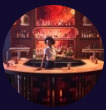


COCKTAIL BARS INSIGHTS

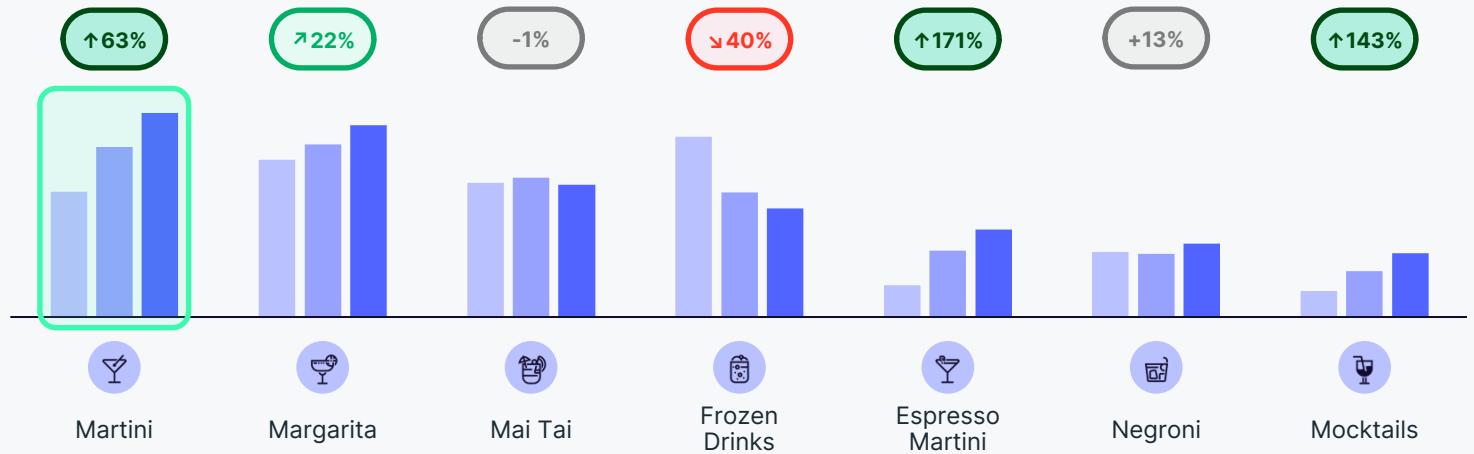
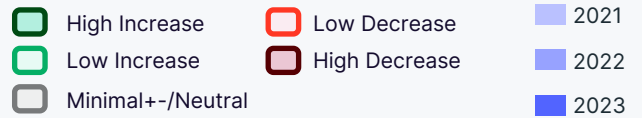




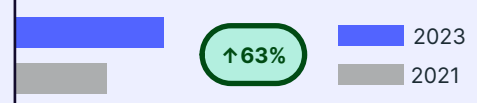
What are the top cocktails associated with Cocktail Bars?

Trending Cocktail Bars Growth Cocktail Mentions as a Proportion of Total Cocktail Mentions

POWERED BY GROUND SIGNAL



Martini is the most popular cocktail at **Cocktail Bars**, and has grown **63%** since 2021!

