

MARGARITA SELL SHEET



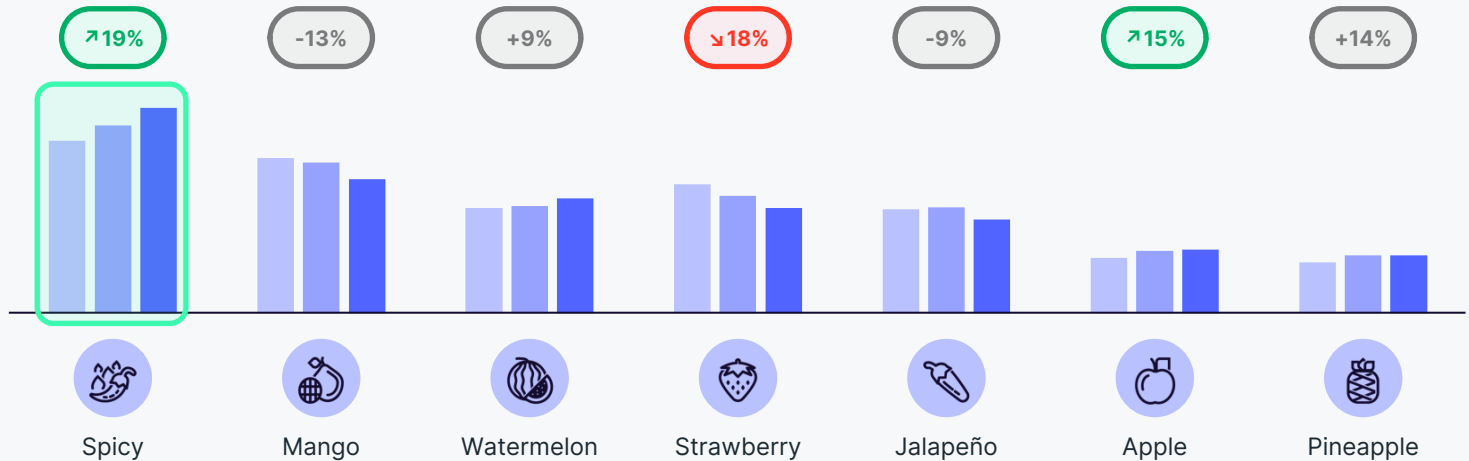


What are the top flavors associated with Margaritas?

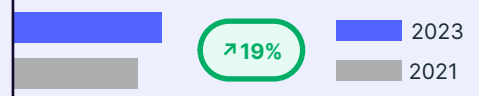
Trending Margarita Growth Flavor Mentions as a Proportion of Total Flavor Mentions

POWERED BY GROUND SIGNAL

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



Spicy is the top flavor for Margarita, and has grown 19% since 2021!

