

# NCAA FOOTBALL INSIGHTS

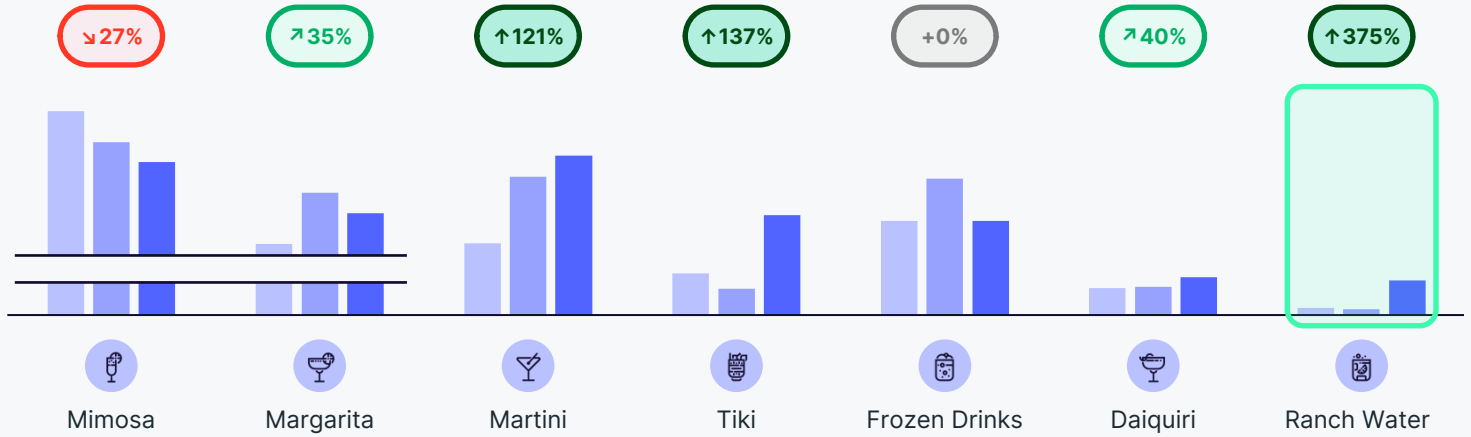
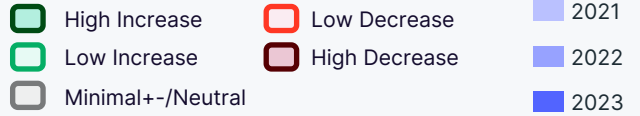




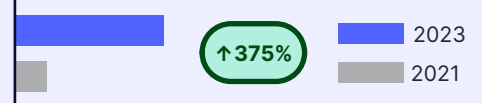
What are the top cocktails associated with NCAA Football?

**Trending NCAA Football Growth Cocktail Mentions as a Proportion of Total Cocktail Mentions**

POWERED BY GROUND SIGNAL



Ranch Waters during NCAA Football has grown 375% since 2021!

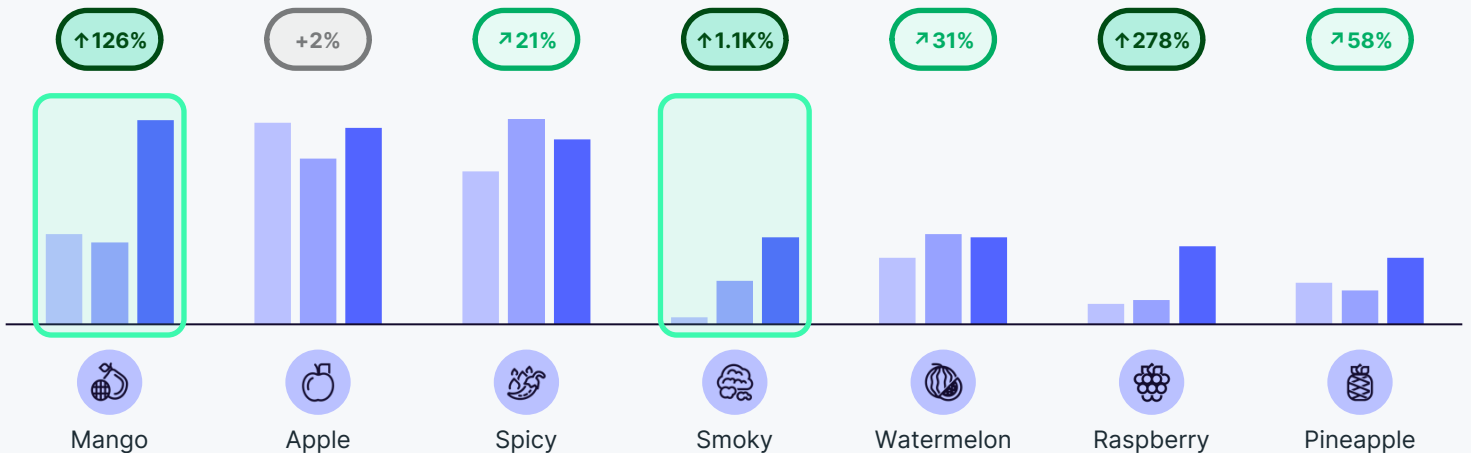
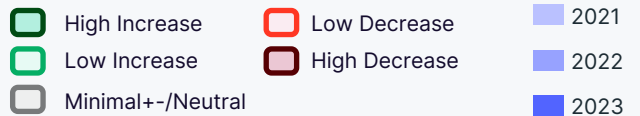


