

# MODERN FINE DINING INSIGHTS

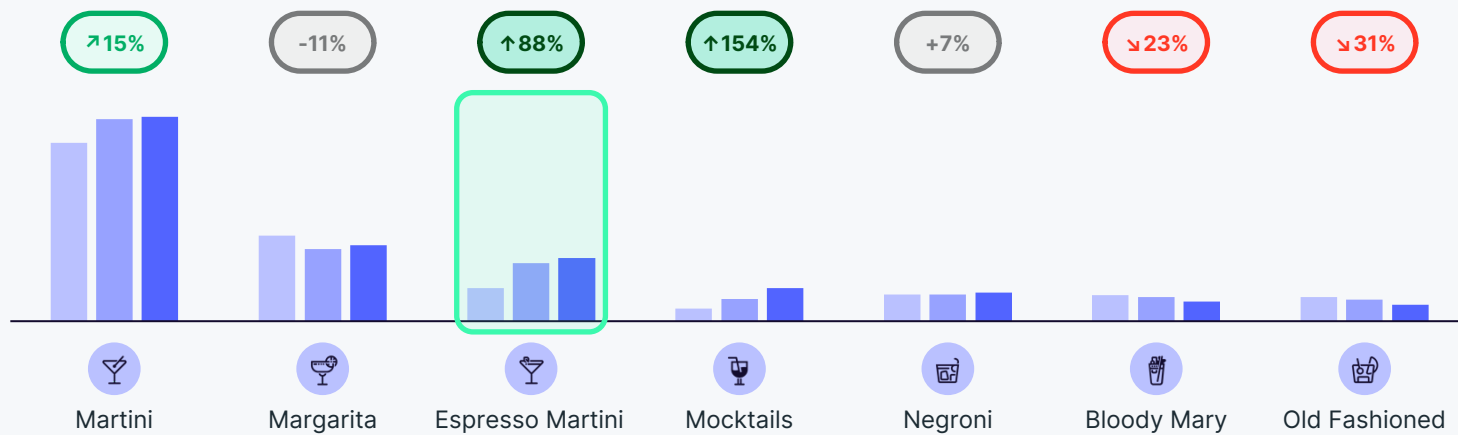
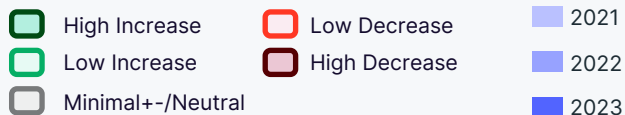




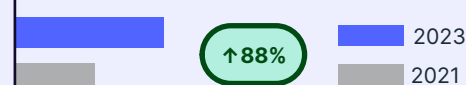
What are the top cocktails associated with Modern Fine Dining?

**Trending Modern Fine Dining Growth Cocktail Mentions as a Proportion of Total Cocktail Mentions**

POWERED BY GROUND SIGNAL



Espresso Martinis have nearly doubled at Modern Fine Dining venues since 2021!

