

MULTICULTURAL FOCUSED BARS & NIGHTLIFE SELL SHEET

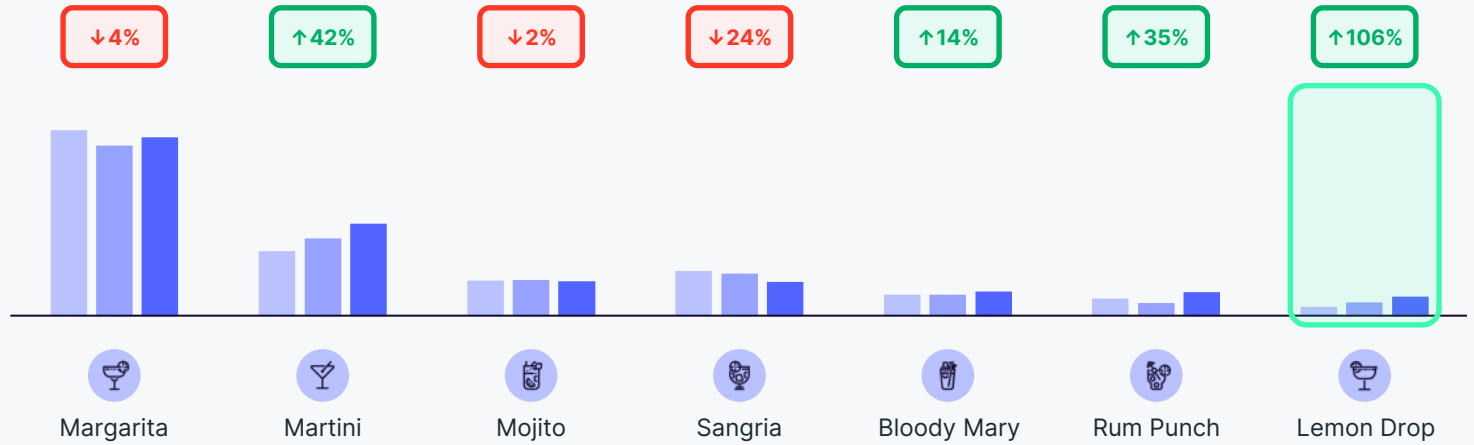




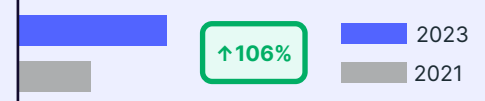
What are the top cocktails associated with Multicultural Focused Bars & Nightlife?

Trending Multicultural Focused Bars & Nightlife Growth Cocktail Mentions as a Proportion of Total Cocktail Mentions

POWERED BY GROUND SIGNAL



Lemon Drop has **doubled** in popularity since 2021 in Multicultural Focused Bars & Nightlife!

