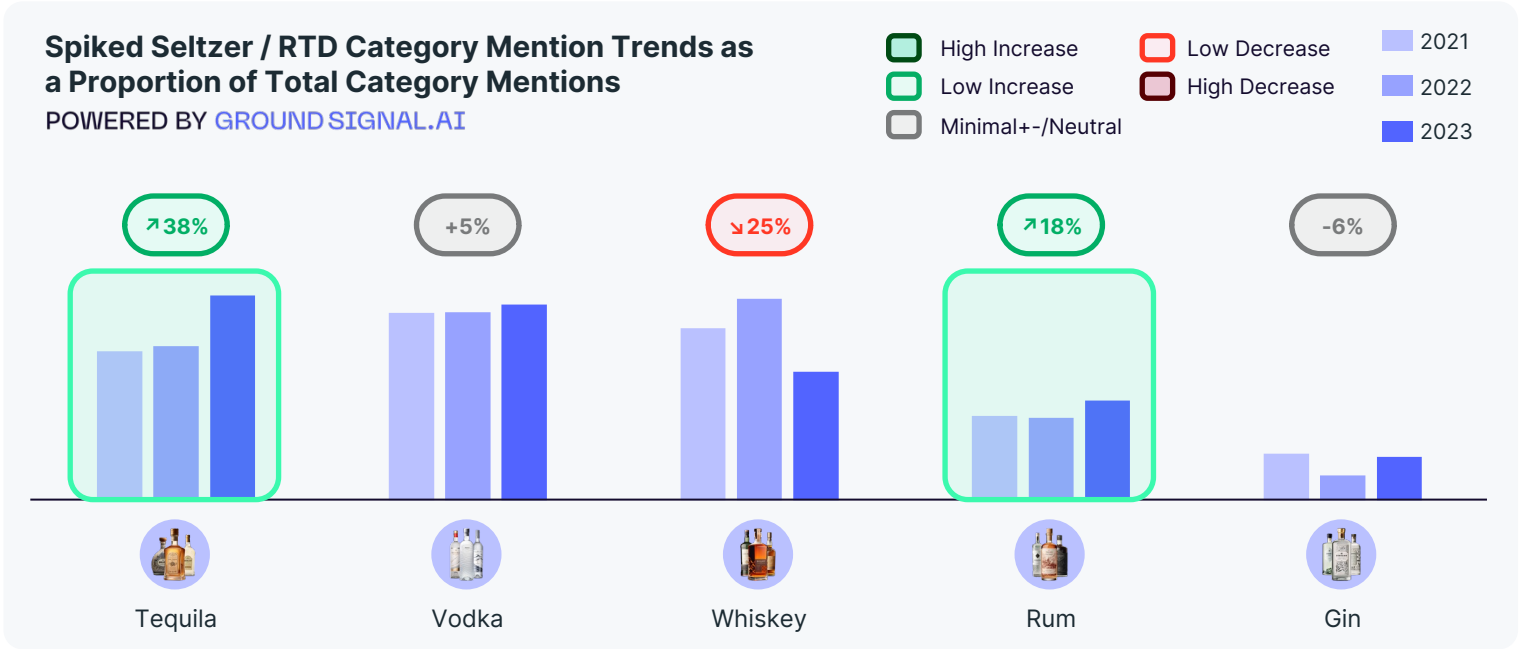


SPIKED SELTZER / RTD INSIGHTS



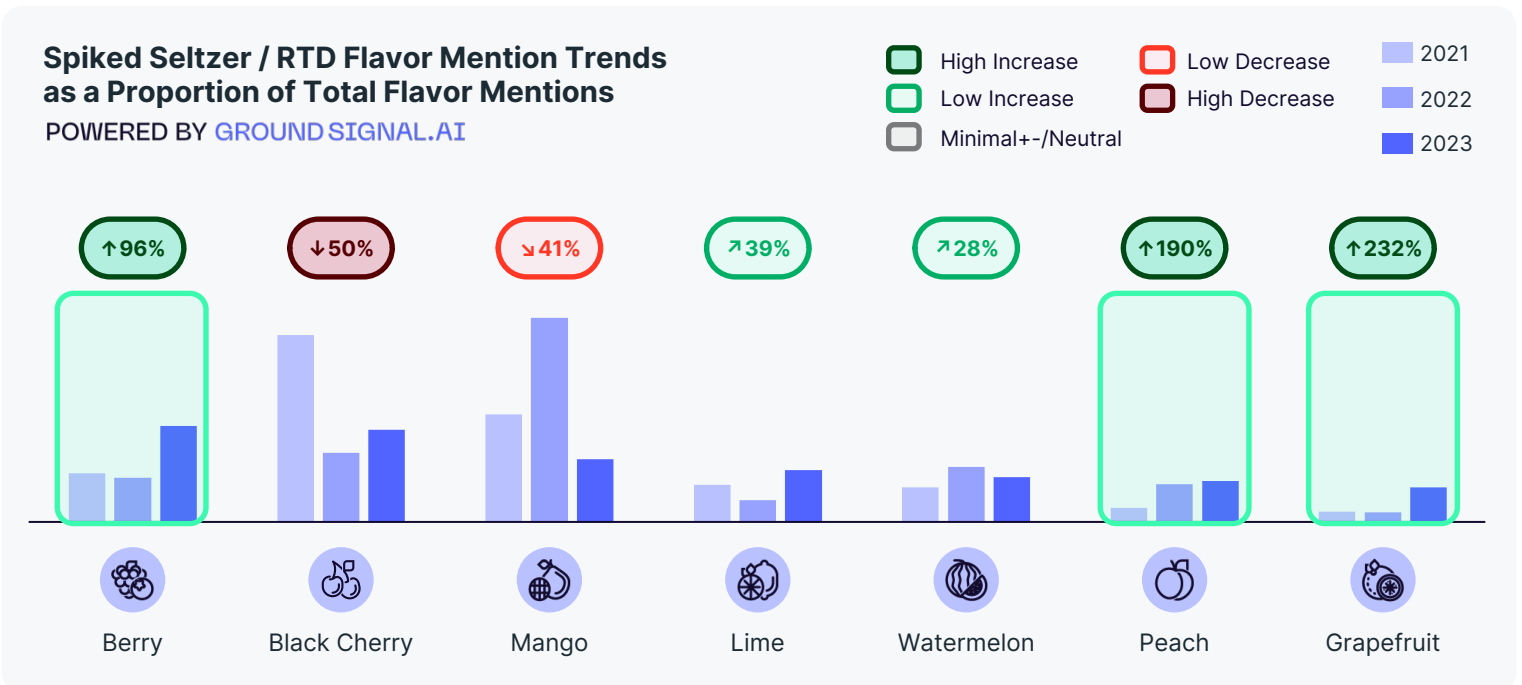


What is the change in popularity of spirit Spiked Seltzer / RTD categories?



What are the flavors associated with Spiked Seltzers / RTDs?

Berry is the most popular **Spiked Seltzer / RTD** flavor, while **Peach** and **Grapefruit** have grown **190%** and **232%** since 2021.