What are the top NCAA Football flavors?

Mango is the most popular flavor during NCAA Football, while Smoky has grown 10x since 2021.

**Trending NCAA Football Growth Flavor Mentions as a Proportion of Total Flavor Mentions**

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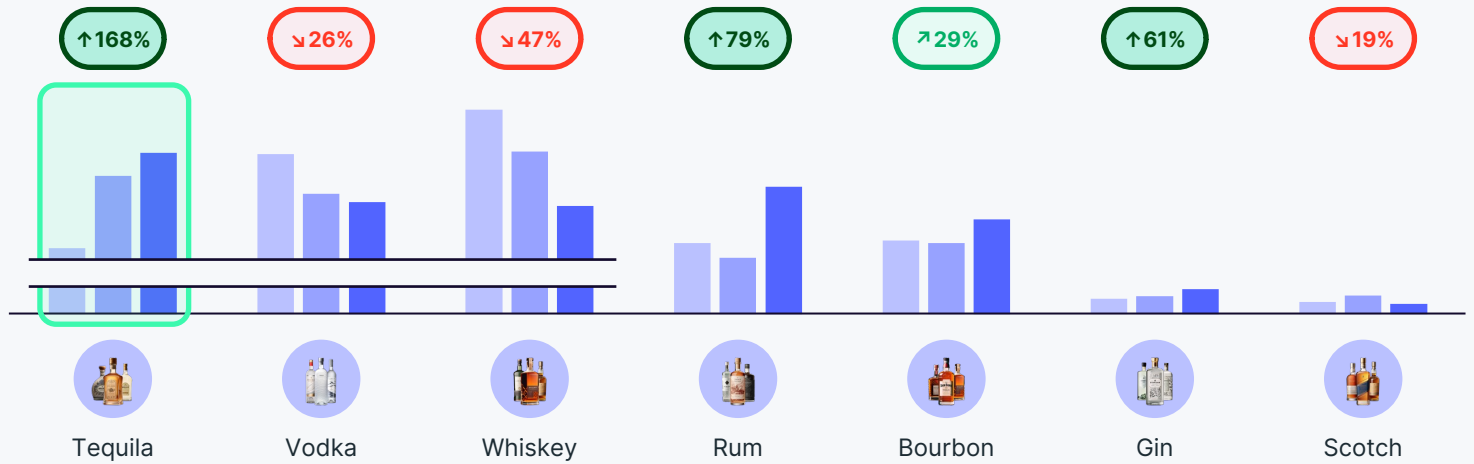
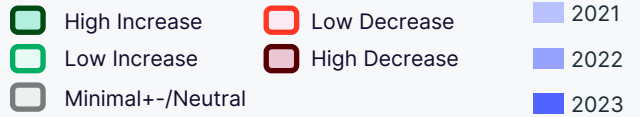




What is the change in popularity of spirits associated with NCAA Football?