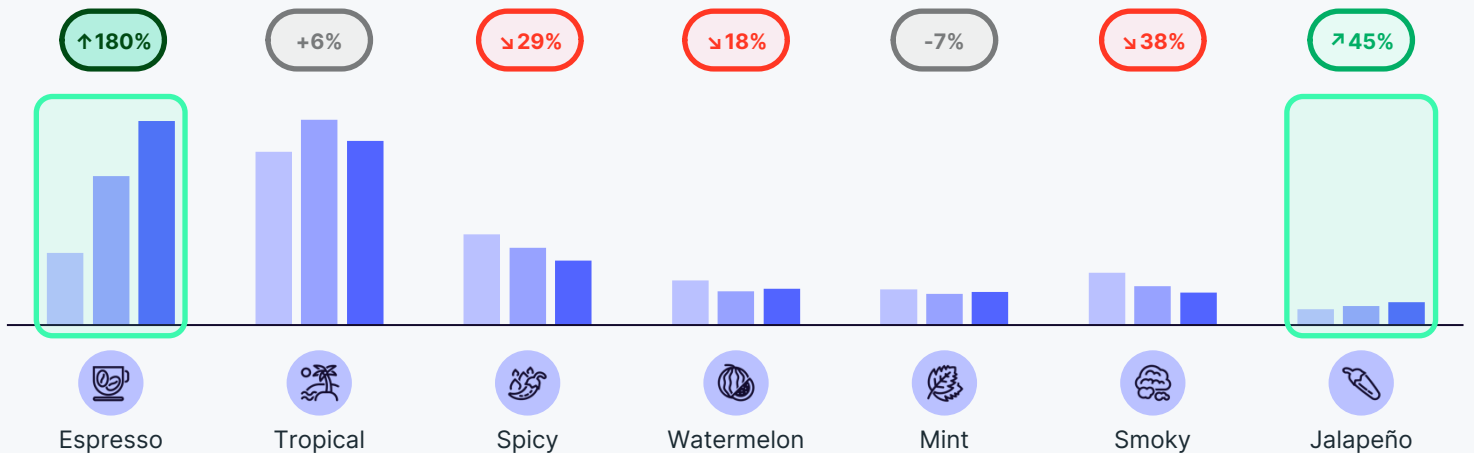
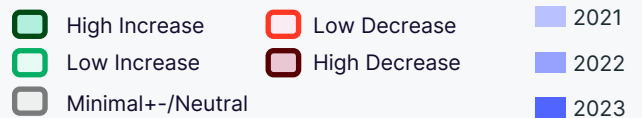


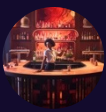
What are the top Cocktail Bar flavors?

Espresso is the most popular flavor in **Cocktail Bars**, and mentions of **Jalapeño** have increased **45%** since 2021.

Trending Cocktail Bar Growth Flavor Mentions as a Proportion of Total Flavor Mentions

POWERED BY GROUND SIGNAL



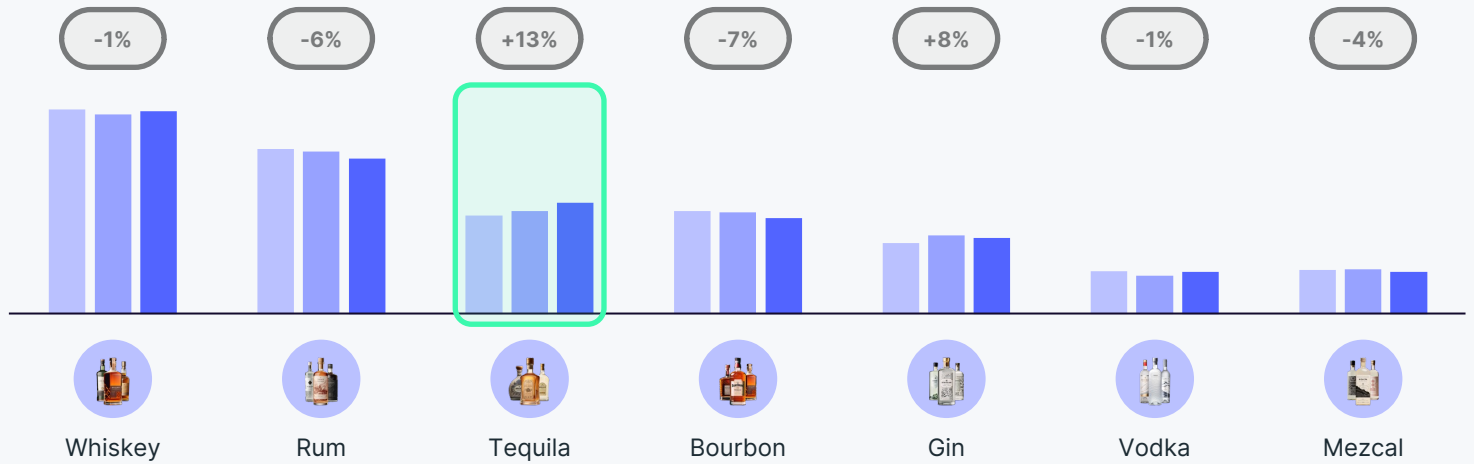


What is the change in popularity of spirits associated with Cocktail Bars?

