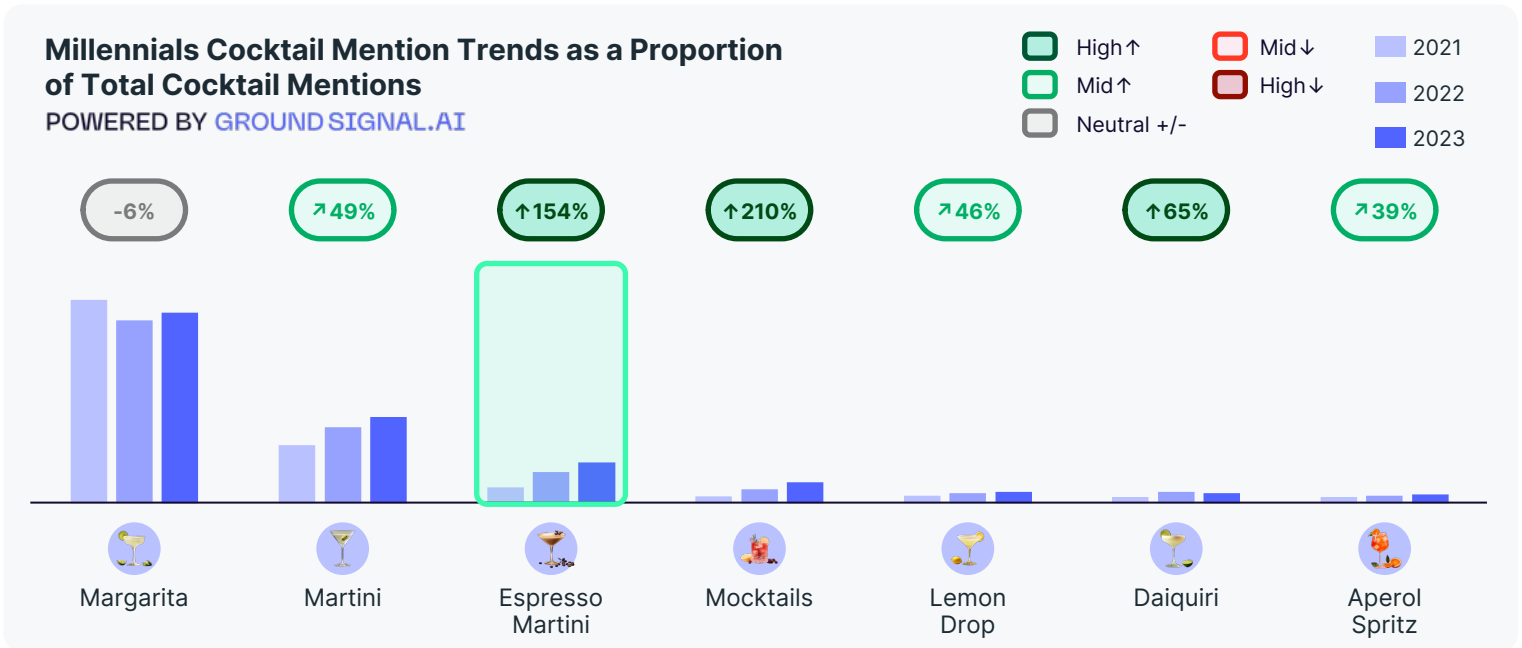


# MILLENNIALS INSIGHTS





What are the cocktails associated with top Millennial accounts?



**Espresso Martinis at Millennial accounts have grown in popularity 154% since 2021!**

What are the flavors associated with top Millennial accounts?