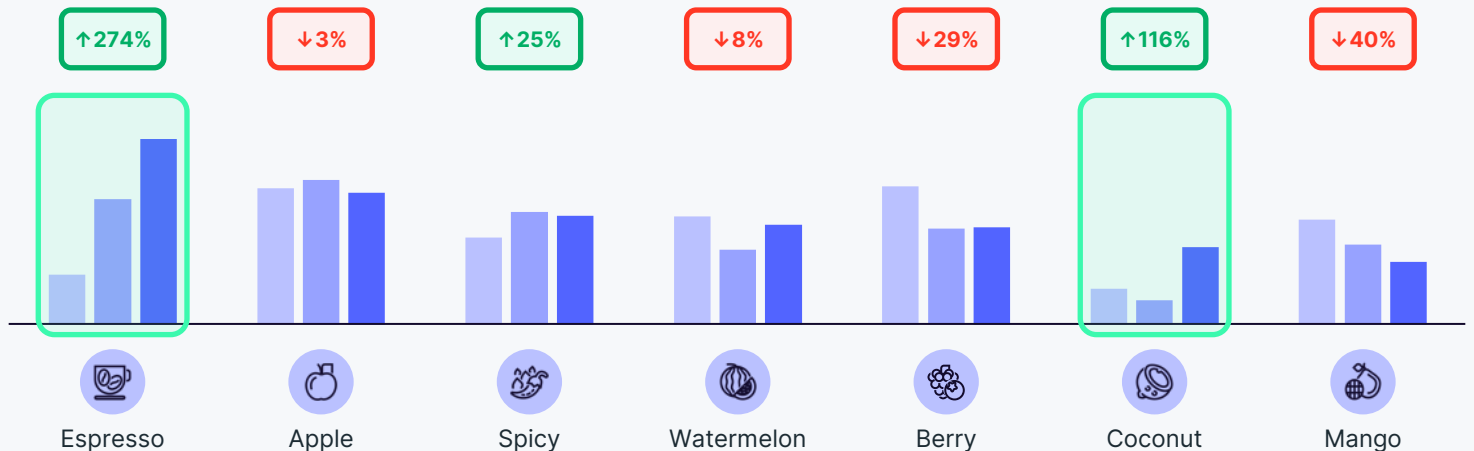


What are the top Multicultural Focused Bars & Nightlife flavors?

Espresso is the most popular and fastest-growing flavor in Multicultural Focused Bars & Nightlife venues. **Coconut** has **more than doubled** in popularity as a flavor since 2021.

Trending Multicultural Bars & Nightlife Growth Flavor Mentions as a Proportion of Total Flavor Mentions

POWERED BY GROUND SIGNAL



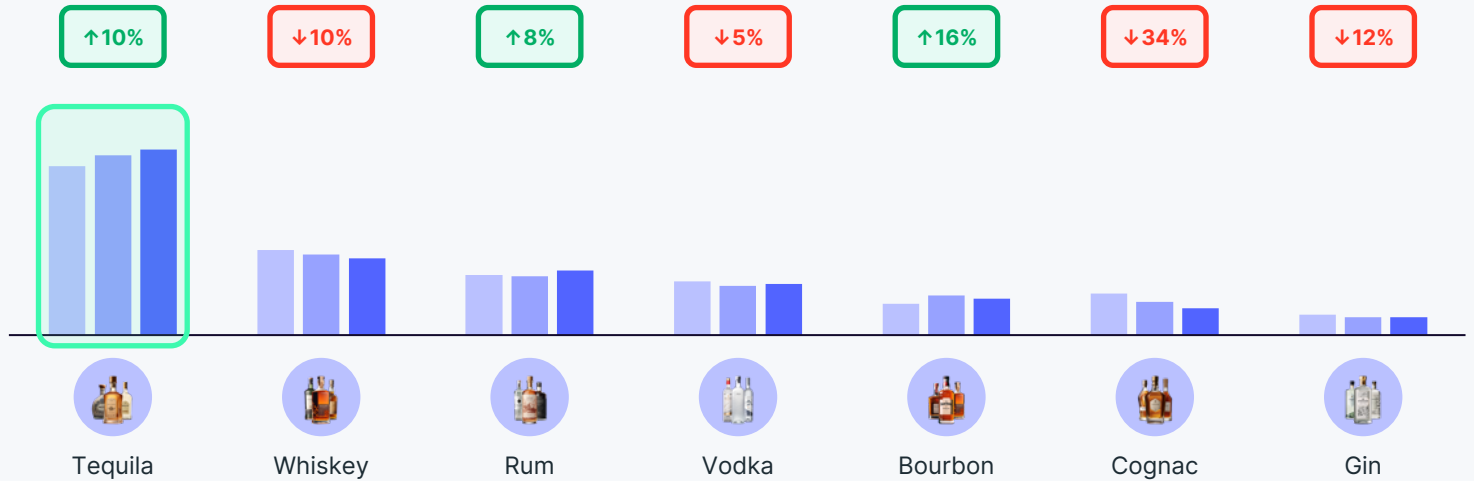


What is the change in popularity of spirits associated with Multicultural Focused Bars & Nightlife?

Trending Multicultural Focused Bars & Nightlife Growth Category Mentions as a Proportion of Total Spirits

2021 2022 2023

POWERED BY GROUND SIGNAL



Tequila is the most-mentioned spirit in Multicultural Focused Bars & Nightlife — its popularity has increased by **10%** since 2021.



