

GIRLS NIGHT SELL SHEET



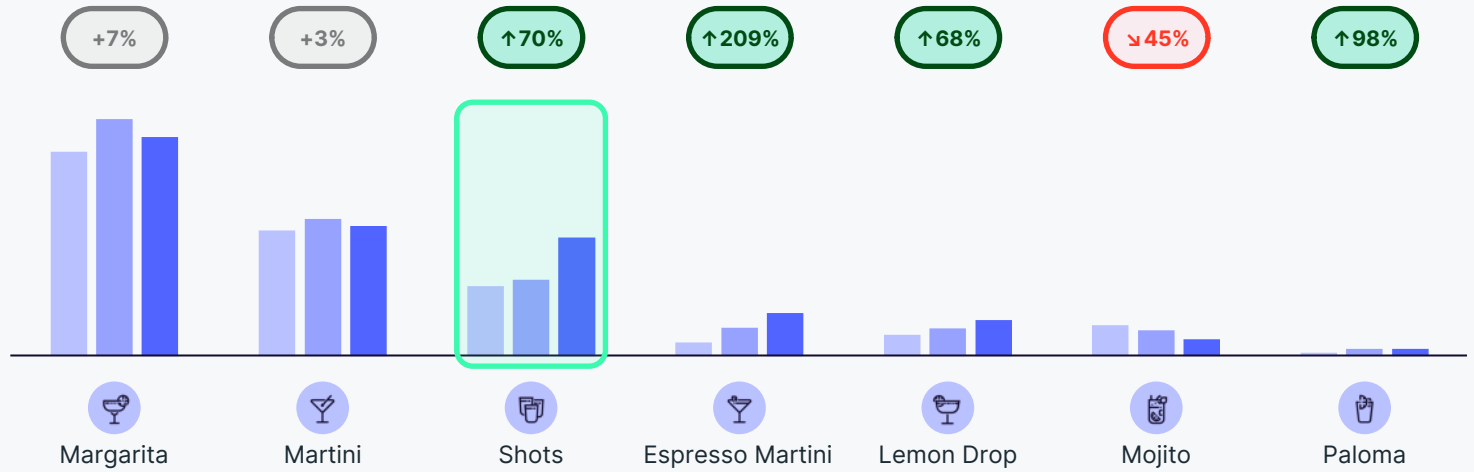


What are the top cocktails associated with Girls Night?

Trending Girls Night Growth Cocktail Mentions as a Proportion of Total Cocktail Mentions

POWERED BY GROUND SIGNAL

- █ High Increase
- █ Low Decrease
- █ 2021
- █ Low Increase
- █ High Decrease
- █ 2022
- █ Minimal+/-/Neutral
- █ 2023



Shots during **Girls Night** have grown **70%** since 2021!



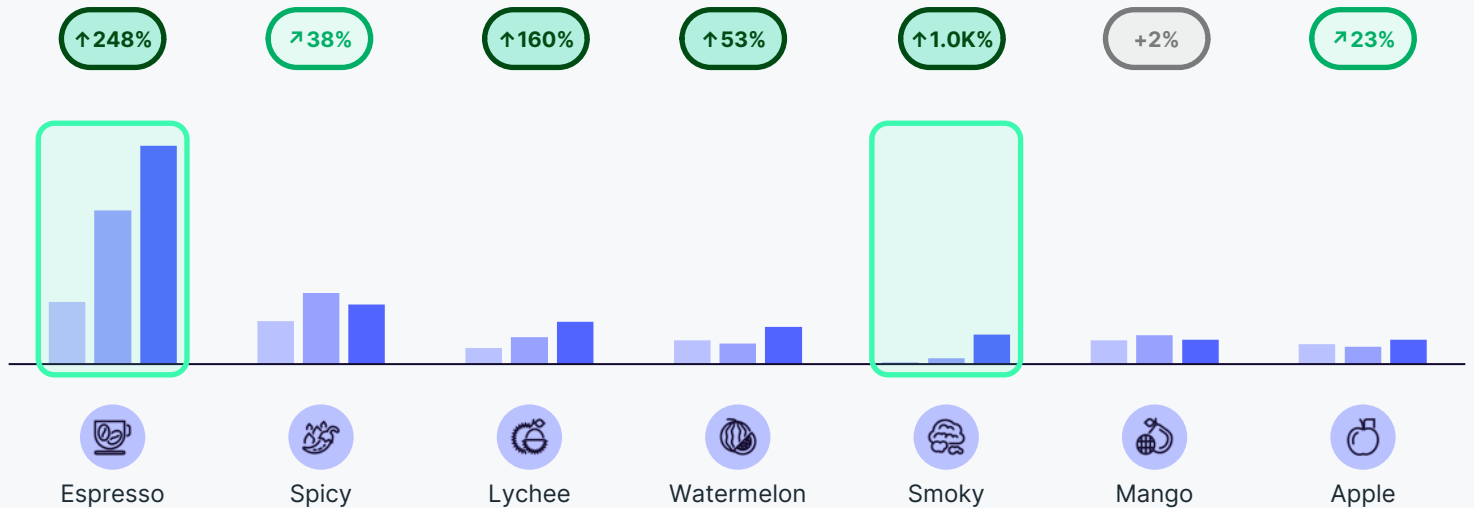
What are the top Girls Night flavors?

