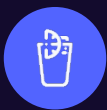


# PALOMA INSIGHTS

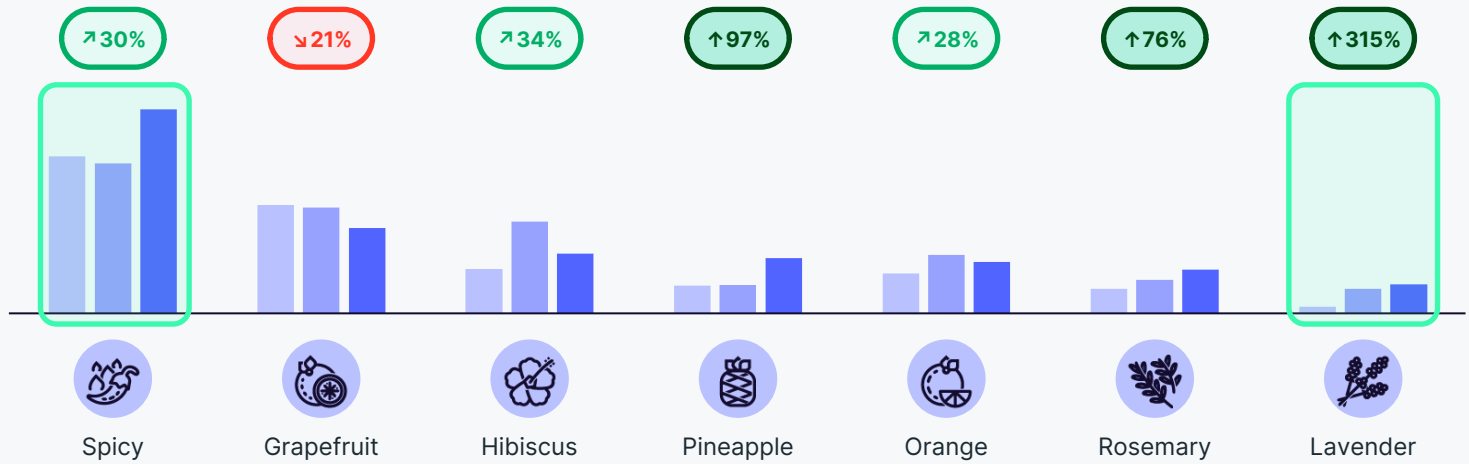
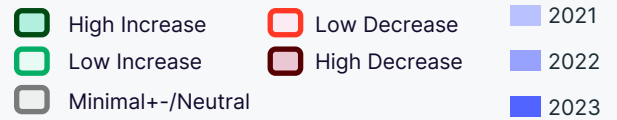




### What are the flavors associated with Paloma?

#### Paloma Flavor Mention Trends as a Proportion of Total Flavor Mentions

POWERED BY [GROUND SIGNAL.AI](#)



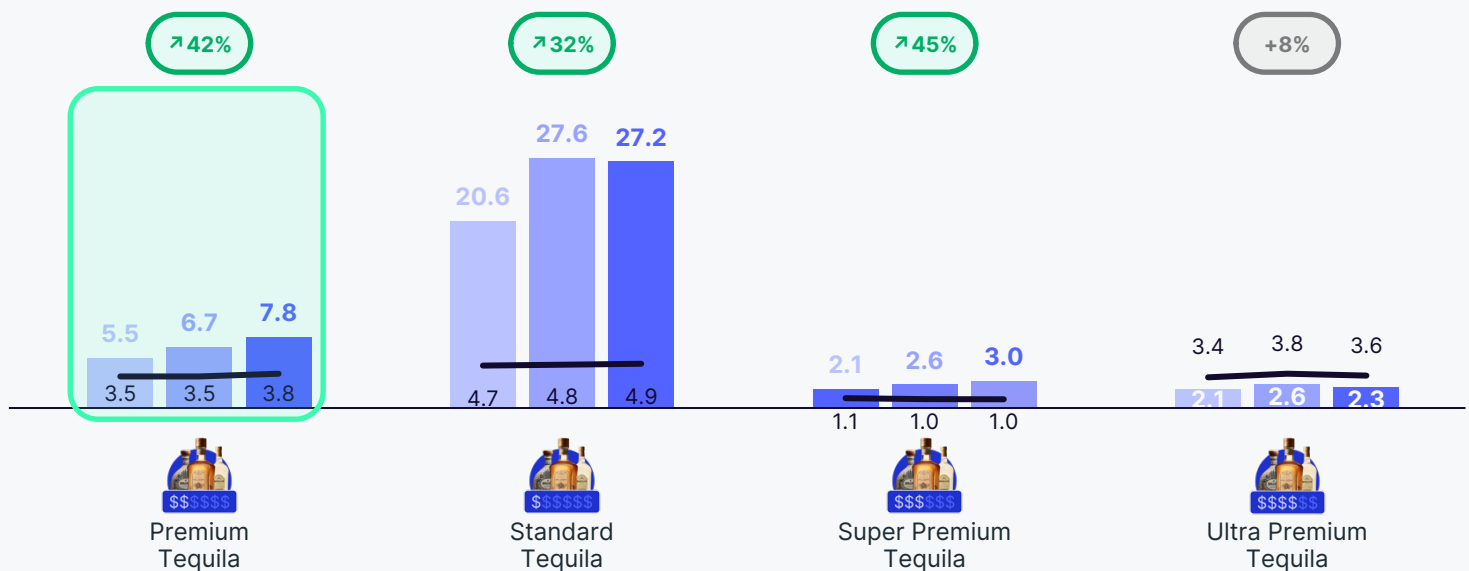
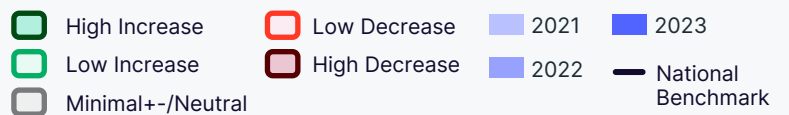
**Lavender Palomas** have grown in popularity **315%** since 2021!