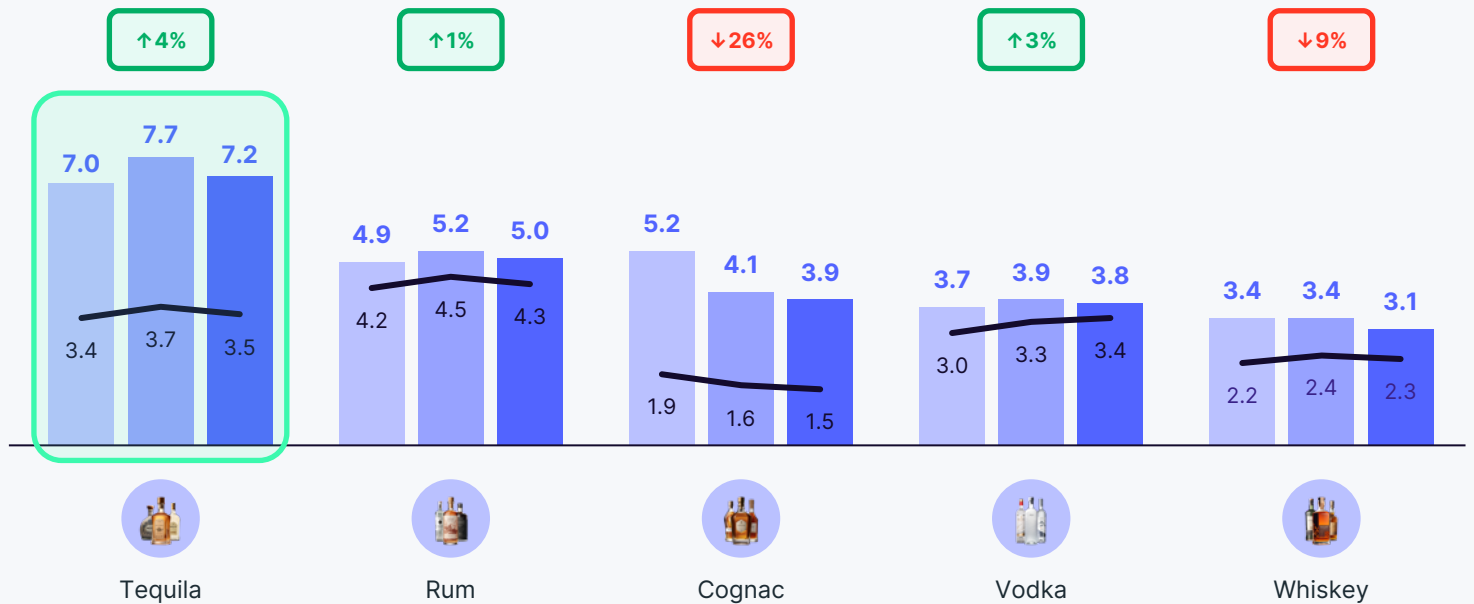
How do different spirits perform at accounts with Multicultural Focused Bars & Nightlife?

Multicultural Focused Bars & Nightlife Category Sales Velocity (9L/Yr)