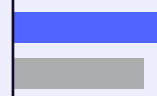
Trending Cocktail Bars Growth Category Mentions as a Proportion of Total Spirits Mentions

POWERED BY GROUND SIGNAL

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



Tequila mentions have grown 13% at Cocktail Bars since 2021!



+13%

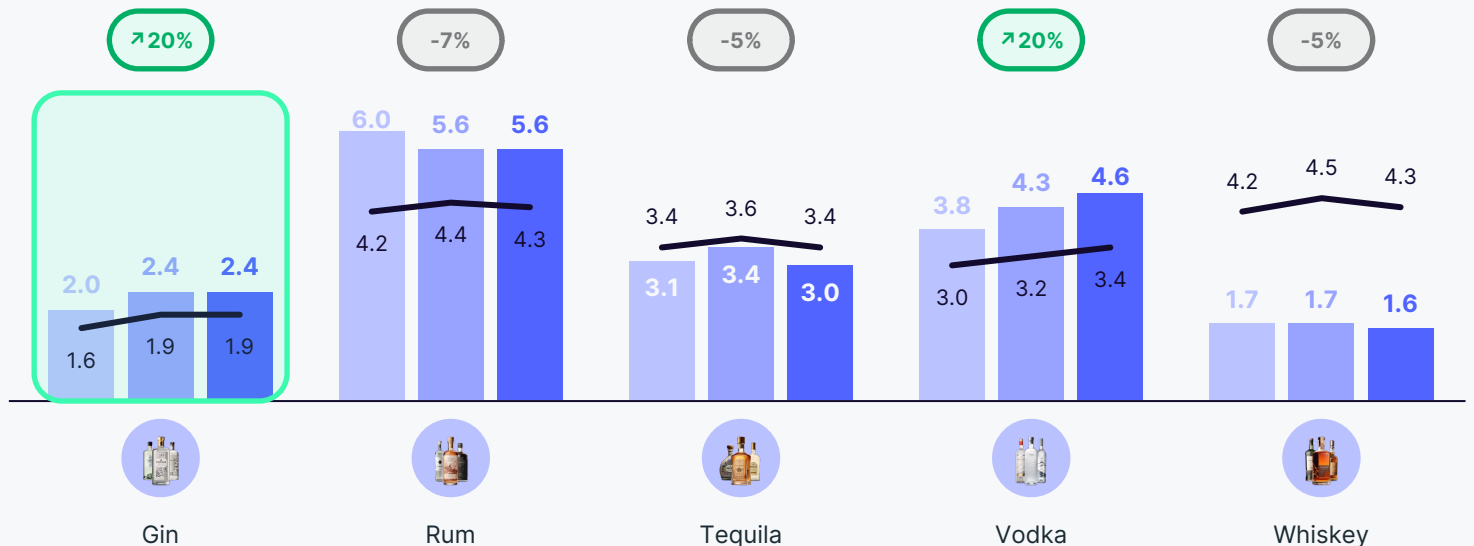
2023
2021

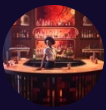
How do different spirits perform at Cocktail Bars?

