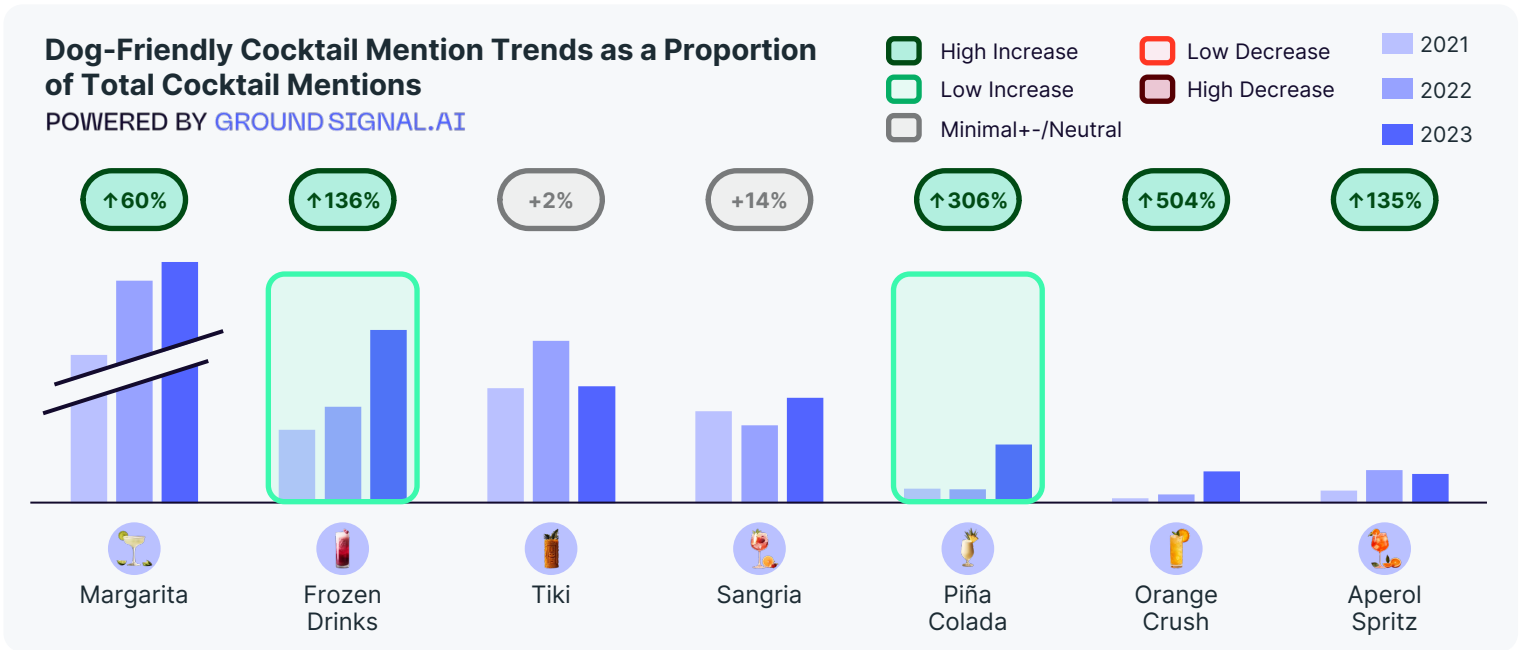


# DOG-FRIENDLY VENUES INSIGHTS





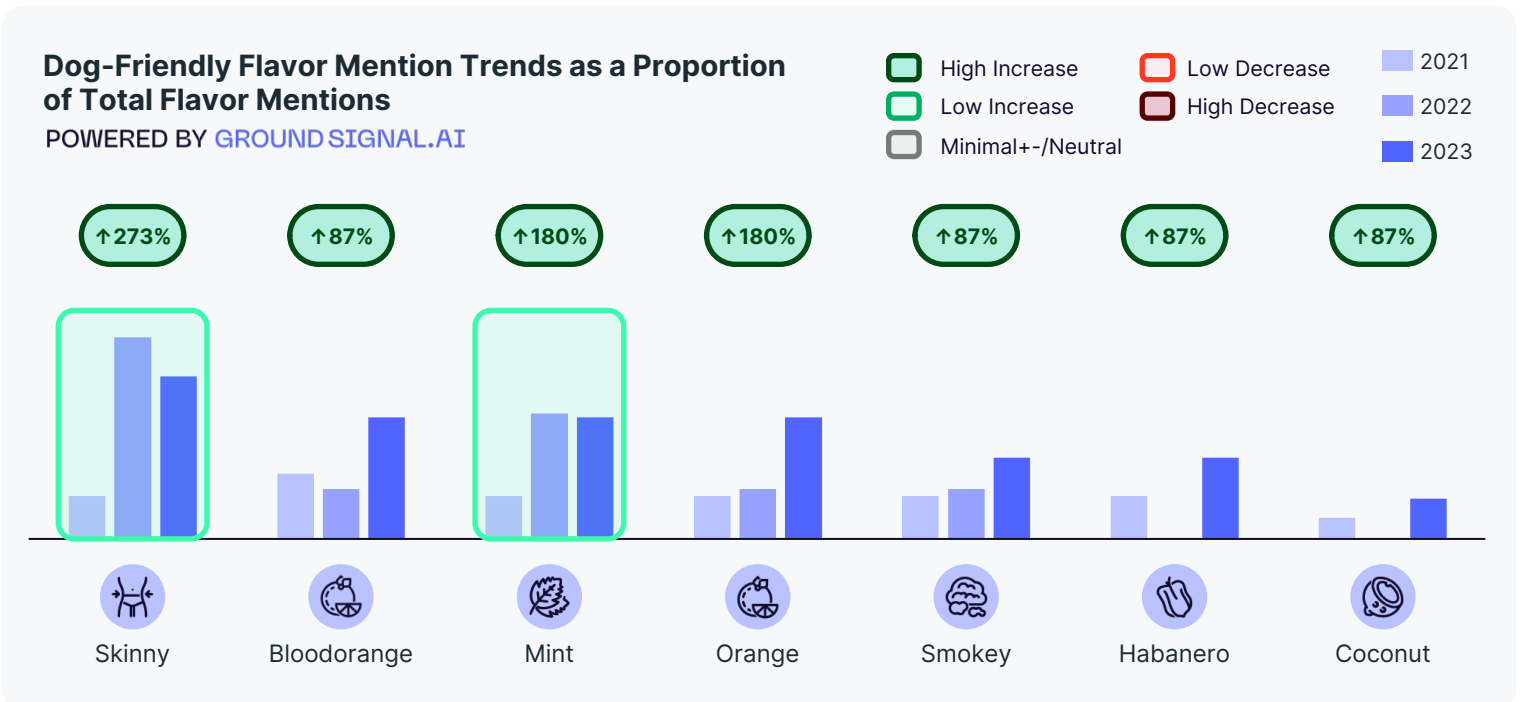
What are the cocktails associated with Dog-Friendly venues?



**Piña Coladas at Dog-Friendly venues have grown in popularity 306% since 2021!**

What are the flavors associated with Dog-Friendly venues?

**Skinny** is the most popular and fastest growing **Dog-Friendly** venue flavor, while **Mint** has grown **180%** since 2021.