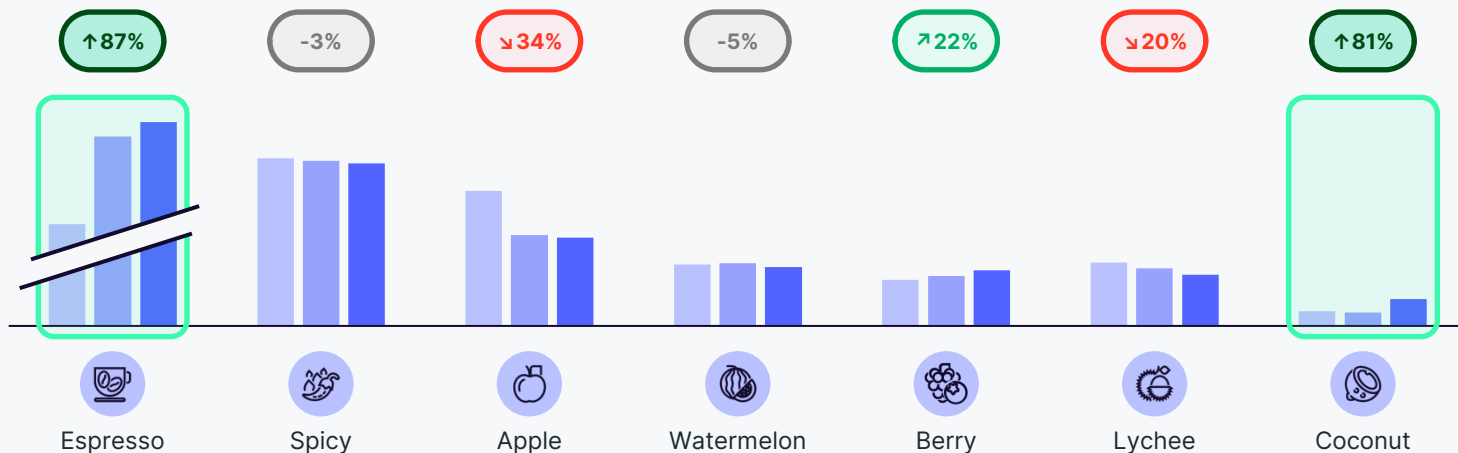
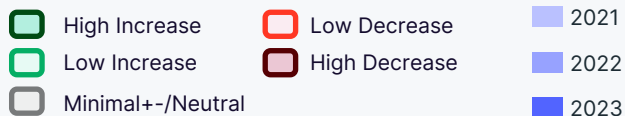


What are the top flavors in Modern Fine Dining accounts?

Espresso is by far the most popular flavor in Modern Fine Dining, and mentions of Coconut have nearly doubled since 2021.

**Trending Modern Fine Dining Growth Flavor Mentions as a Proportion of Total Flavor Mentions**

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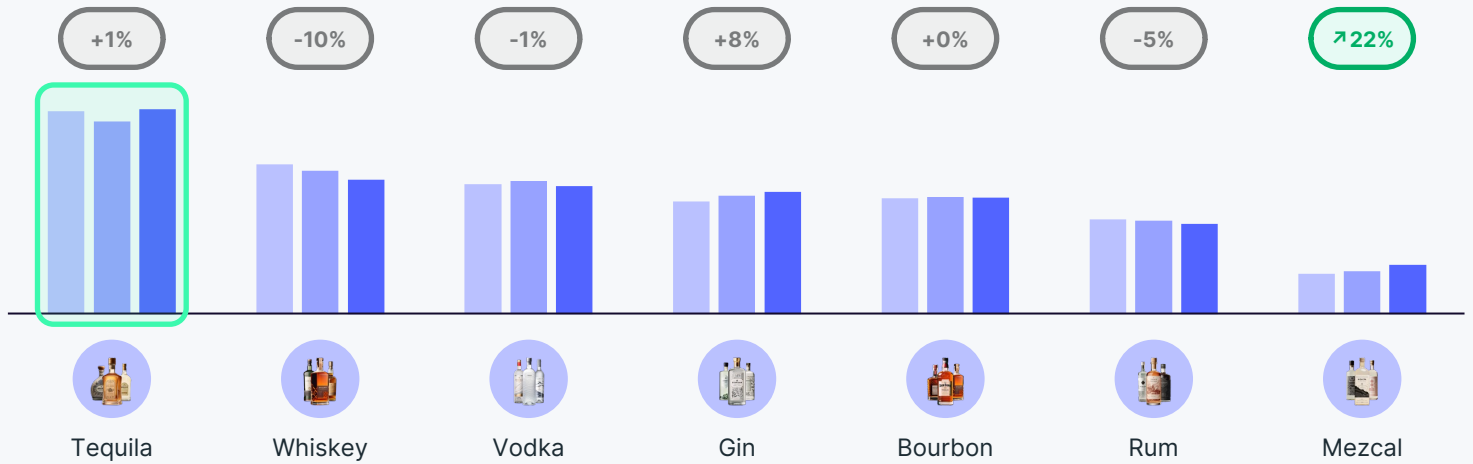


What is the change in popularity of spirits associated with Modern Fine Dining?

