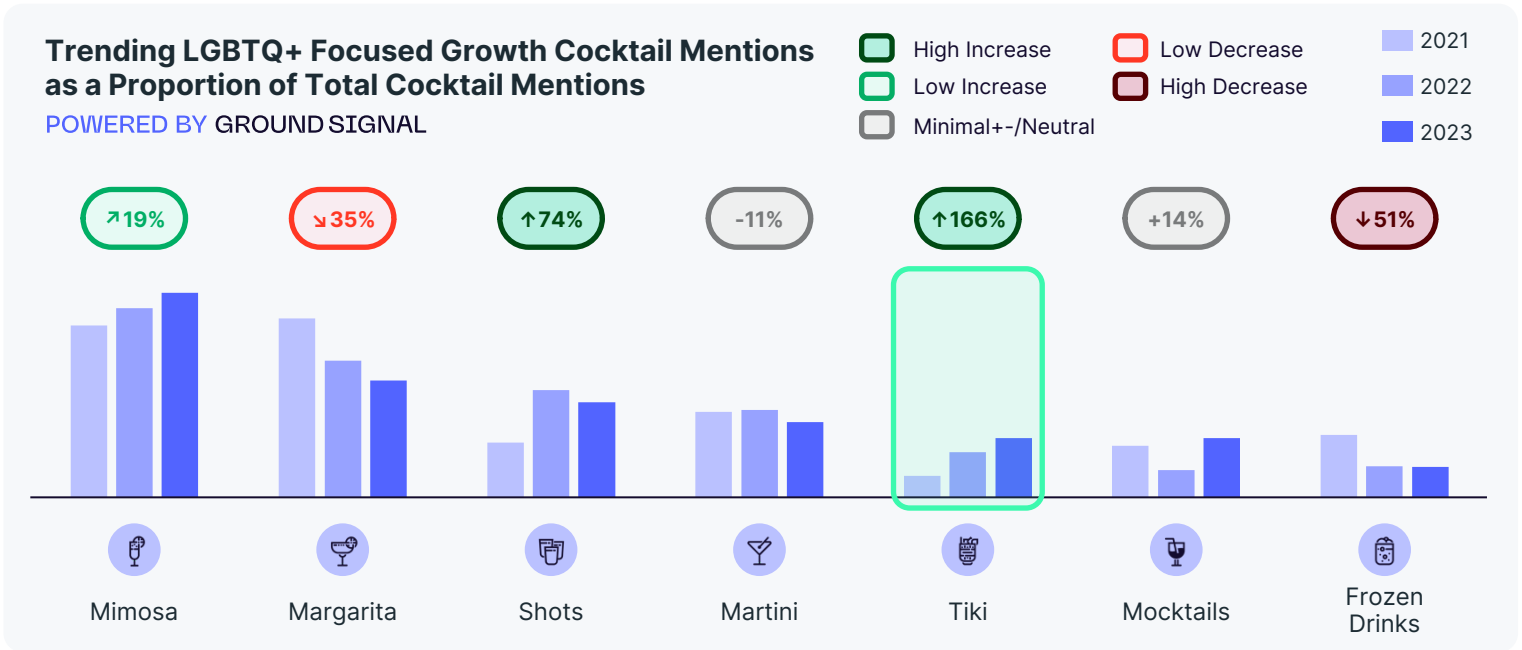


LGBTQ+ CONSUMERS SELL SHEET





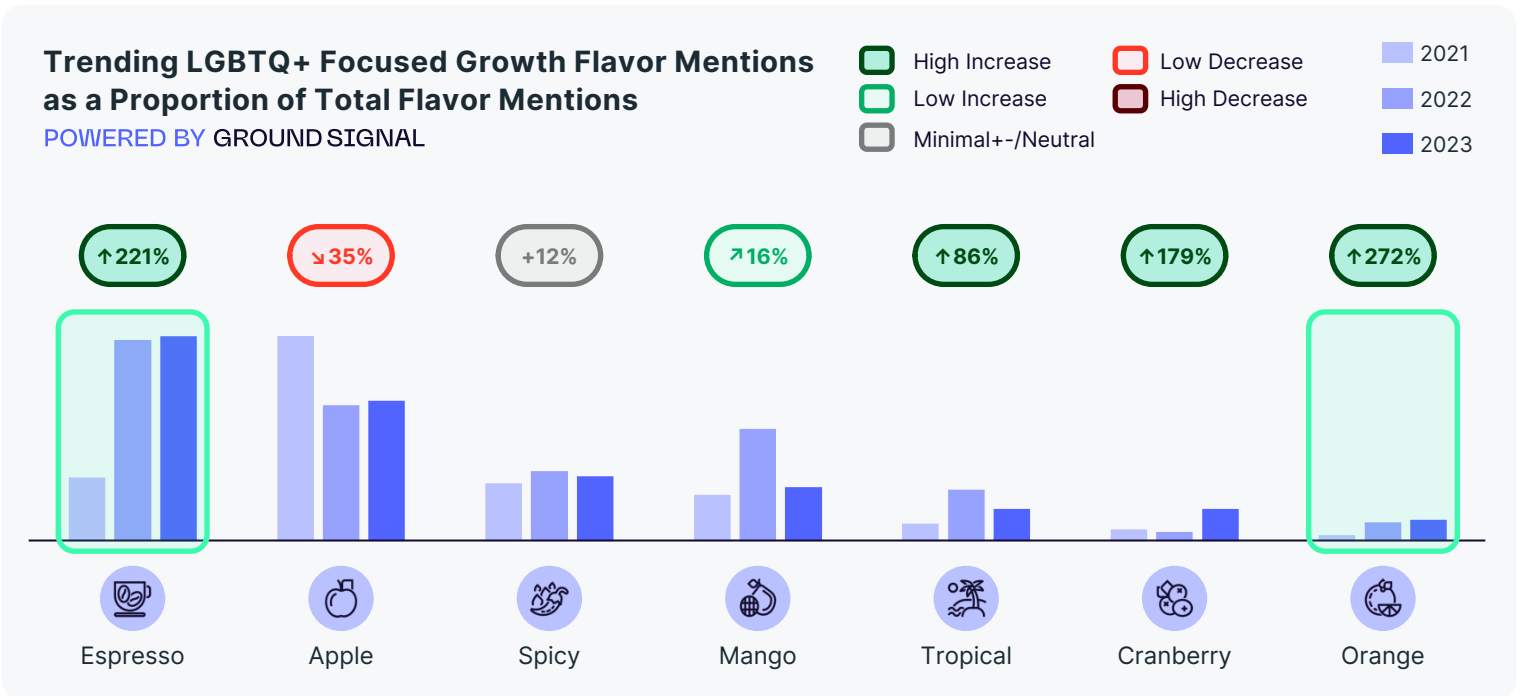
What are the top cocktails associated with LGBTQ+ focused venues?



Tiki at LGBTQ+ focused venues has grown 166% since 2021!

What are the top LGBTQ+ focused flavors?

Spicy is the most popular LGBTQ+ focused venue flavor, while **Orange** is the fastest growing.