**NCAA Football Growth Category Mentions as a Proportion of Total Spirits Mentions**

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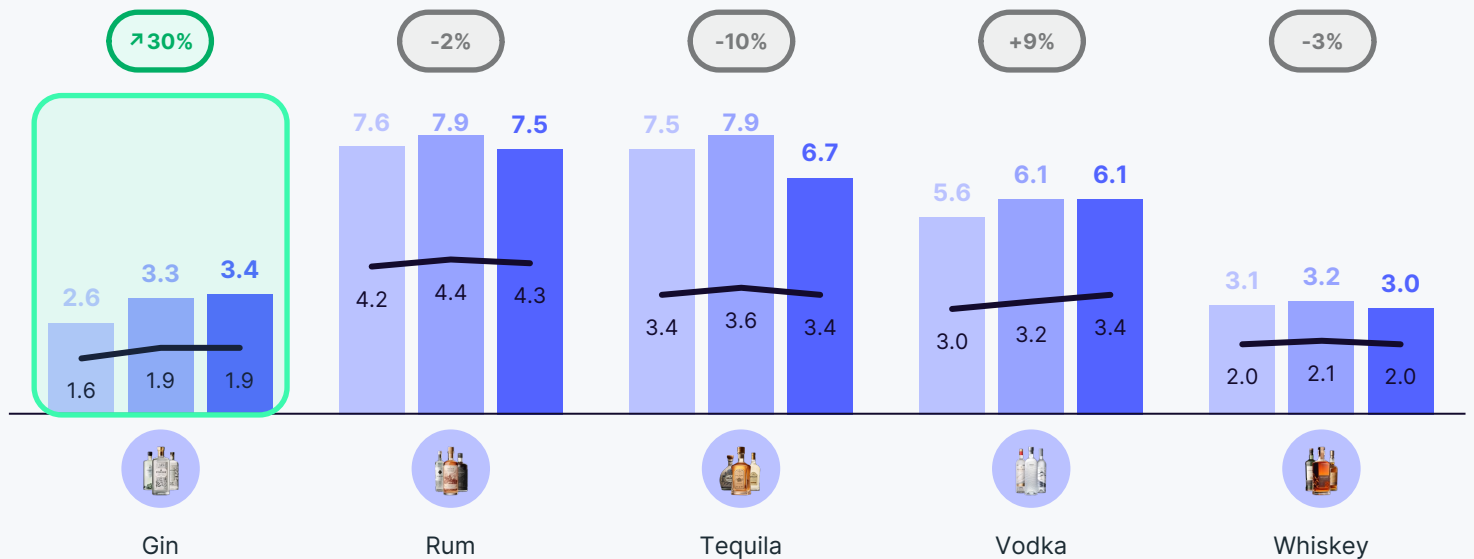
**Tequila during NCAA Football** has grown in popularity **168%** since 2021!



How do different spirits perform at accounts with NCAA Football?

**NCAA Football Category Sales Velocity (9L/Yr)**

POWERED BY GROUND SIGNAL

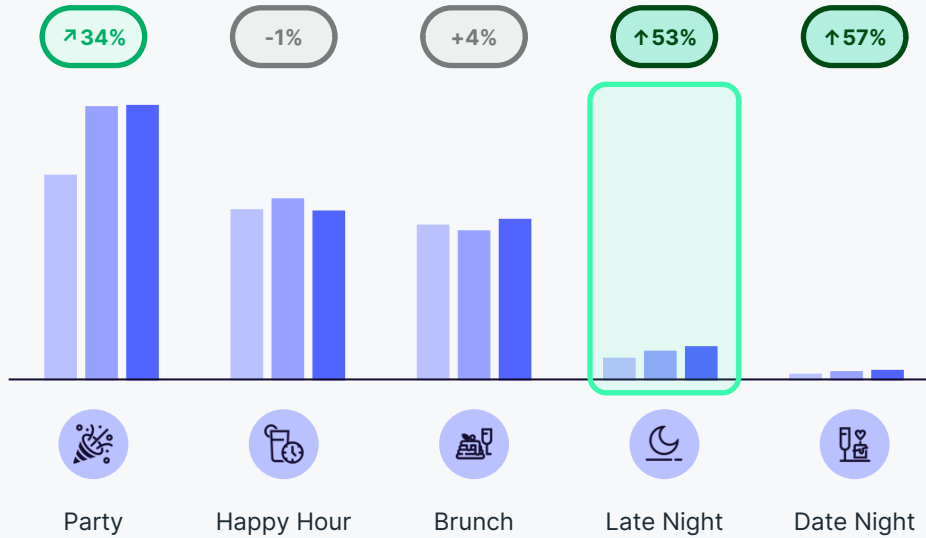




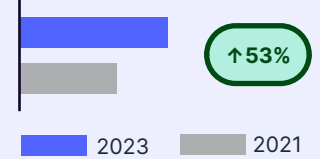
What are the top occasions associated with NCAA Football?