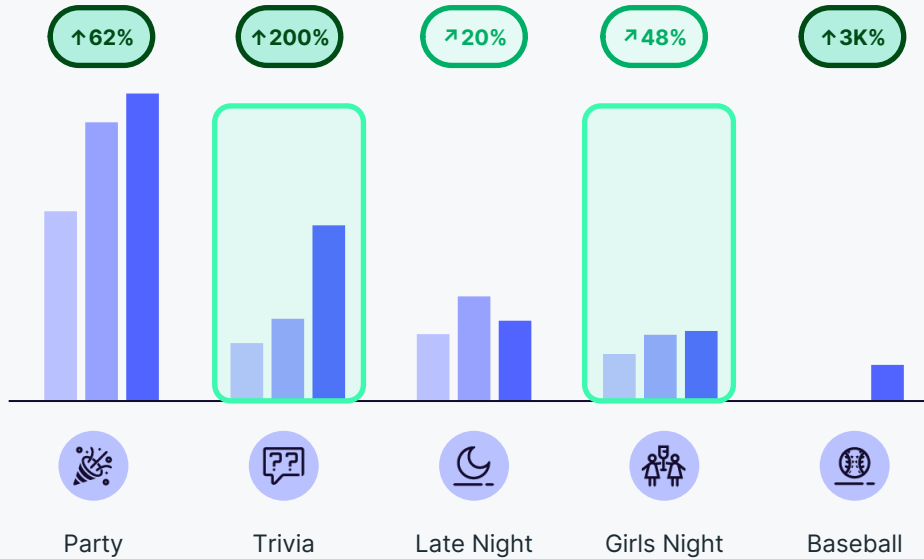




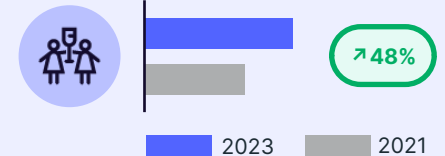
What are the occasions associated with Spiked Seltzers / RTDs?

Spiked Seltzer / RTD Occasion Mention Trends as a Proportion of Total Occasion Mentions

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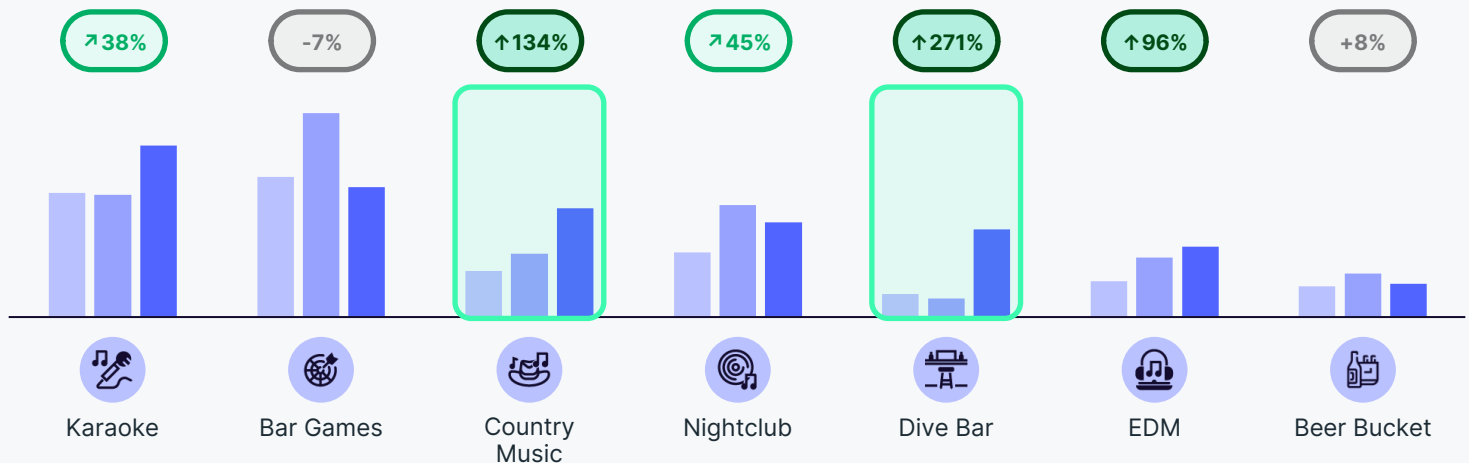
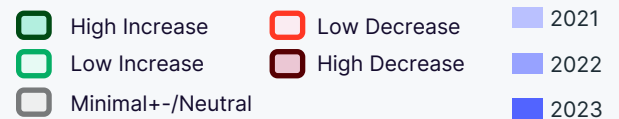
Spiked Seltzers and RTDs at Girls Night have grown 48% since 2021.



What are the environments associated with Spiked Seltzers / RTDs?

Spiked Seltzer / RTD Environment Mention Trends as a Proportion of Total Environment Mentions

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Spiked Seltzers and RTDs during Country Music have grown in popularity 134% since 2021!