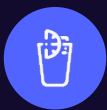


### How do different price tiers of Tequila perform at accounts with Paloma?

#### Tequila Category Sales (9L/Yr) at Accounts Associated with Paloma

POWERED BY [GROUND SIGNAL.AI](#)

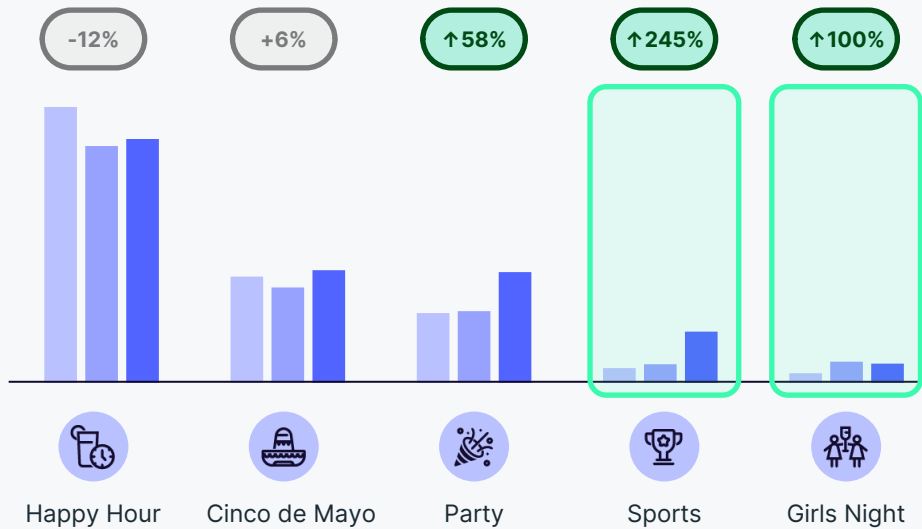




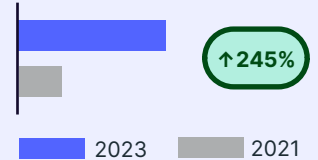
### What are the occasions associated with Paloma?

#### Paloma Occasion Mention Trends as a Proportion of Total Occasion Mentions

POWERED BY [GROUND SIGNAL.AI](#)