**Top NCAA Football Occasion Mentions as a Proportion of Occasion Mentions**

POWERED BY GROUND SIGNAL



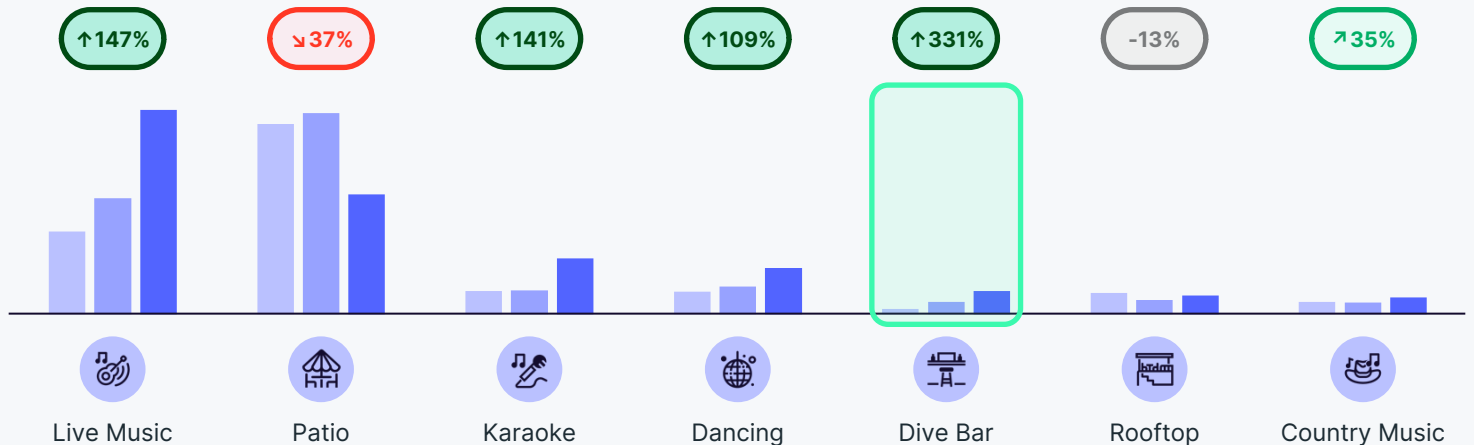
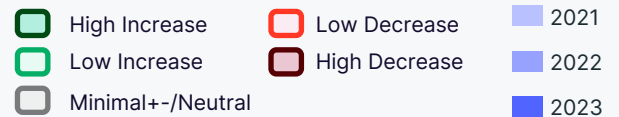
Late Night associations with NCAA Football has grown 53% since 2021.



What are the top environments associated with NCAA Football?

**Top NCAA Football Environment Mentions as a Proportion of Environment Mentions**

POWERED BY GROUND SIGNAL



Watching NCAA Football at Dive Bars has grown in popularity 331% since 2021!





What are the top Key Trade Channels where people are drinking during NCAA Football in 2023?

Key Trade Channel	Share of All Trade Channels
CASUAL NEIGHBORHOOD BARS	9%
<b>HIGH-ENERGY BARS &amp; NIGHTLIFE</b>	<b>9%</b>
CASUAL NEIGHBORHOOD DINING	7%
SPORTS BARS	7%
MULTICULTURAL FOCUSED BARS & NIGHTLIFE	5%
HIGH-ENERGY DINING	4%

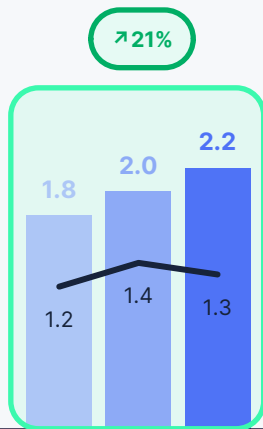
**Gin at Multicultural Focused Sports Bars associated with NCAA Football has grown 21% since 2021!**

How does Gin perform at NCAA Football's top trade channels?

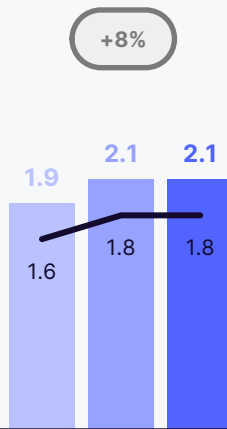
**Top NCAA Football Trade Channels for Gin Sales Velocity (9L/Yr)**

POWERED BY GROUND SIGNAL

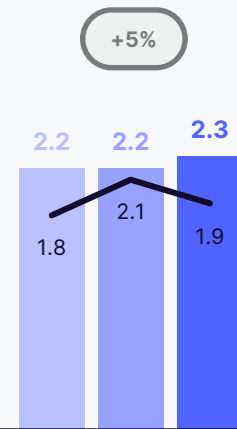
■ High Increase    ■ Low Decrease    ■ 2021  
■ Low Increase    ■ High Decrease    ■ 2022  
■ Minimal+/-/Neutral    ■ 2023  
— National Sales Velocity Benchmark



Multicultural Focused Sports Bars



Casual Neighborhood Bars



High-Energy Sports Bars