**Espresso** is the most popular **Millennial** flavor, while **Tropical** has grown **94%** since 2021.



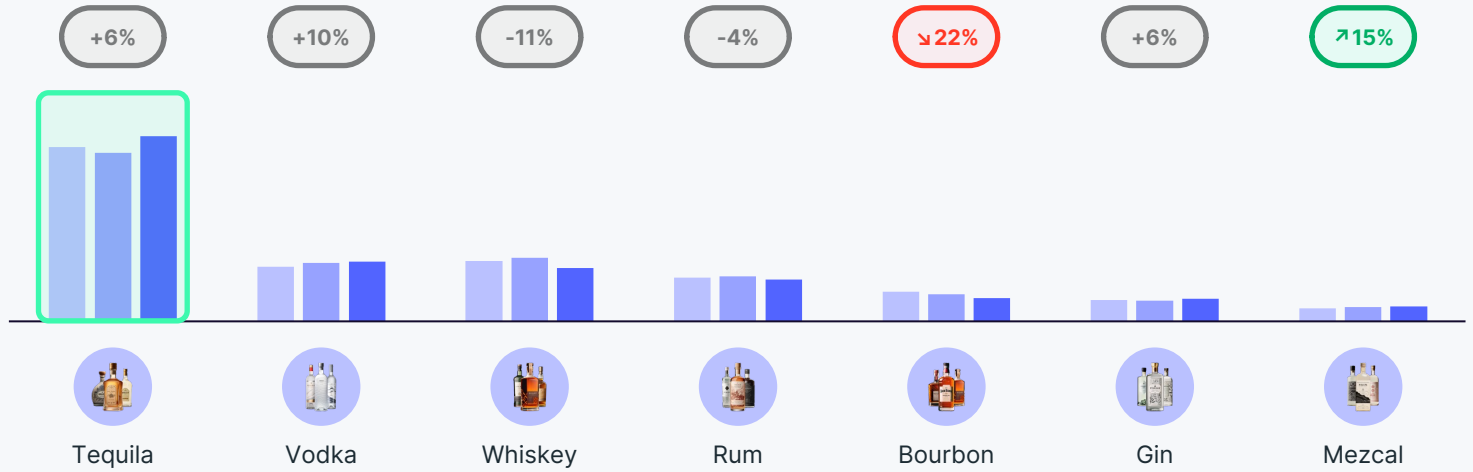


What is the change in popularity of spirits associated with Millennial accounts?

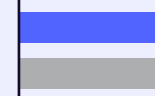
**Millennial Category Mention Trends as a Proportion of Total Category Mentions**

POWERED BY [GROUND SIGNAL.AI](#)

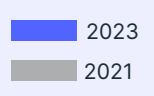
- High ↑
- Mid ↓
- Neutral +/-
- Mid ↑
- High ↓
- Neutral +/-
- 2021
- 2022
- 2023



