

LIVE MUSIC INSIGHTS

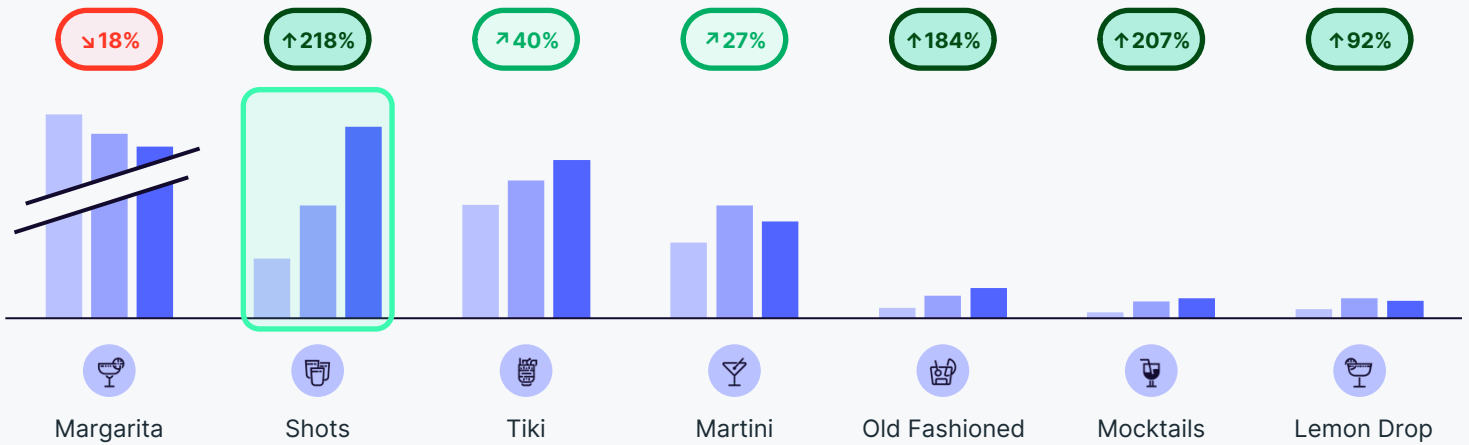
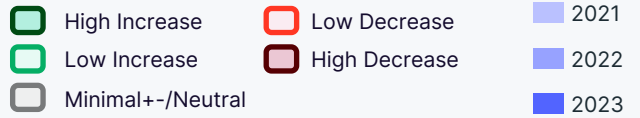




What are the top cocktails associated with Live Music?

Trending Live Music Growth Cocktail Mentions as a Proportion of Total Cocktail Mentions

POWERED BY GROUND SIGNAL



Shots during **Live Music** have grown in popularity **218%** since 2021!