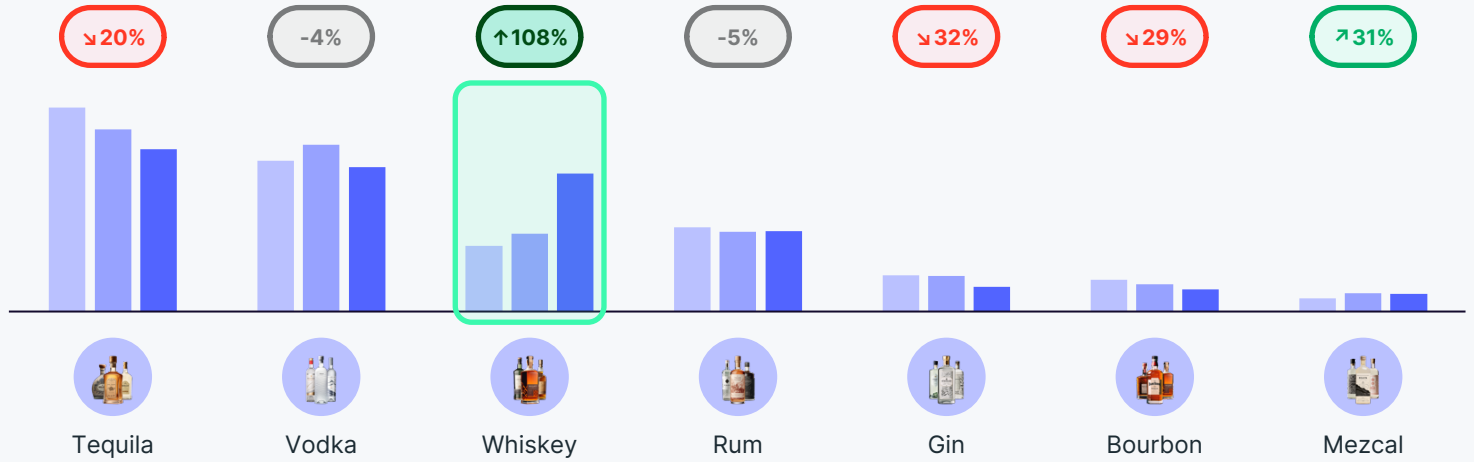


What is the change in popularity of spirits associated with LGBTQ+ focused venues?

Trending LGBTQ+ Focused Growth Category
Mentions as a Proportion of Total Spirits Mentions

POWERED BY GROUND SIGNAL

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



Whiskey is the fastest growing spirit at LGBTQ+ focused venues, **more than doubling** since 2021!

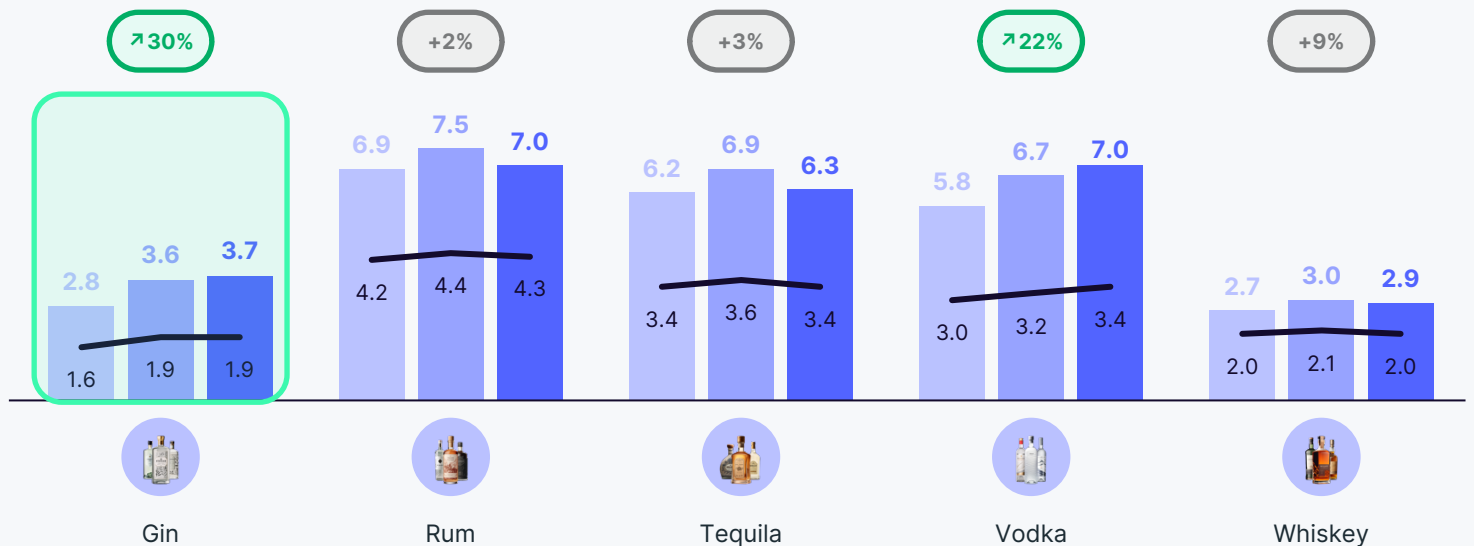


How do different spirits perform at LGBTQ+ focused accounts?

