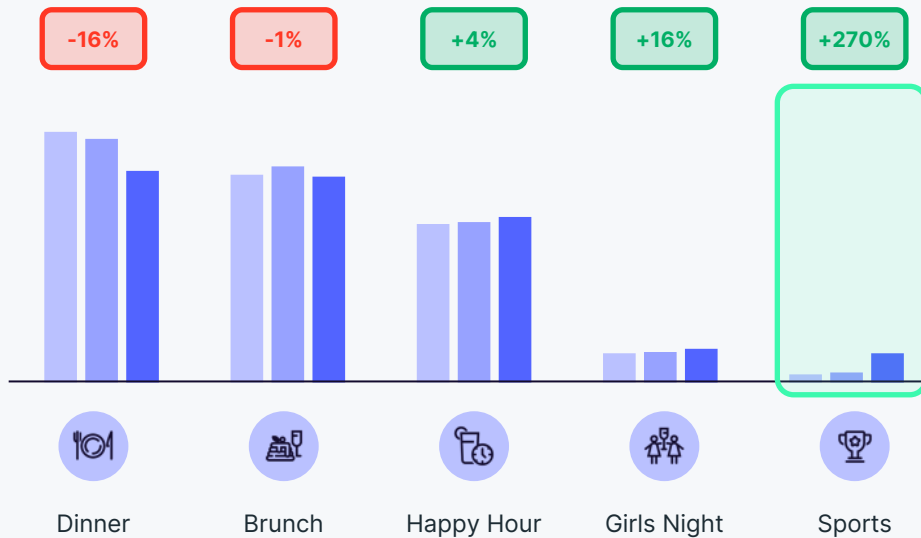


What are the top occasions associated with Espresso Martini?

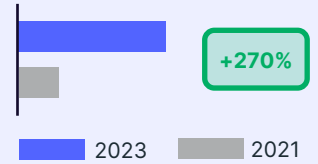
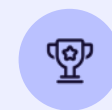
**Top Espresso Martini Occasion Mentions as a Proportion of Occasion Mentions**

POWERED BY GROUND SIGNAL

2021  
2022  
2023



**Espresso Martini during Sports has grown 270% since 2021!**

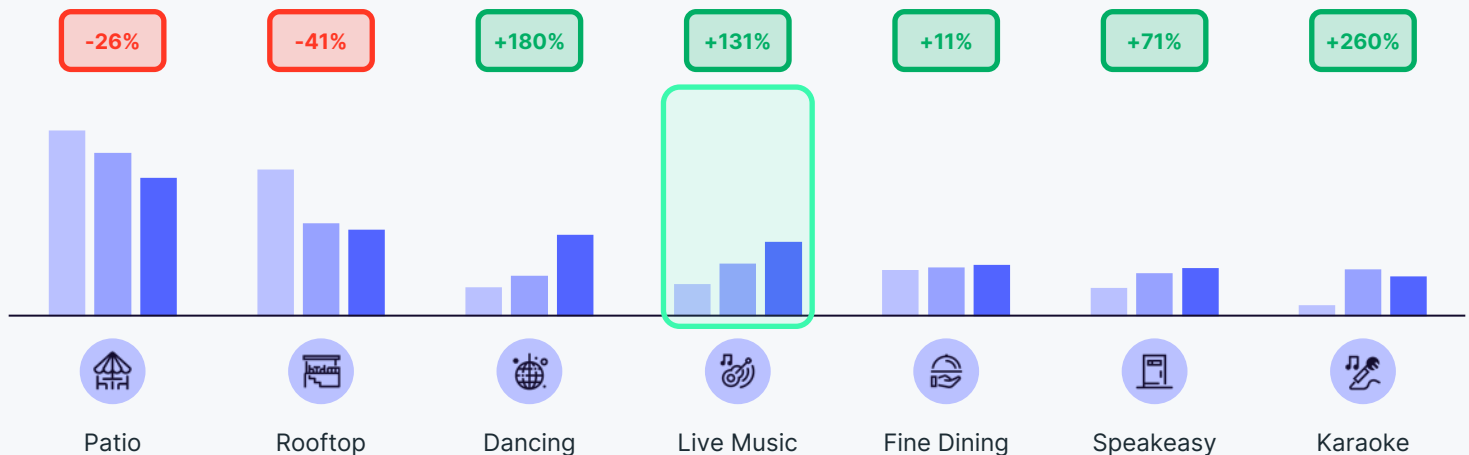


What are the top environments associated with Espresso Martini?

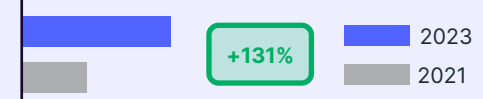
**Top Espresso Martini Environment Mentions as a Proportion of Environment Mentions**

POWERED BY GROUND SIGNAL

2021  
2022  
2023



**Espresso Martinis during Live Music have grown in popularity 131% since 2021.**





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

Key Trade Channel	Share of All Trade Channels
HIGH-ENERGY DINING	11%
ITALIAN RESTAURANTS	10%
CASUAL NEIGHBORHOOD DINING	7%
MULTICULTURAL FOCUSED DINING	5%
MODERN FINE DINING	4%
HIGH-ENERGY BARS & NIGHTLIFE	4%

Sales of Vodka at Espresso Martini accounts significantly outperform in these channels:

**Espresso Martini has grown 39% in Traditional Fine Dining accounts since 2021.**

How does Espresso Martini perform in its top trade channels?

Sales of Vodka at Espresso Martini accounts significantly outperform in these channels:

**Top Vodka Trade Channels for Espresso Martini Accounts**  
 POWERED BY GROUND SIGNAL

2021 2022 2023  
 — National Sales Velocity Benchmark