**Tequila** at top **Millennial** accounts has grown in popularity **6%** since 2021!



**+6%**

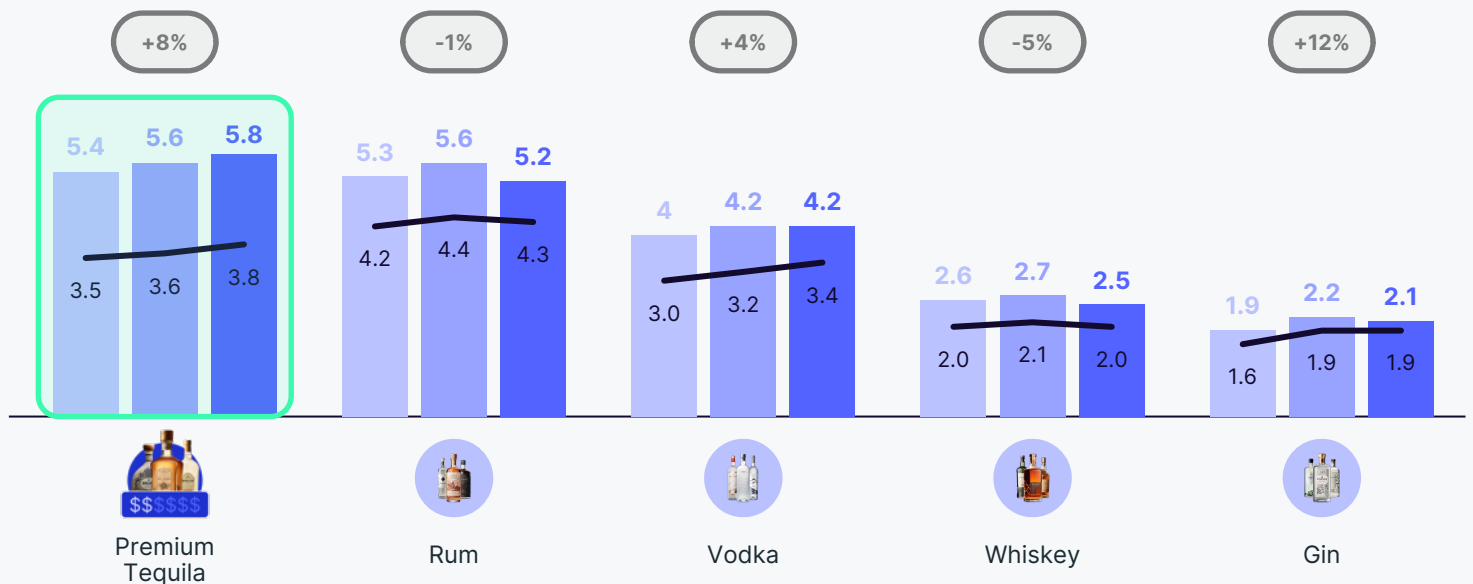


How do different spirits perform at top Millennial accounts?

**Category Sales at Top Millennial Accounts**

POWERED BY [GROUND SIGNAL.AI](#)

- High ↑
- Mid ↓
- Neutral +/-
- Mid ↑
- High ↓
- Neutral +/-
- National Benchmark
- 2021
- 2022
- 2023

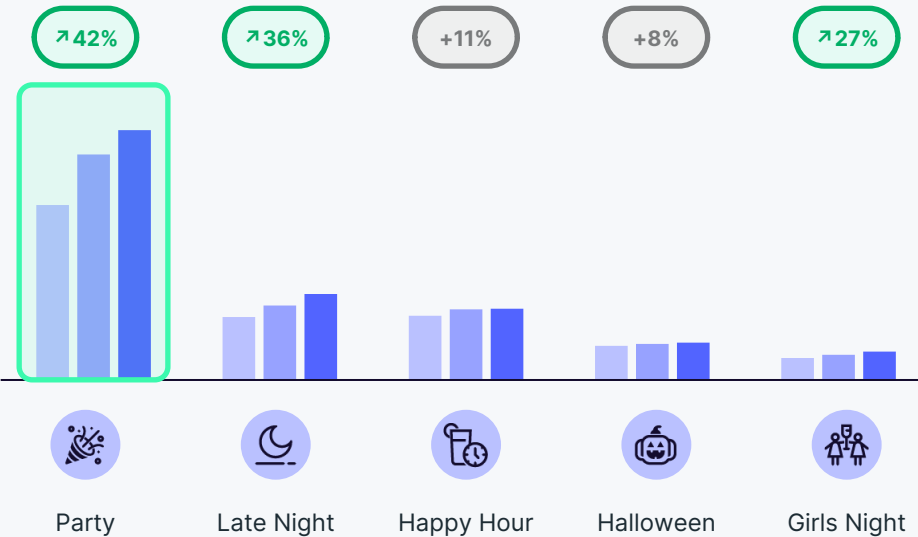
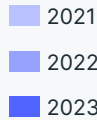




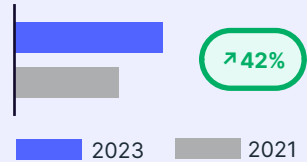
What are the occasions associated with Millennial accounts?