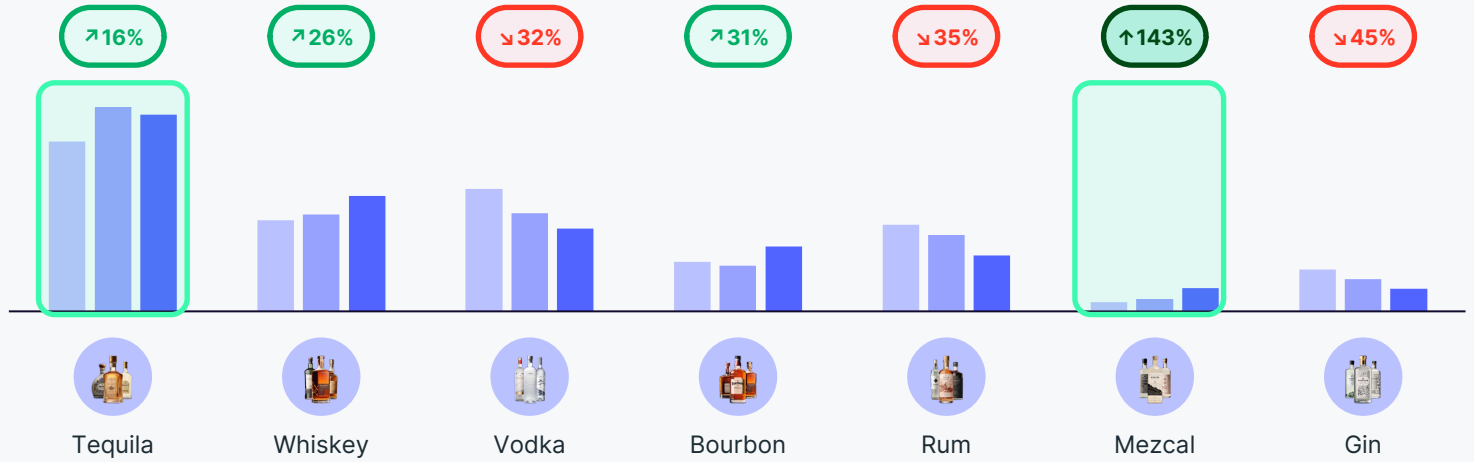




### What is the change in popularity of spirits associated with Dog-Friendly accounts?

#### Dog-Friendly Category Mention Trends as a Proportion of Total Category Mentions

POWERED BY [GROUND SIGNAL.AI](#)



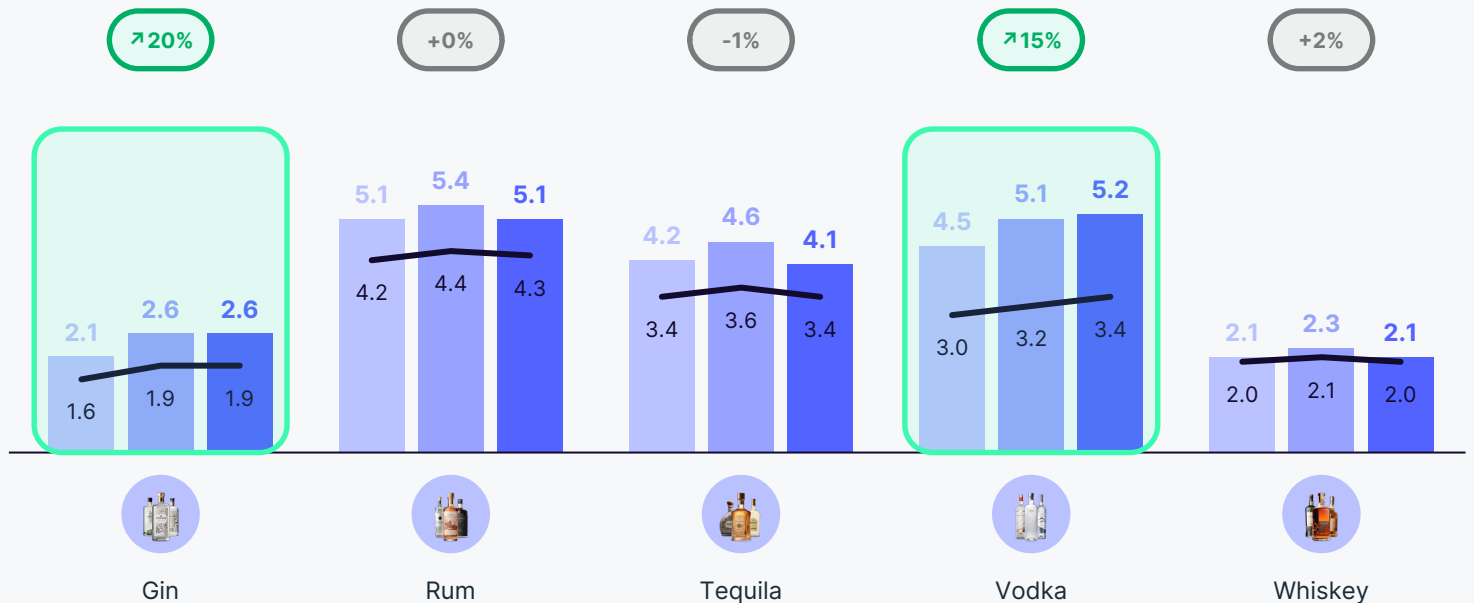
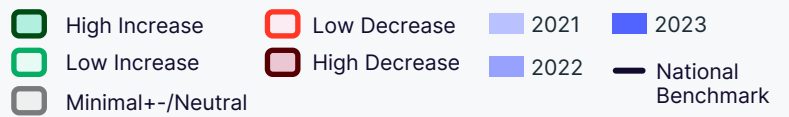
Mezcal at Dog-Friendly accounts has grown in popularity **143%** since 2021!