Cocktail Bars 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

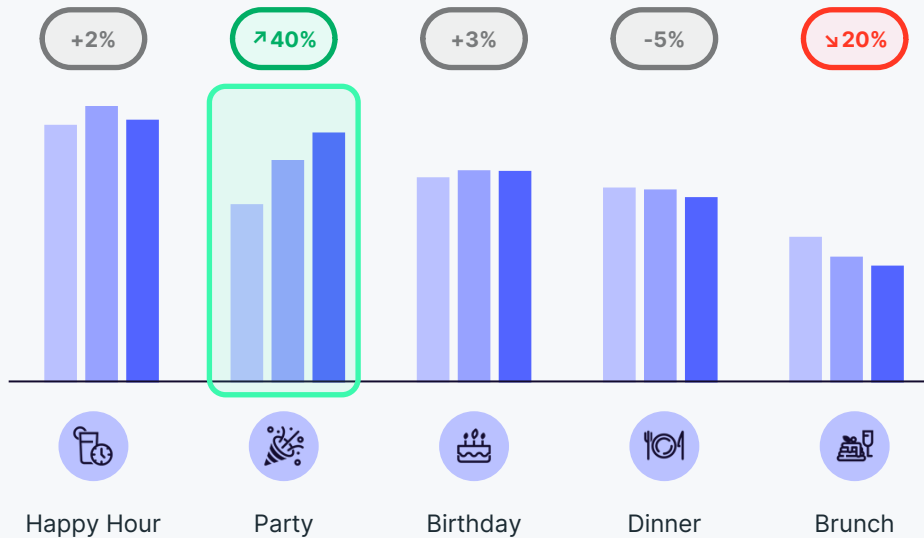




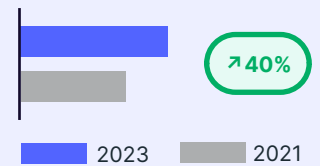
What are the top occasions associated with Cocktail Bars?

Trending Cocktail Bar Growth Occasion Mentions as a Proportion of Total Occasion Mentions

POWERED BY GROUND SIGNAL



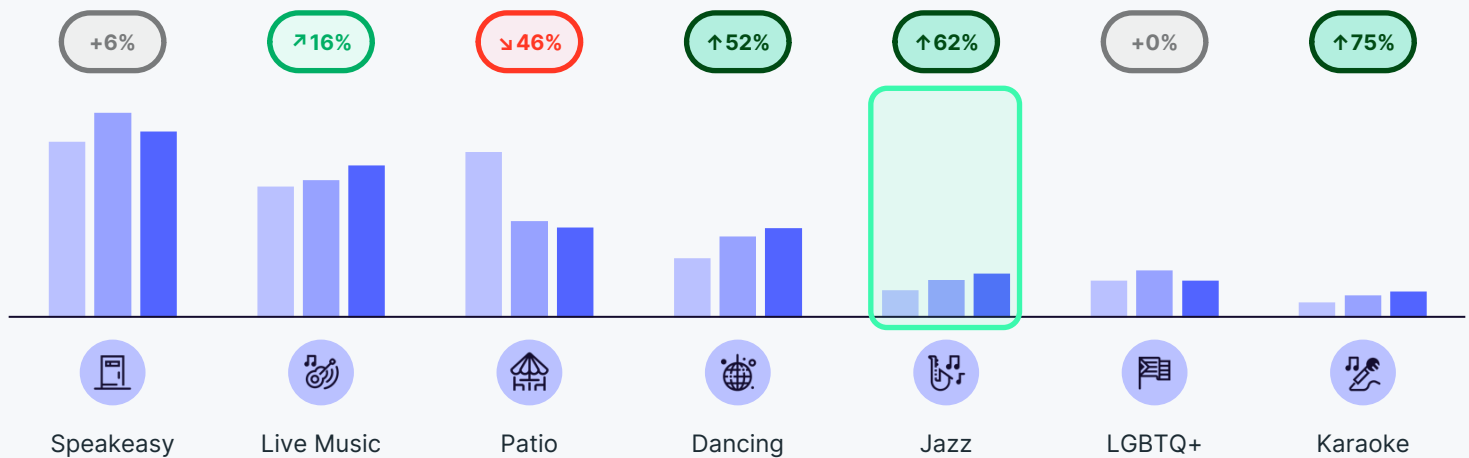
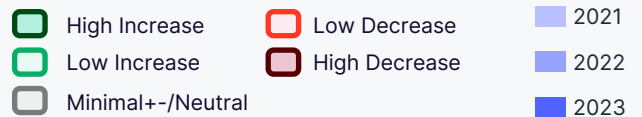
Parties at Cocktail Bars have grown **40%** since 2021!



What are the top environments associated with Cocktail Bars?

Trending Cocktail Bar Growth Environment Mentions as a Proportion of Total Environment Mentions

POWERED BY GROUND SIGNAL



Jazz has increased **62%** at Cocktail Bars since 2021.