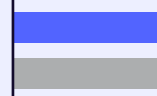
**Trending Modern Fine Dining Growth Category Mentions as a Proportion of Total Spirits Mentions**

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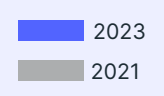
- High Increase
- Low Decrease
- 2021
- Low Increase
- High Decrease
- 2022
- Minimal+/-/Neutral
- 2023



Tequila remains the most popular spirit mentioned at Modern Fine Dining venues.



+1%

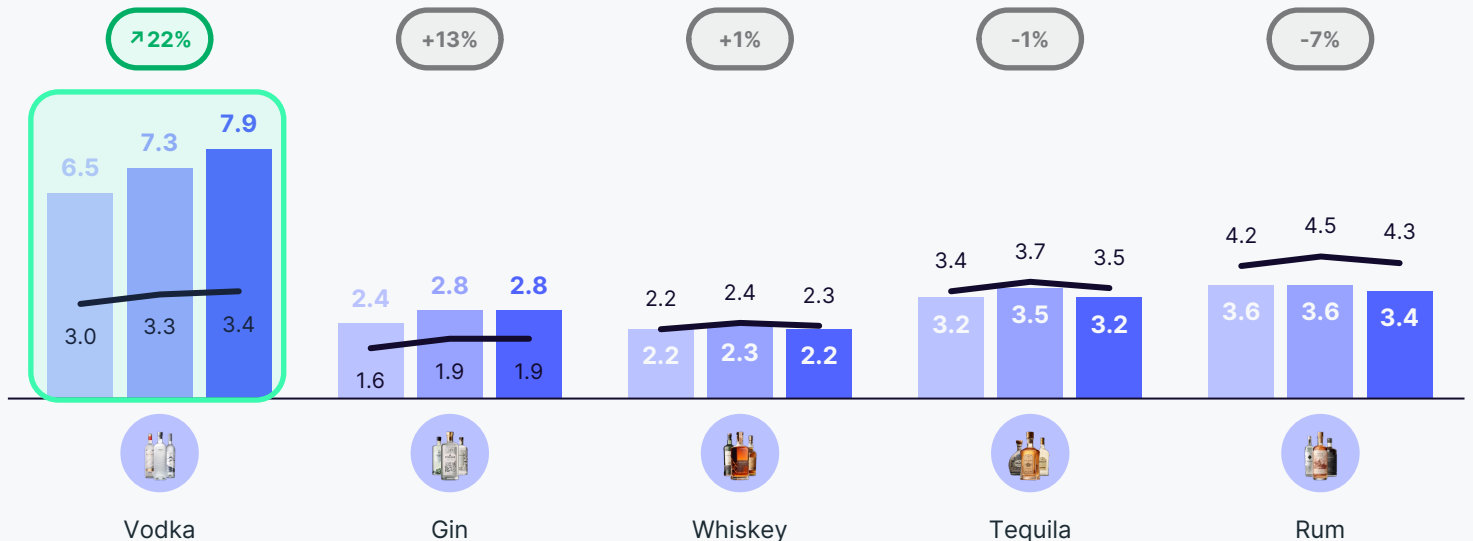


How do different spirits perform at Modern Fine Dining accounts?