### How do different spirits perform at Dog-Friendly accounts?

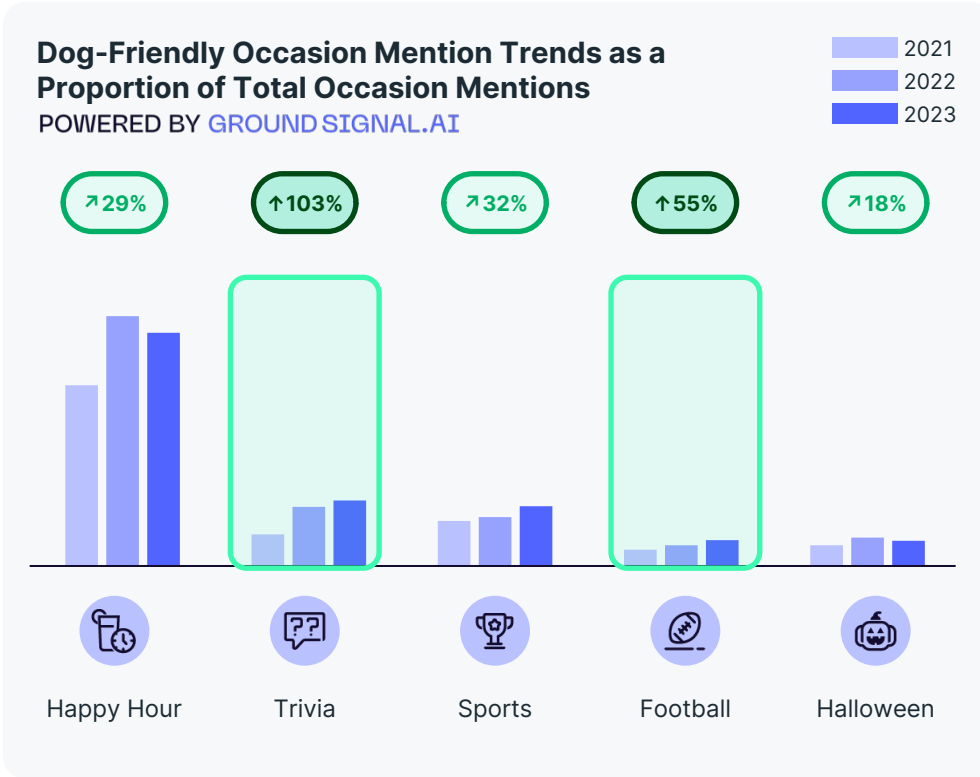
#### Category Sales (9L/Yr) at Dog-Friendly Accounts

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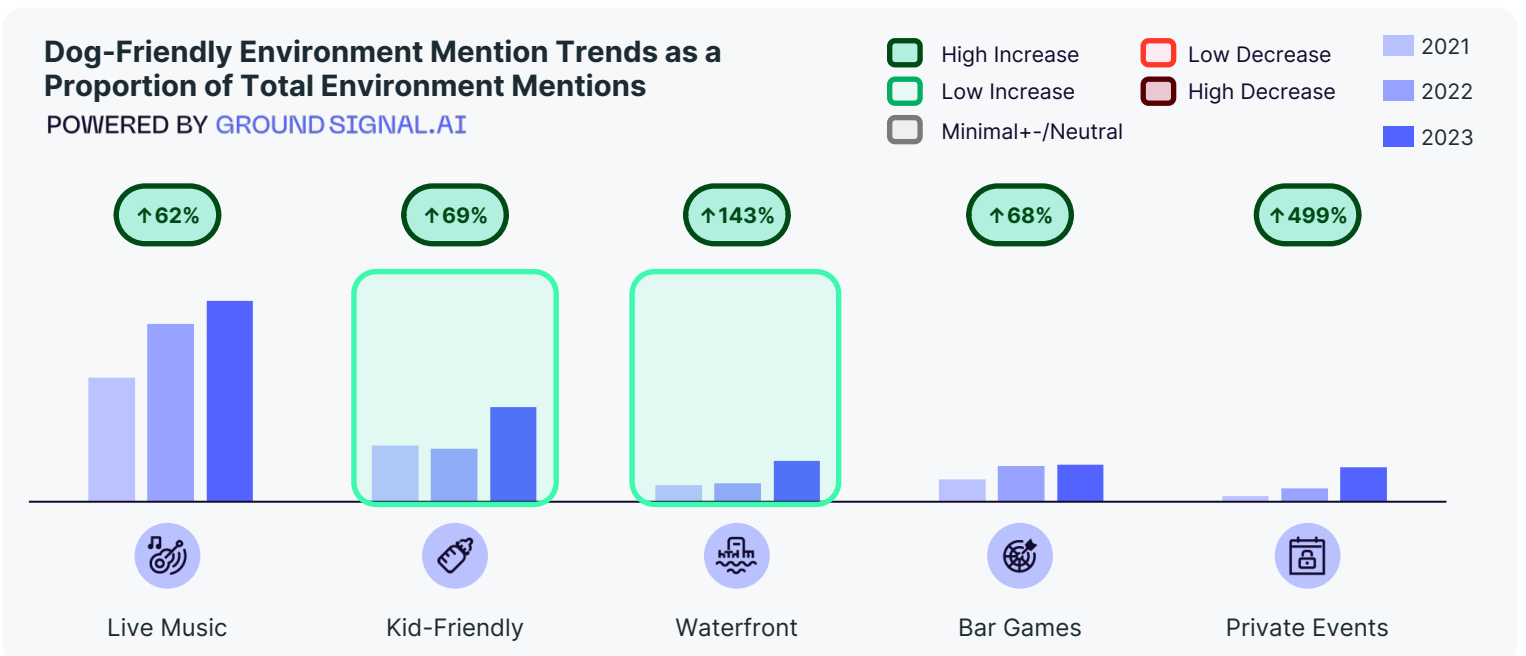
What are the occasions associated with Dog-Friendly accounts?