LGBTQ+ Category Sales Velocity (9L/Yr)

POWERED BY GROUND SIGNAL

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

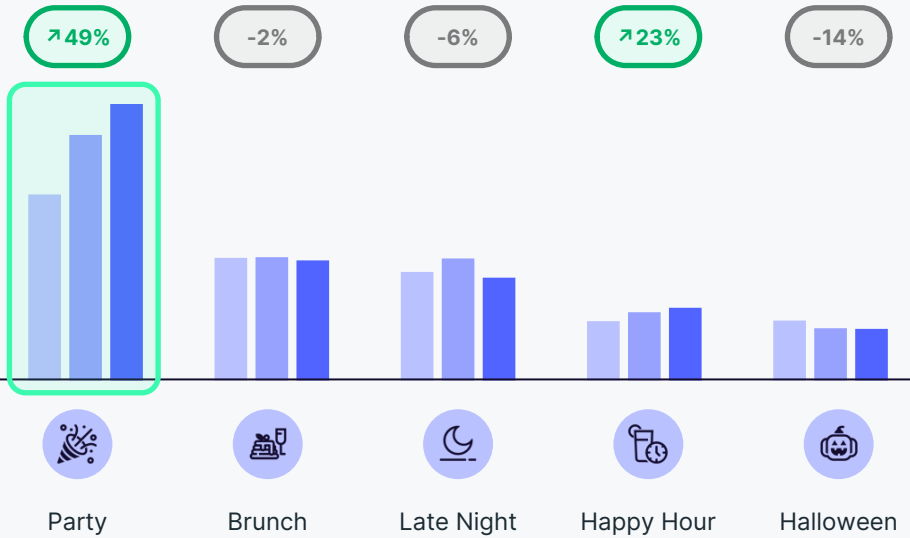
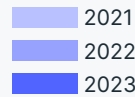




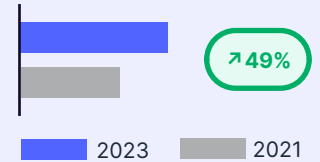
What are the top occasions associated with LGBTQ+ focused accounts?

Trending LGBTQ+ Focused Growth Occasion Mentions as a Proportion of Total Occasion Mentions

POWERED BY GROUND SIGNAL



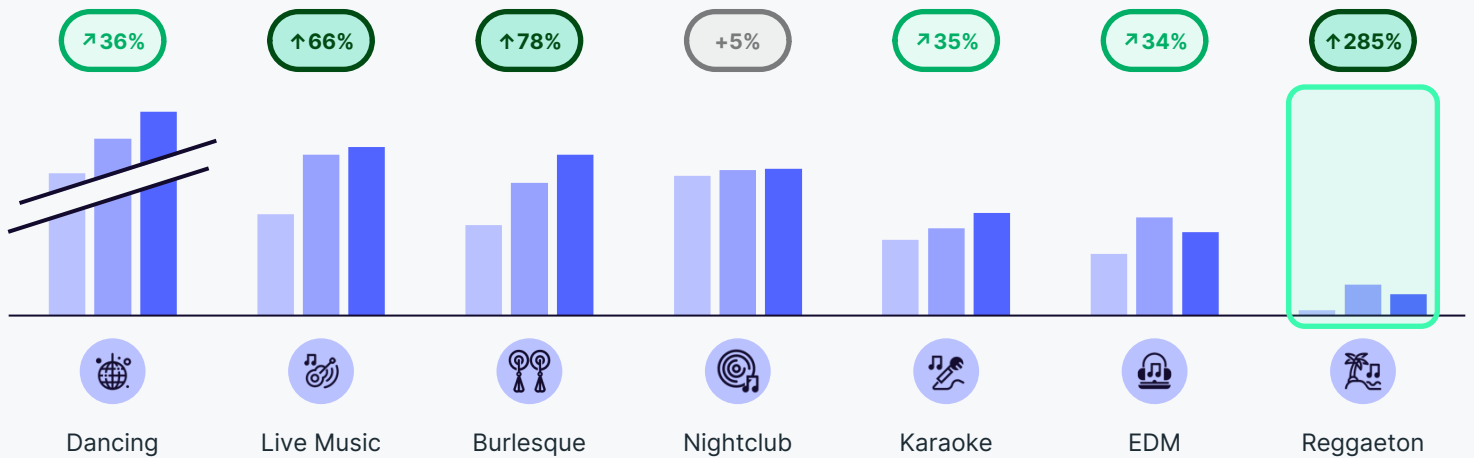
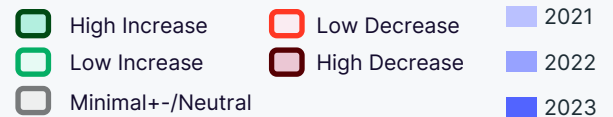
Parties at LGBTQ+ focused venues has grown **49%** since 2021.