**Modern Fine Dining Category Sales Velocity (9L/Yr)**

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

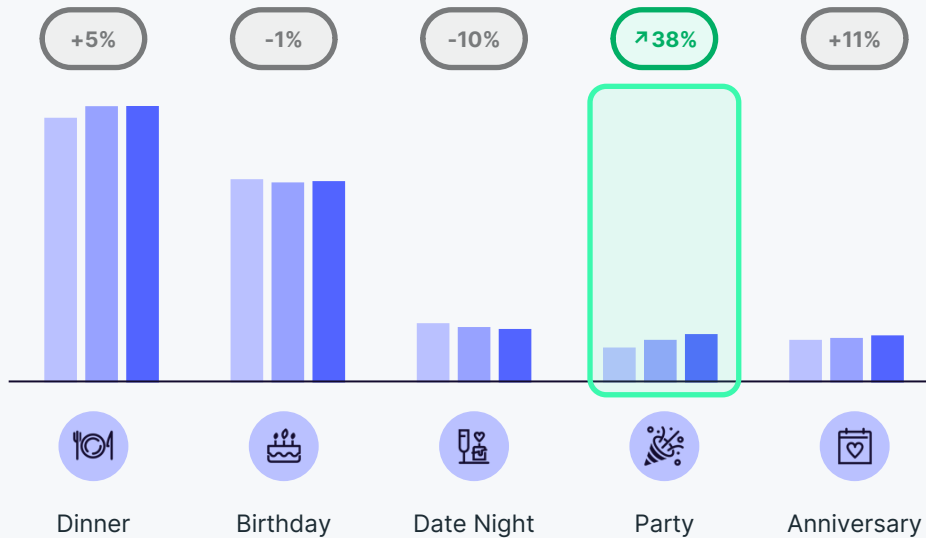




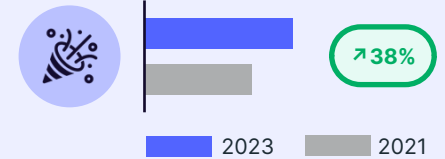
What are the top occasions associated with Modern Fine Dining?

**Trending Modern Fine Dining Growth Occasion Mentions as a Proportion of Total Occasion Mentions**

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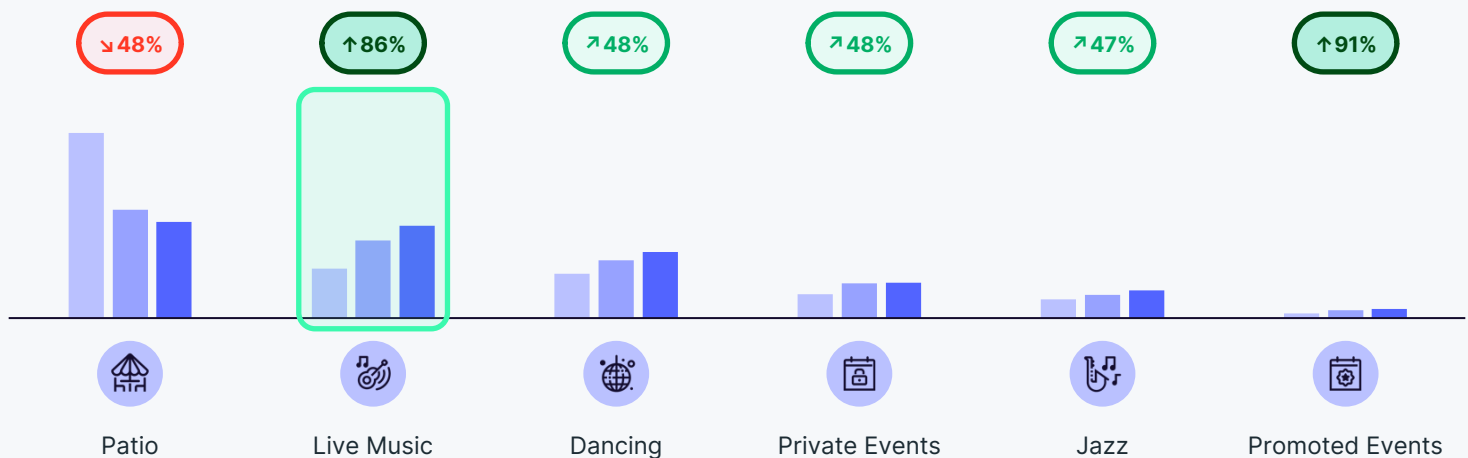
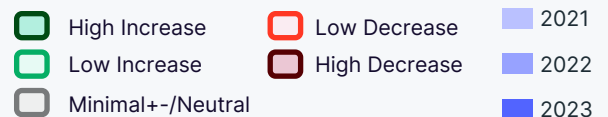
**Parties at Modern Fine Dining venues have grown 38% since 2021!**



What are the top environments associated with Modern Fine Dining?

**Trending Modern Fine Dining Growth Environment Mentions as a Proportion of Total Environment Mentions**

POWERED BY GROUND SIGNAL



**Live Music** has nearly **doubled** at **Modern Fine Dining** venues since 2021.