**Millennial Occasion Mention Trends as a Proportion of Total Occasion Mentions**

POWERED BY [GROUND SIGNAL.AI](#)



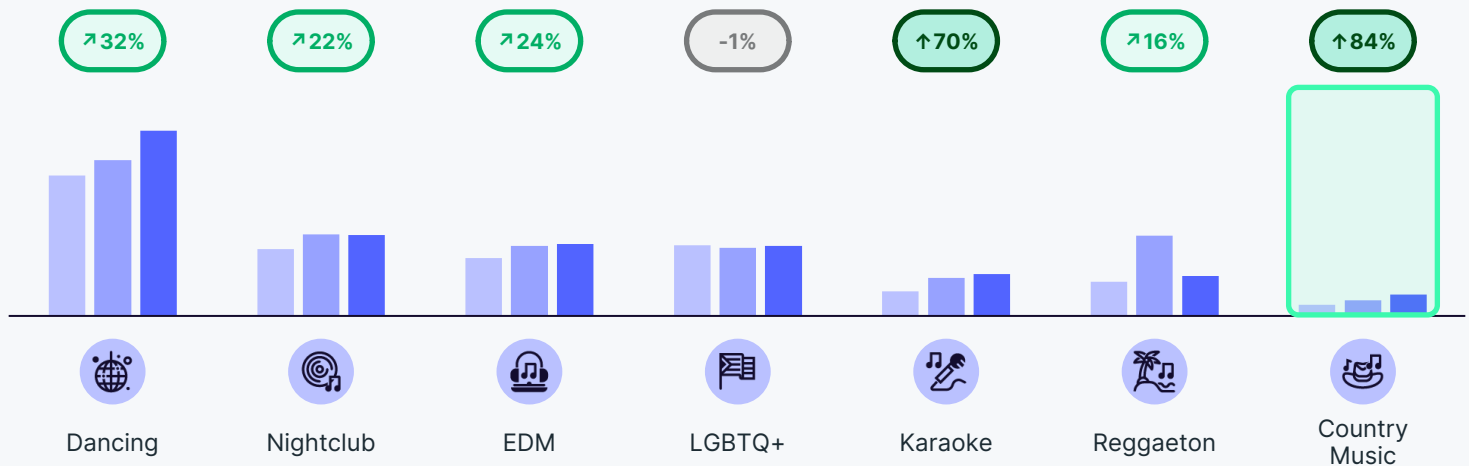
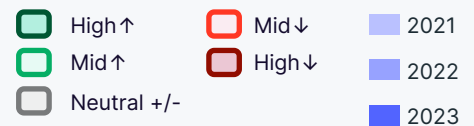
**Parties** at top Millennial accounts have grown **42%** since 2021.



What are the environments associated with Millennial accounts?

**Millennial Environment Mention Trends as a Proportion of Total Environment Mentions**

POWERED BY [GROUND SIGNAL.AI](#)



**Country Music** at top Millennial accounts has grown in popularity **84%** since 2021!





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

Key Trade Channel	Share of All Trade Channels
CASUAL NEIGHBORHOOD DINING	9%
MULTICULTURAL DINING	8%
MULTICULTURAL BARS & NIGHTLIFE	6%
HIGH-ENERGY BARS & NIGHTLIFE	6%
CASUAL NEIGHBORHOOD BARS	4%
NIGHTCLUBS & GENTLEMEN'S CLUBS	4%



**Premium Tequila at Nightclubs** associated with Millennials has grown **54%** since 2021!



How does Premium Tequila perform in Key Trade Channels where Millennials are present?

**Premium Tequila sales velocity in Key Trade Channels where Millennials are present (9L/Yr)**

POWERED BY [GROUND SIGNAL.AI](#)

- High ↑
- Mid ↓
- 2021
- Mid ↑
- High ↓
- 2022
- Neutral +/-
- National Benchmark
- 2023