What are the top environments associated with LGBTQ+ focused venues?

Trending LGBTQ+ Focused Growth Environment Mentions as a Proportion of Total Environment Mentions

POWERED BY GROUND SIGNAL

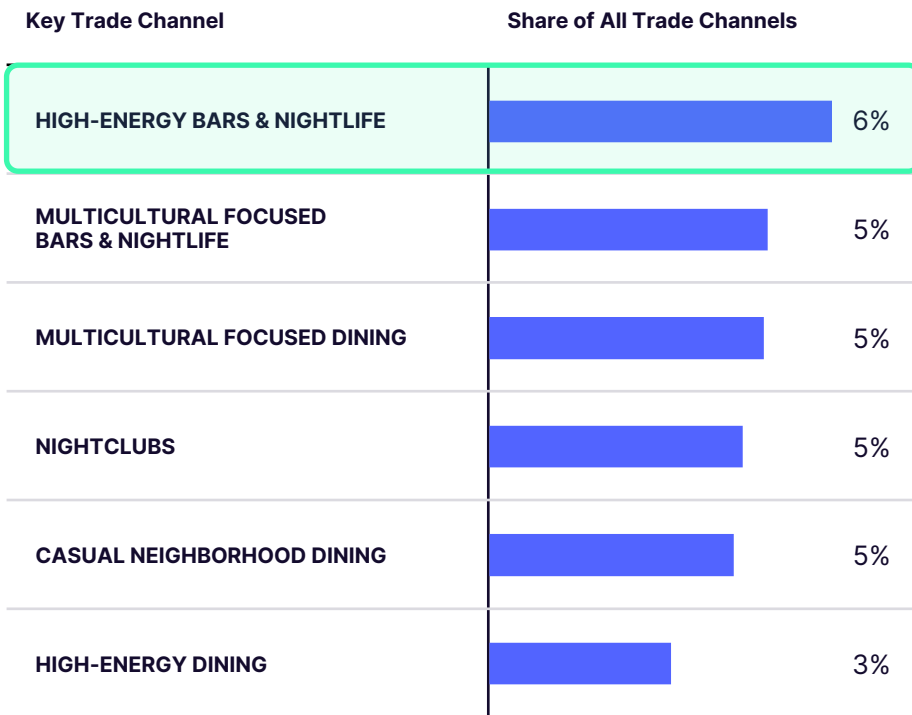


Reggaeton at LGBTQ+ focused venues has grown in popularity **285%** since 2021!





What are the top Key Trade Channels with LGBTQ+ focused accounts in 2023?



Tequila has grown 13% in LGBTQ+ Focused Golf Courses & Clubs since 2021!

How does Tequila perform at LGBTQ+ focused accounts' top trade channels?