2021 2022 2023

— National Sales Velocity Benchmark

POWERED BY GROUND SIGNAL

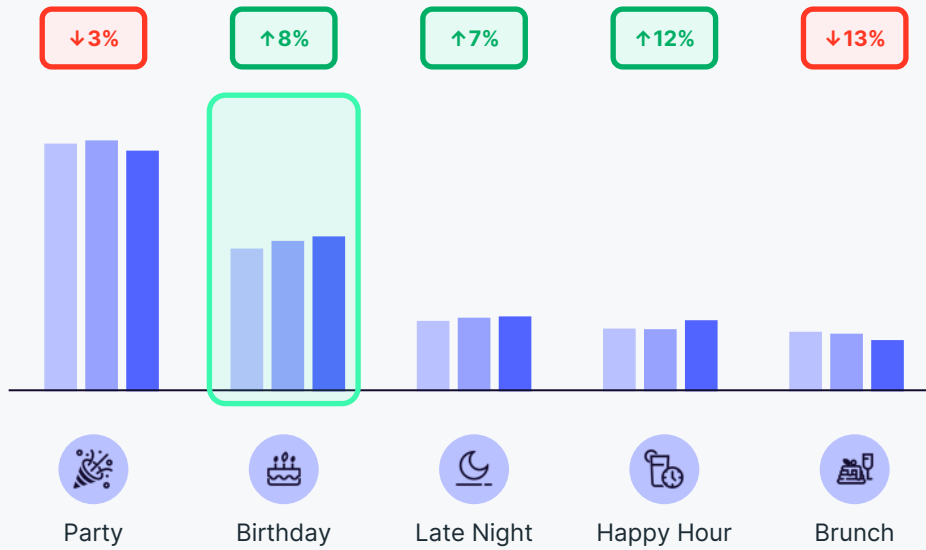




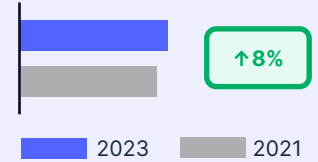
What are the top occasions associated with Multicultural Focused Bars & Nightlife?

Trending Multicultural Focused Bars & Nightlife Growth Occasion Mentions as a Proportion of Total Occasion Mentions

POWERED BY GROUND SIGNAL



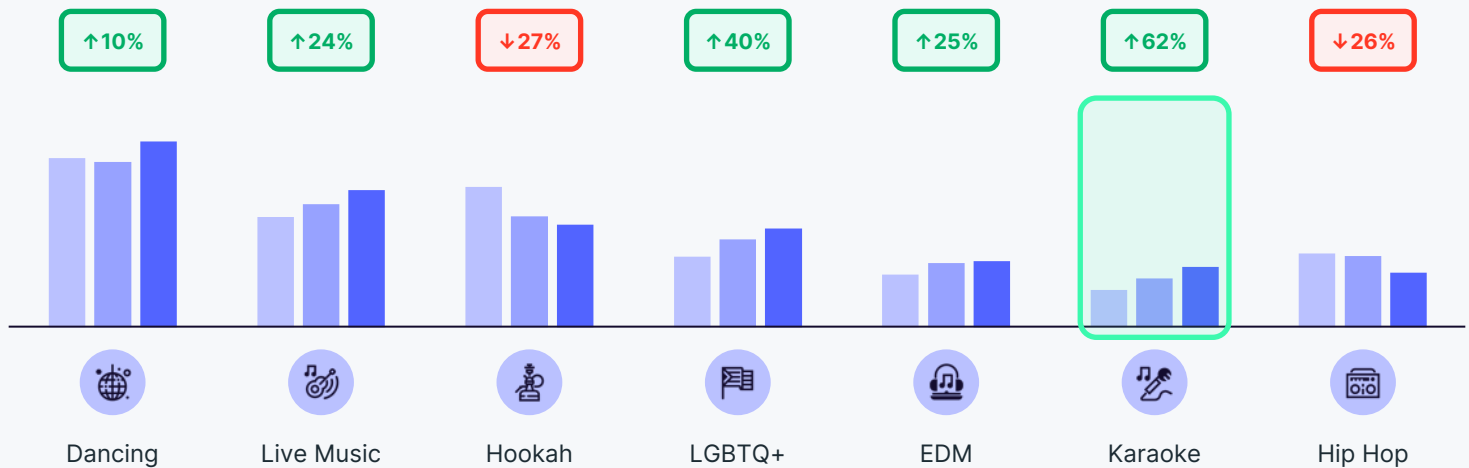
Mentions of **Birthday** celebrations at **Multicultural Focused Bars & Nightlife** have grown by **8%** since 2021.



What are the top environments associated with Multicultural Focused Bars & Nightlife?

Trending Multicultural Focused Bars & Nightlife Growth Environment Mentions as a Proportion of Total Environment Mentions

POWERED BY GROUND SIGNAL



Karaoke at **Multicultural Focused Bars & Nightlife** has grown in popularity by **62%** since 2021!