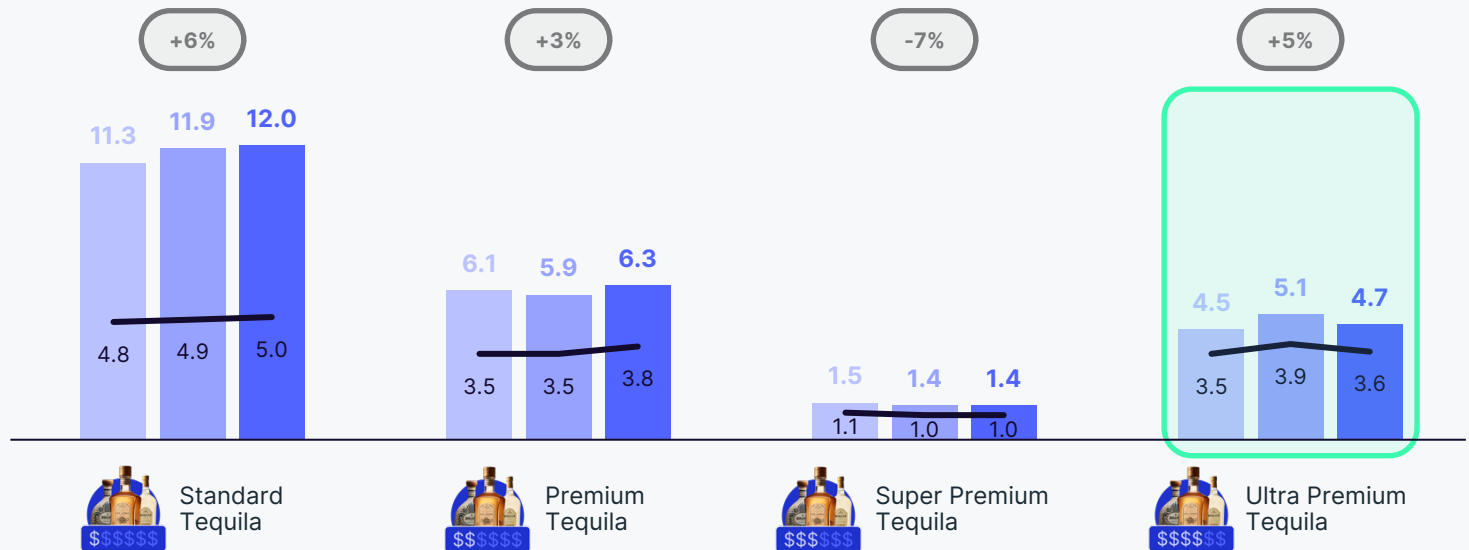


How do different tiers of Tequila perform at Margarita accounts?