Espresso is the most popular flavor during **Girls Night**, and has grown **248%** since 2021. **Smoky** has grown 10x during that timespan.

Trending Girls Night Growth Flavor Mentions as a Proportion of Total Flavor Mentions

POWERED BY GROUND SIGNAL

- █ High Increase
- █ Low Decrease
- █ 2021
- █ Low Increase
- █ High Decrease
- █ 2022
- █ Minimal+/-/Neutral
- █ 2023



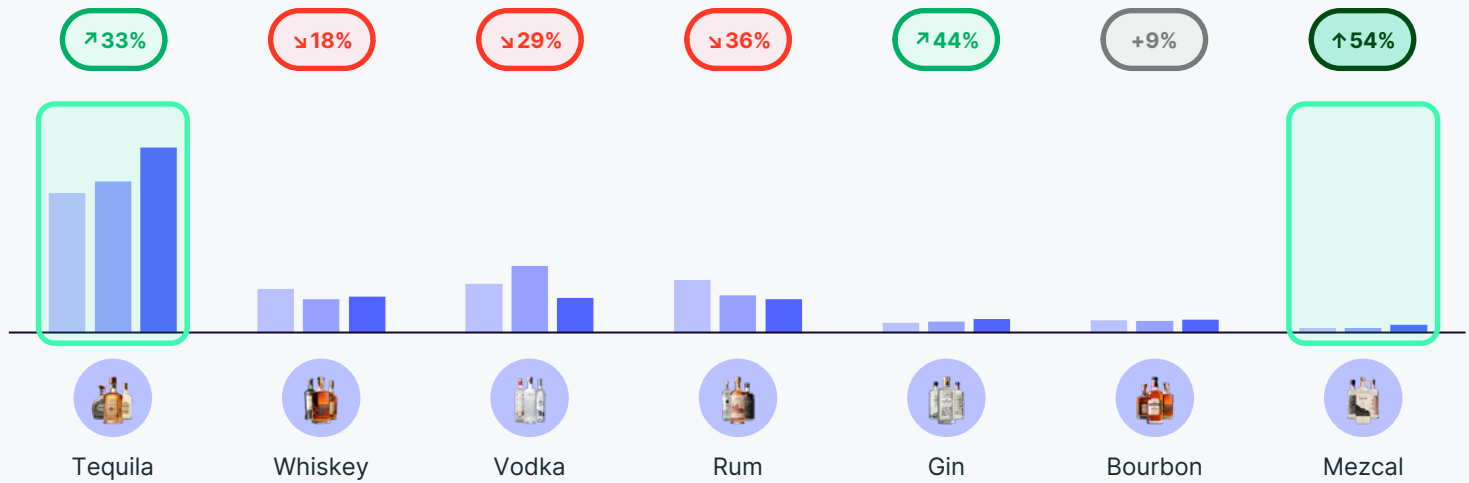


What is the change in popularity of spirits associated with Girls Night?

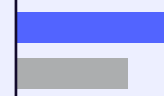
Trending Girls Night Growth Category Mentions as a Proportion of Total Spirits

POWERED BY GROUND SIGNAL

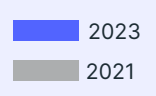
- ▢ High Increase
- ▢ Low Decrease
- ▢ 2021
- ▢ Low Increase
- ▢ High Decrease
- ▢ 2022
- ▢ Minimal+/-/Neutral
- ▢ 2023



Tequila during Girls Night has grown in popularity by 33% since 2021!