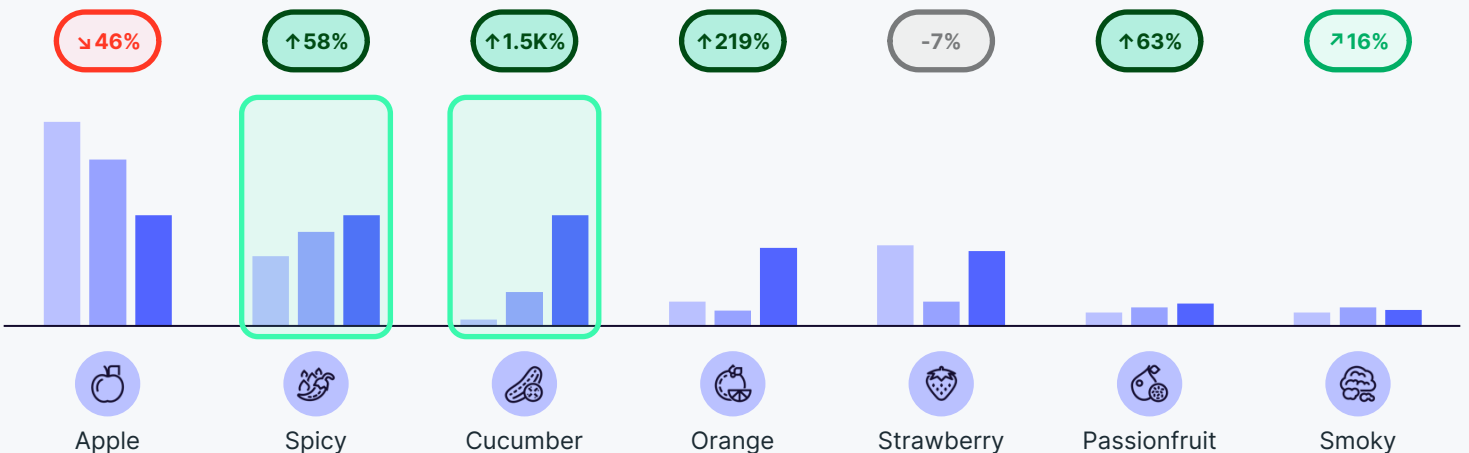
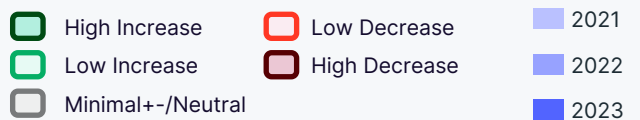


What are the top Live Music flavors?

Spicy is the most popular **Live Music** flavor, while **Cucumber** has grown **15x** since 2021.

Trending Live Music Growth Flavor Mentions as a Proportion of Total Flavor Mentions

POWERED BY GROUND SIGNAL



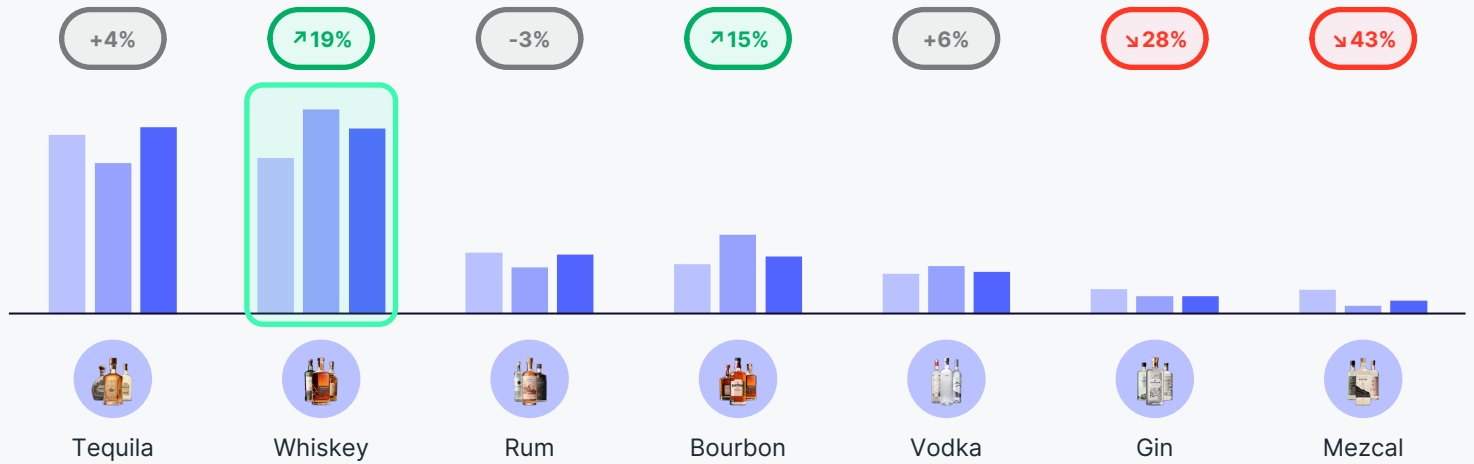


What is the change in popularity of spirits associated with Live Music?

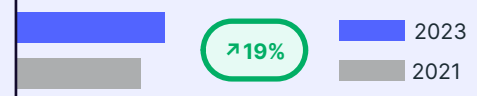
Trending Live Music Category Mentions as a Proportion of Total Spirits Mentions

POWERED BY GROUND SIGNAL

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



Whiskey during **Live Music** has grown in popularity **19%** since 2021!

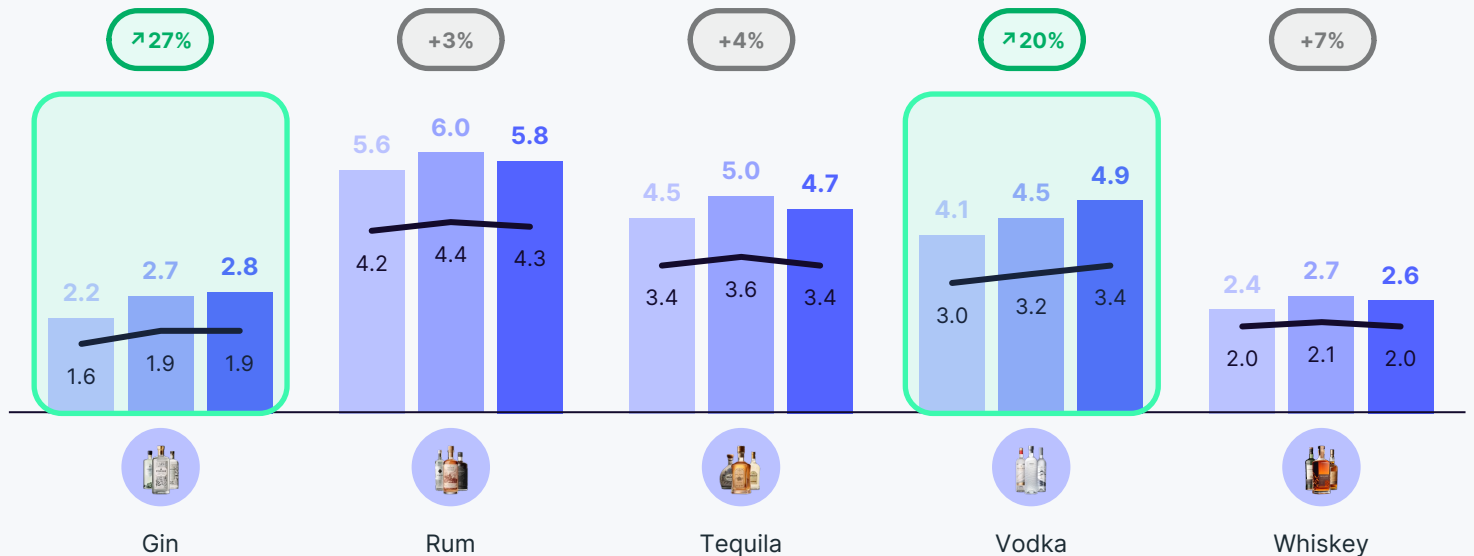


How do different spirits perform at accounts with Live Music?

Live Music Category Sales Velocity (9L/Yr)

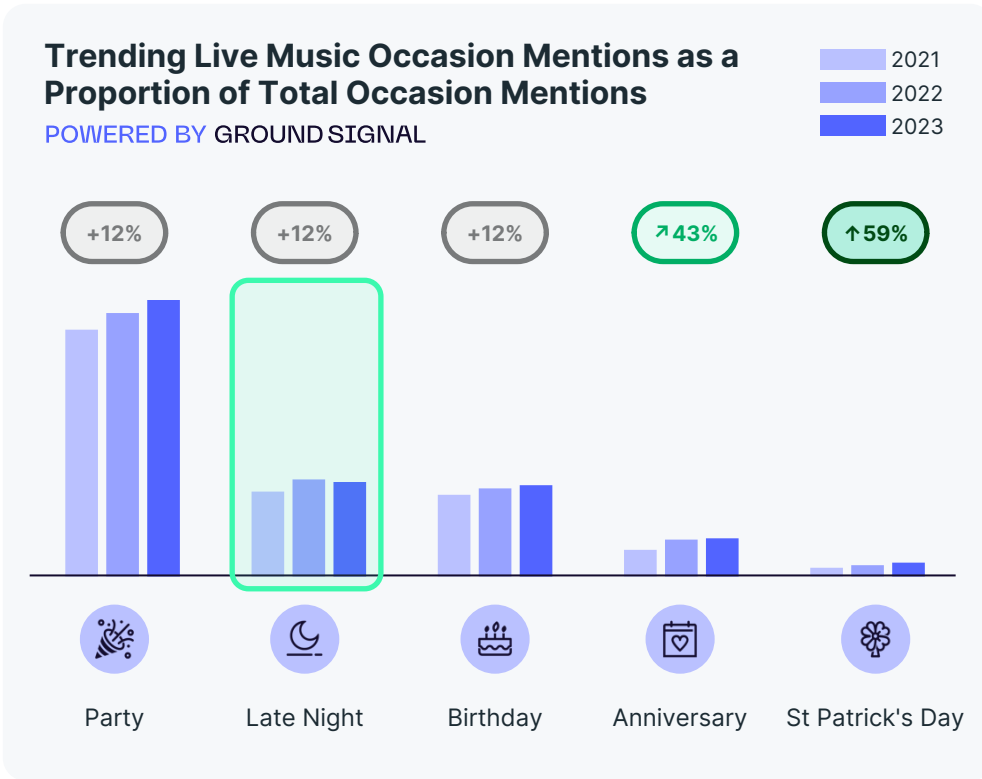
POWERED BY GROUND SIGNAL

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





What are the top occasions associated with Live Music consumption?



Late Nights with Live Music have grown in popularity 12% since 2021!

+12%

2023 2021

How does Whiskey perform during Live Music's top occasions?

Occasion	Whiskey Sales Velocity (9L/Yr)	Outperformance
LATE NIGHT	3.0 (Current Accounts) vs 2.2 (National Benchmark)	+33%
BIRTHDAY	2.7 (Current Accounts) vs 2.2 (National Benchmark)	+23%
PARTY	2.8 (Current Accounts) vs 2.2 (National Benchmark)	+25%
ANNIVERSARY	2.9 (Current Accounts) vs 2.2 (National Benchmark)	+31%

Legend: ■ Current Accounts ■ National Benchmark





What are the top Key Trade Channels where people are drinking during Live Music in 2023?

Key Trade Channel	Share of All Trade Channels
CASUAL NEIGHBORHOOD DINING	8%
HIGH-ENERGY BARS & NIGHTLIFE	7%
MULTICULTURAL FOCUSED DINING	6%
CASUAL NEIGHBORHOOD BARS	5%
MULTICULTURAL FOCUSED BARS & NIGHTLIFE	5%
HIGH-ENERGY DINING	5%

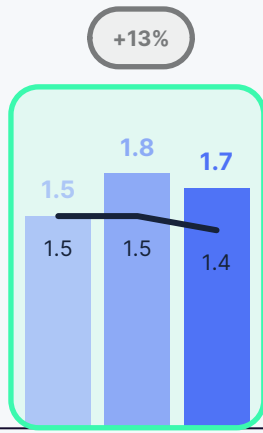
Whiskey at Premium Cocktail Bars with Live Music has grown 13% since 2021!

How does Whiskey perform at Live Music's top trade channels?

Top Live Music Trade Channels for Whiskey Sales Velocity (9L/Yr)

POWERED BY GROUND SIGNAL

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



Premium Cocktail Bars



Asian Restaurants



Modern Fine Dining