Tequila Category Sales Velocity (9L/Yr) at Margarita Accounts

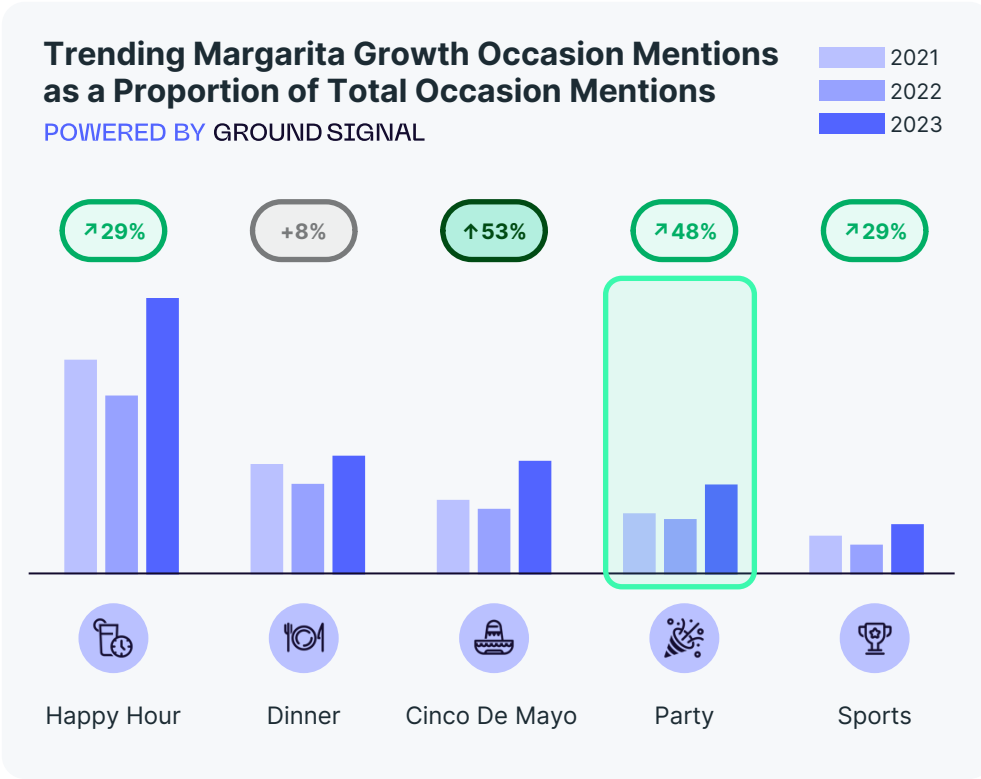
POWERED BY GROUND SIGNAL

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





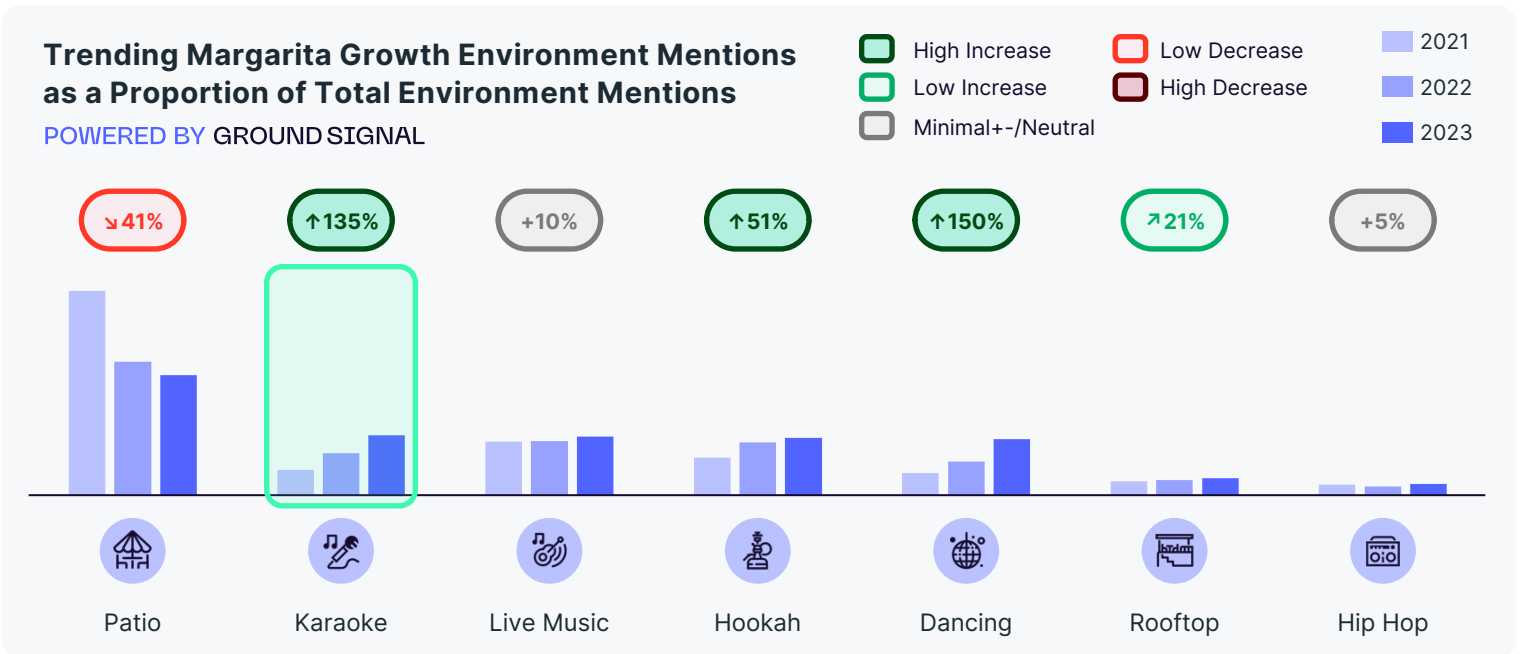
What are the top occasions associated with Margaritas?



Parties with Margarita have grown 48% since 2021.

2023 2021

What are the top environments associated with Margaritas?

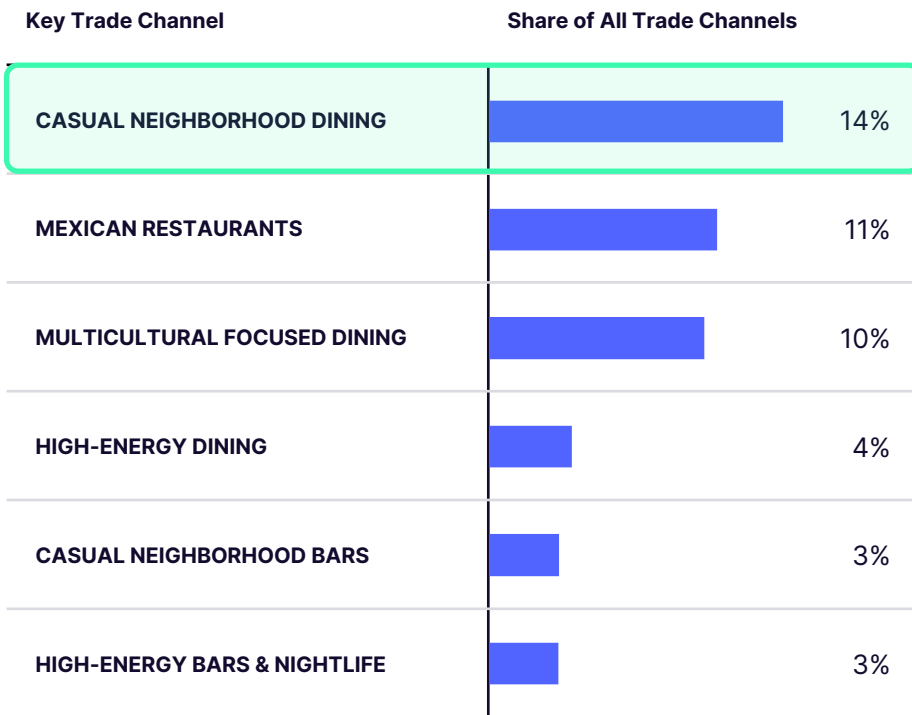


Karaoke with Margarita has grown 135% since 2021!

2023 2021



What are the top Key Trade Channels where people are drinking Margaritas in 2023?



Asian Restaurants with Margaritas have grown **Tequila** velocity 7% since 2021!

How does Tequila perform in Margarita's fastest growing trade channels?

Fastest Growing Margarita Trade Channels for Tequila Sales Velocity (9L/Yr)

POWERED BY GROUND SIGNAL