↑ 33%

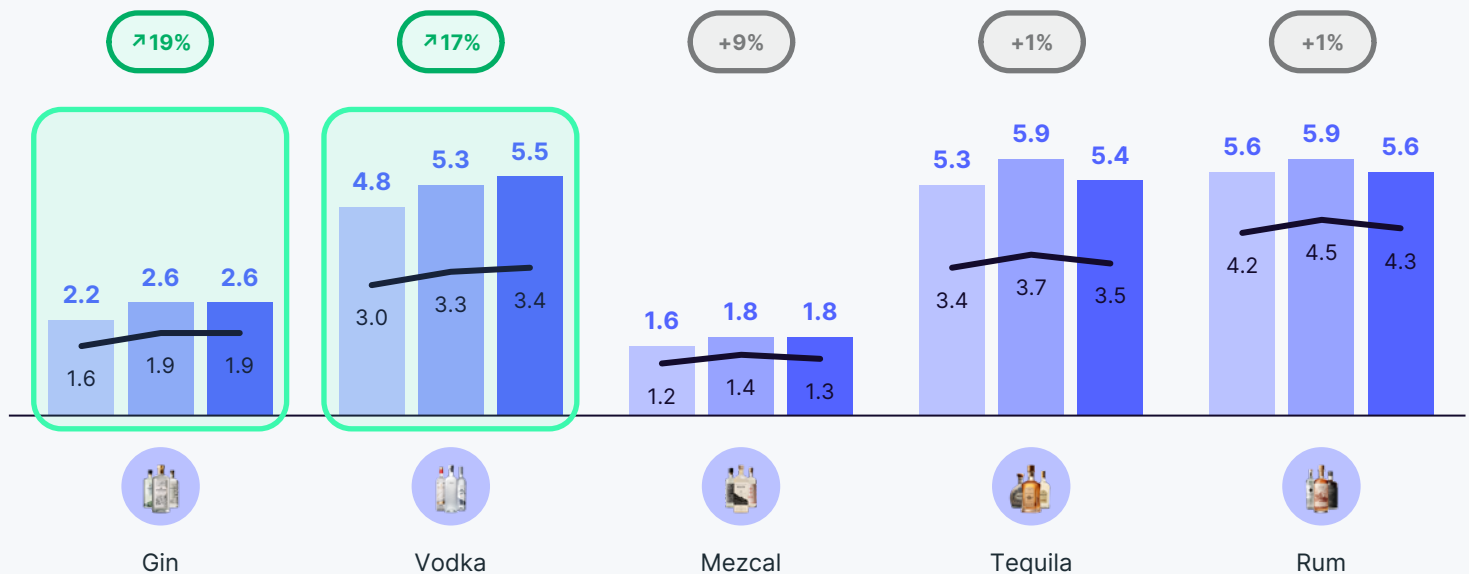


How do different spirits perform at accounts with Girls Night?

Girls Night Category Sales Velocity (9L/Yr)

POWERED BY GROUND SIGNAL

- ▢ High Increase
 - ▢ Low Decrease
 - ▢ 2021
 - ▢ Low Increase
 - ▢ High Decrease
 - ▢ 2022
 - ▢ Minimal+/-/Neutral
 - ▢ 2023
- National Sales Velocity Benchmark



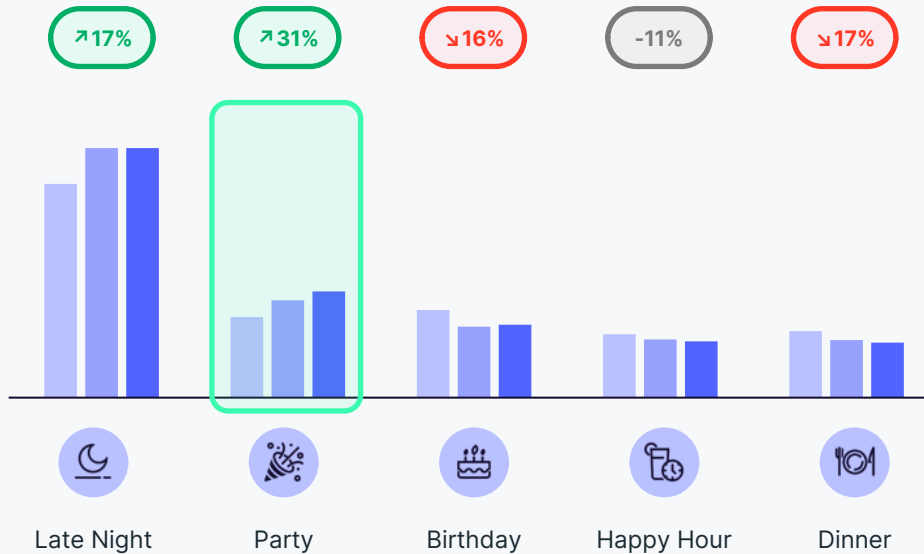


What are the top occasions associated with Girls Night?

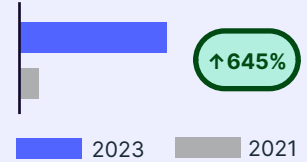
Trending Girls Night Growth Occasion Mentions as a Proportion of Total Occasion Mentions

POWERED BY GROUND SIGNAL

2021
2022
2023



Parties during Girls Night has grown by 31% since 2021.