**Trivia at Dog-Friendly accounts has grown 103% since 2021.**

2023 2021

What are the environments associated with Dog-Friendly accounts?

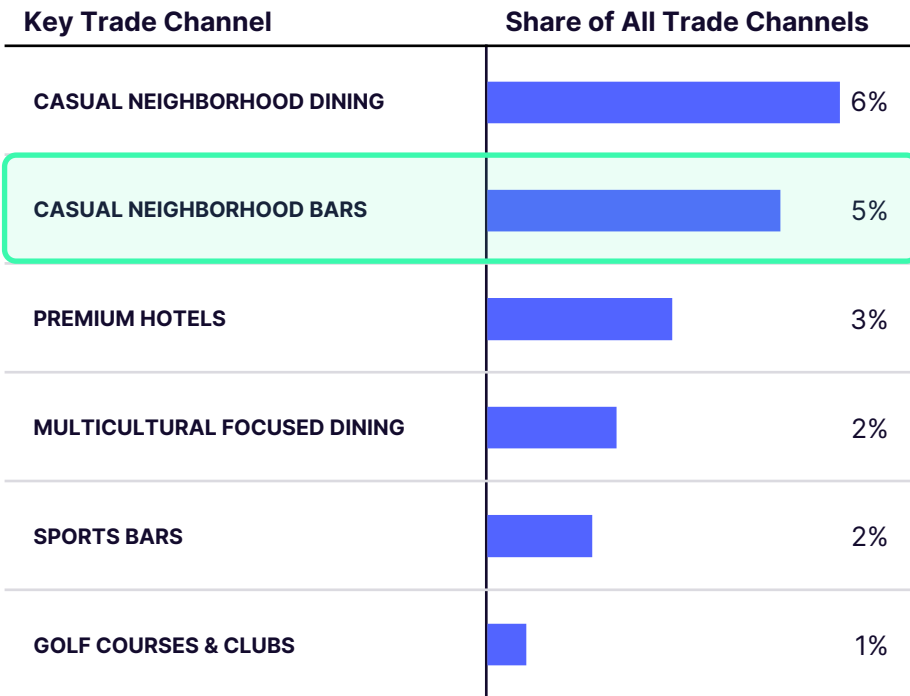


**Dog-Friendly accounts that are also Kid-Friendly have grown in popularity 69% since 2021!**

2023 2021



What are the top Dog-Friendly Key Trade Channels where people are drinking in 2023?



**Premium Tequila at Golf Courses & Clubs** known for being **Dog-Friendly** has grown **25%** since 2021!

How does Premium Tequila perform at key Dog-Friendly trade channels?

**Key Dog-Friendly Trade Channels for Premium Tequila Sales Velocity (9L/Yr)**  
 POWERED BY [GROUND SIGNAL.AI](https://groundsignal.ai)

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