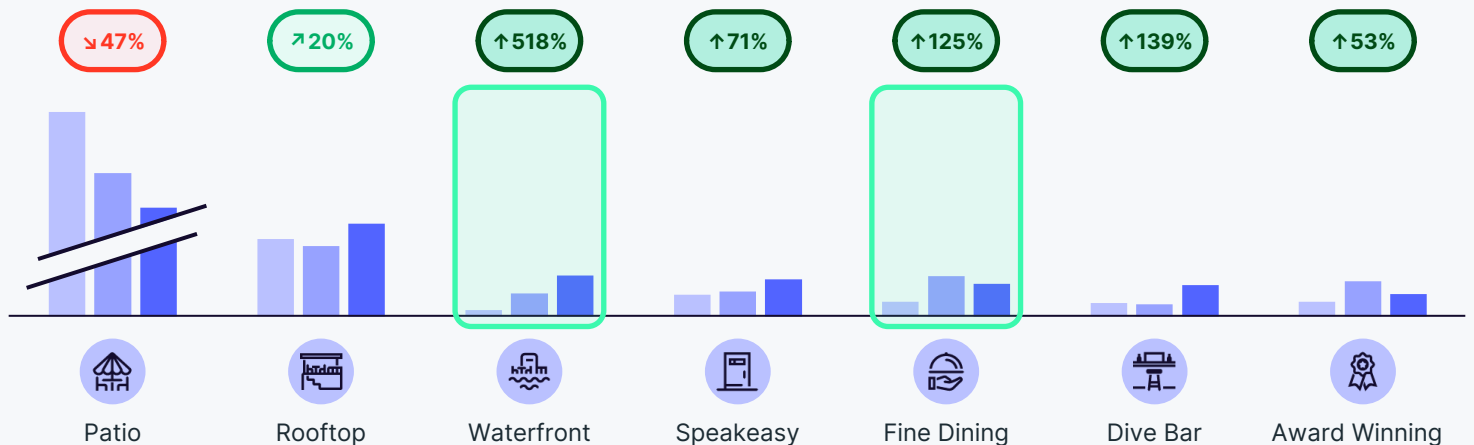
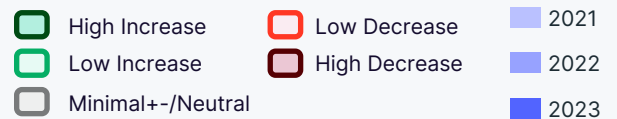
Palomas during **Sports** have grown **245%** since 2021.



### What are the environments associated with Paloma?

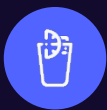
#### Paloma Environment Mention Trends as a Proportion of Total Environment Mentions

POWERED BY [GROUND SIGNAL.AI](#)

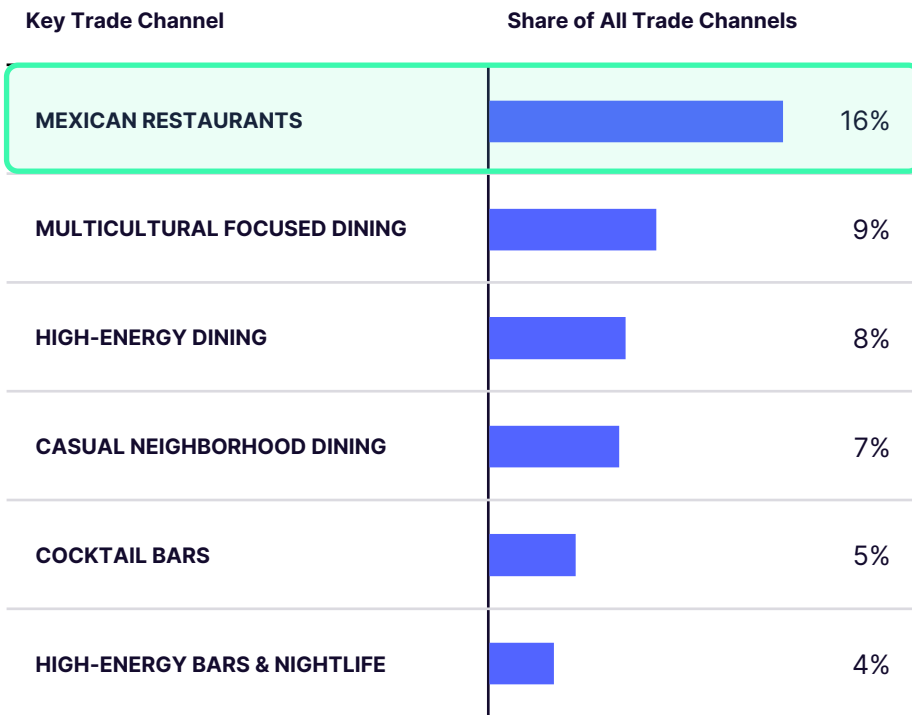


Palomas at **Waterfront** venues have grown in popularity **518%** since 2021!





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



**Super Premium Tequila at High-Energy Dining** accounts with Palomas has grown **87%** since 2021!

## How does Super Premium Tequila perform at key Paloma trade channels?

### Key Paloma Trade Channels for Super 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