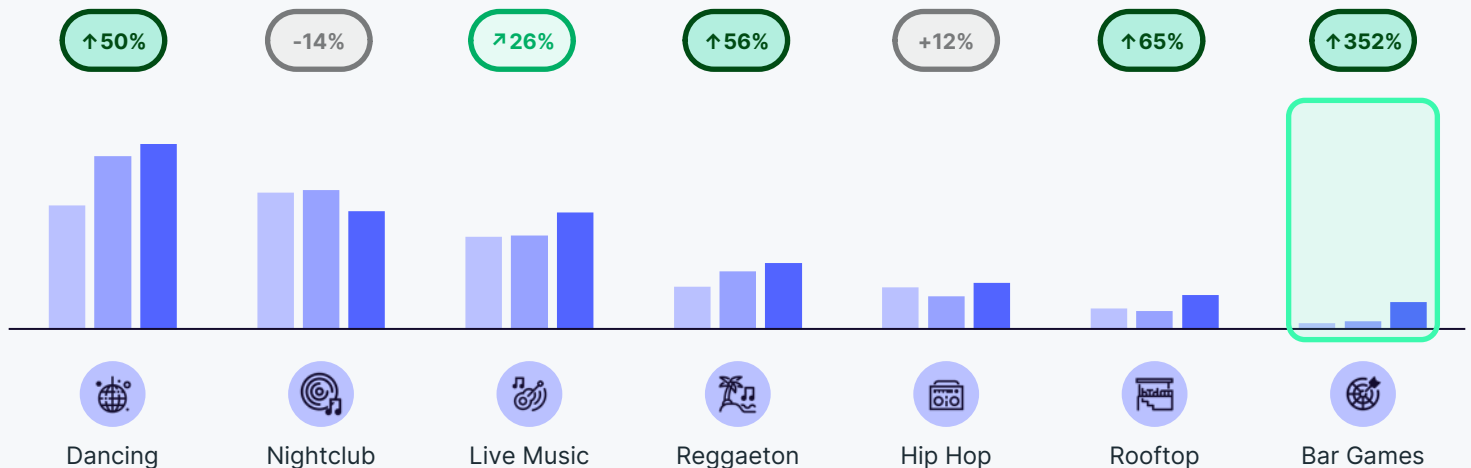


What are the top environments associated with Girls Night?

Trending Girls Night Growth Environment Mentions as a Proportion of Total Environment Mentions

POWERED BY GROUND SIGNAL

High Increase
Low Increase
Minimal+/-/Neutral
Low Decrease
High Decrease
2021
2022
2023

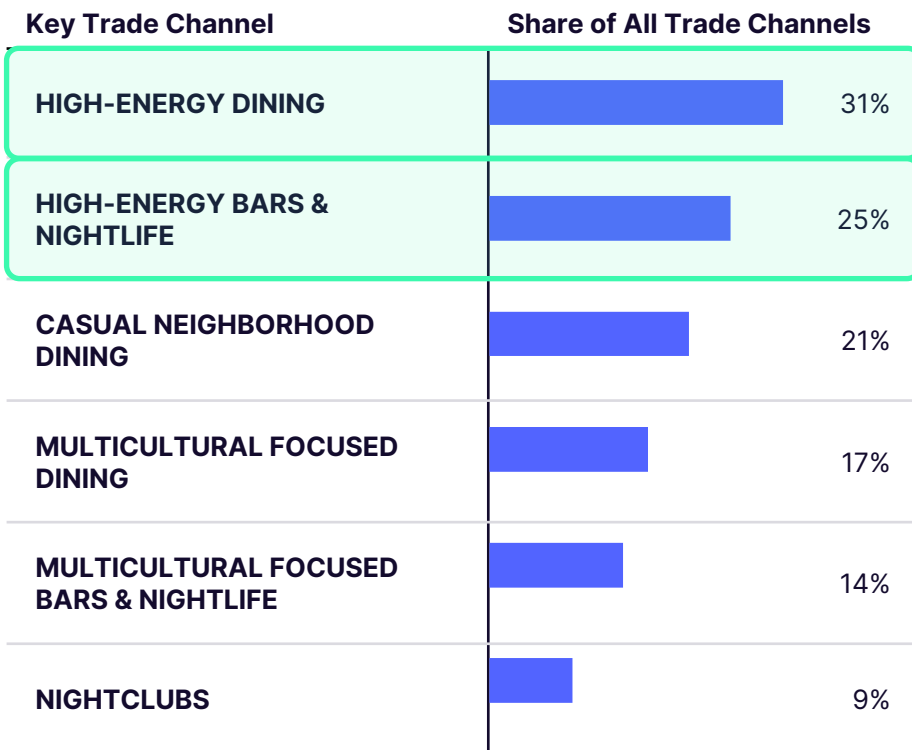


Bar Games during Girls Night have grown in popularity by 352% since 2021!





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



Girls Night is most popular in **High-Energy Dining** and **High-Energy Bars & Nightlife** accounts.

How does Tequila during Girls Night perform in top trade channels?

Sales of Tequila at Girls Night significantly outperform in these channels:

