

MOJITO INSIGHTS

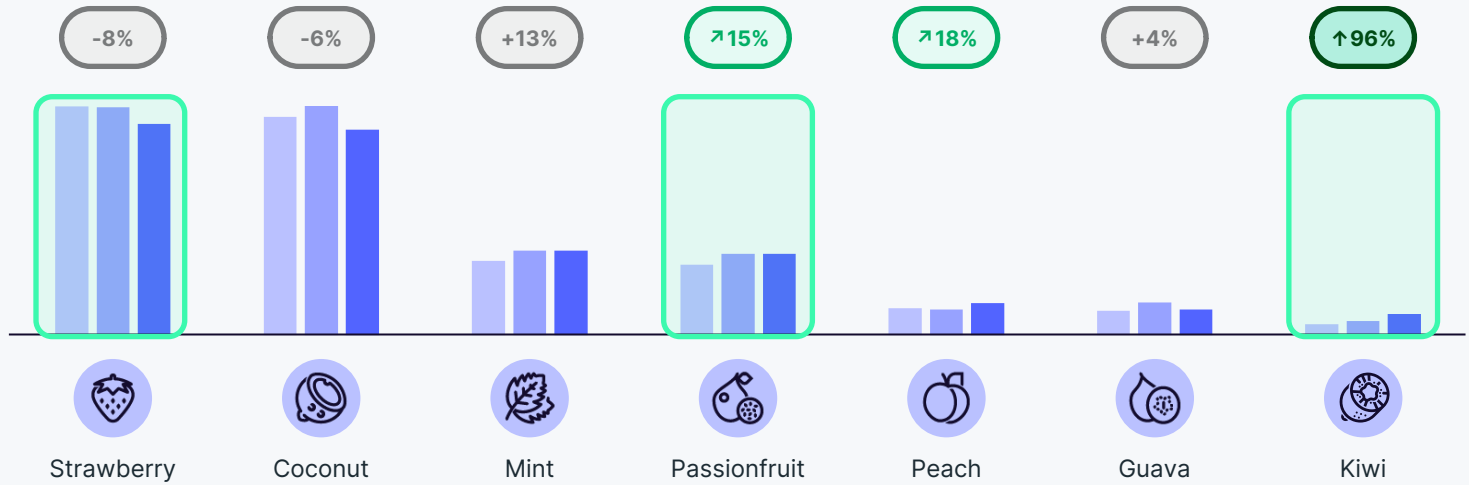
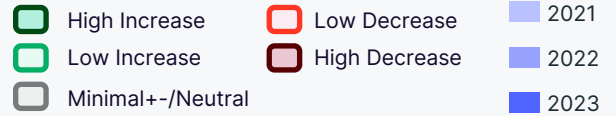




What are the flavors associated with Mojitos?

Mojito Flavor Mention Trends as a Proportion of Total Flavor Mentions

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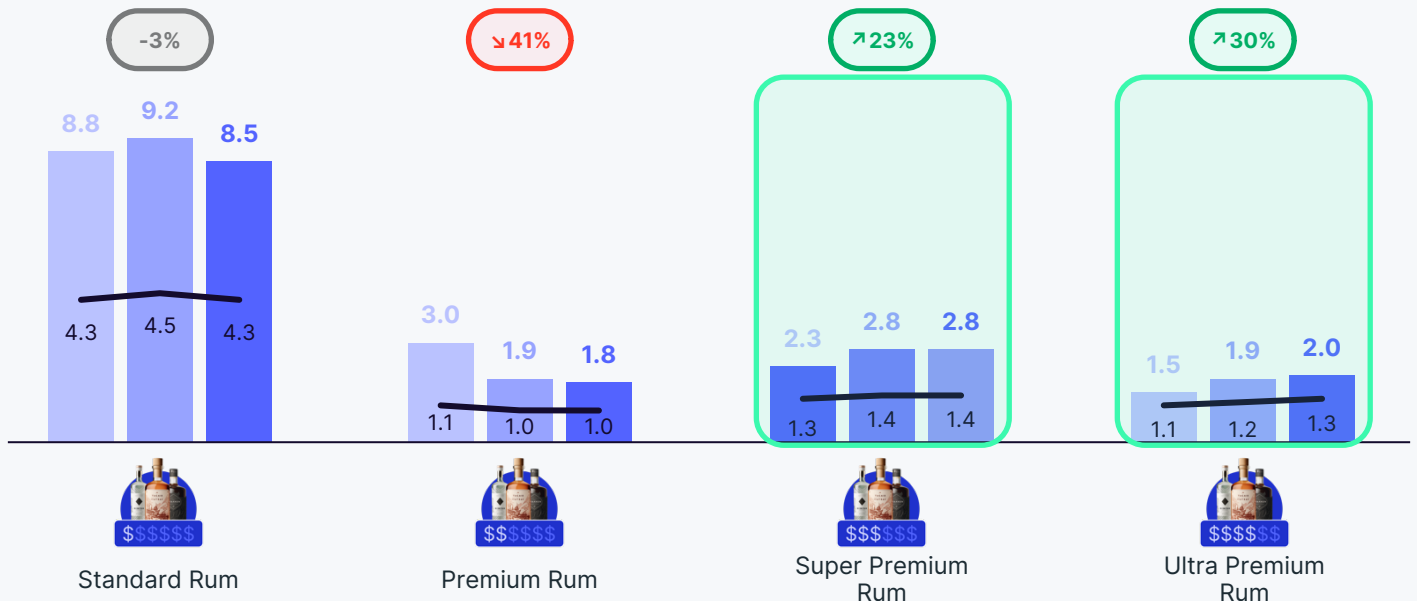
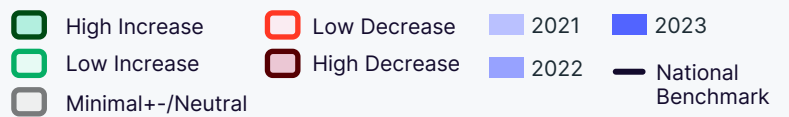
Kiwi Mojitos have grown in popularity **96%** since 2021!



How do different tiers of Rum perform at accounts with Mojitos?

Rum Category Sales (9L/Yr) at Mojito Accounts

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What are the occasions associated with Mojitos?

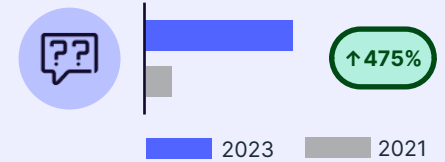
Mojito Occasion Mention Trends as a Proportion of Total Occasion Mentions

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2021
2022
2023



Mojitos at Trivia have grown **475%** since 2021.

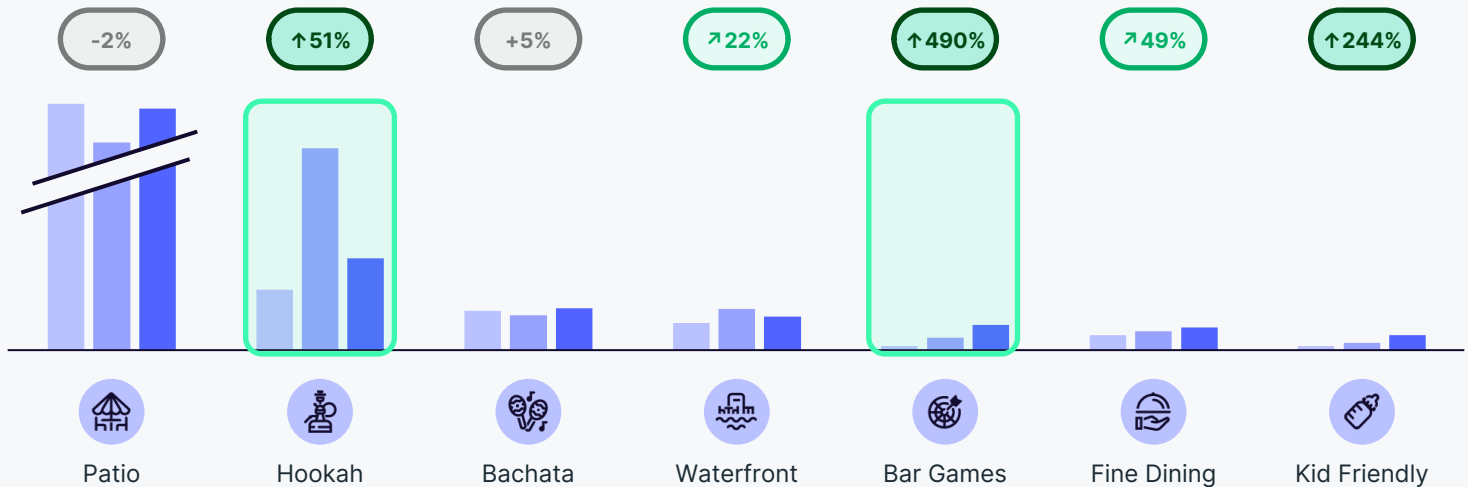


What are the environments associated with Mojitos?

Mojito Environment Mention Trends as a Proportion of Total Environment Mentions

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High Increase (Green)
Low Increase (Light Green)
Minimal+/-/Neutral (Grey)
Low Decrease (Light Red)
High Decrease (Dark Red)
2021 (Light Blue)
2022 (Medium Blue)
2023 (Dark Blue)



Mojitos during Bar Games have grown in popularity **490%** since 2021!





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

Key Trade Channel	Share of All Trade Channels
CASUAL NEIGHBORHOOD DINING	12%
MULTICULTURAL FOCUSED DINING	11%
HIGH-ENERGY DINING	7%
MEXICAN RESTAURANTS	6%
HIGH-ENERGY BARS & NIGHTLIFE	3%
HOTELS & CASINOS	3%



Ultra Premium Rum at High-Energy Bars & Nightlife accounts associated with Mojitos has grown **57%** since 2021!



How does Ultra Premium Rum perform at key Mojito's trade channels?

Key Mojito Trade Channels for Ultra Premium Rum Sales Velocity (9L/Yr)
 POWERED BY [GROUND SIGNAL.AI](https://groundsignal.ai)

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

