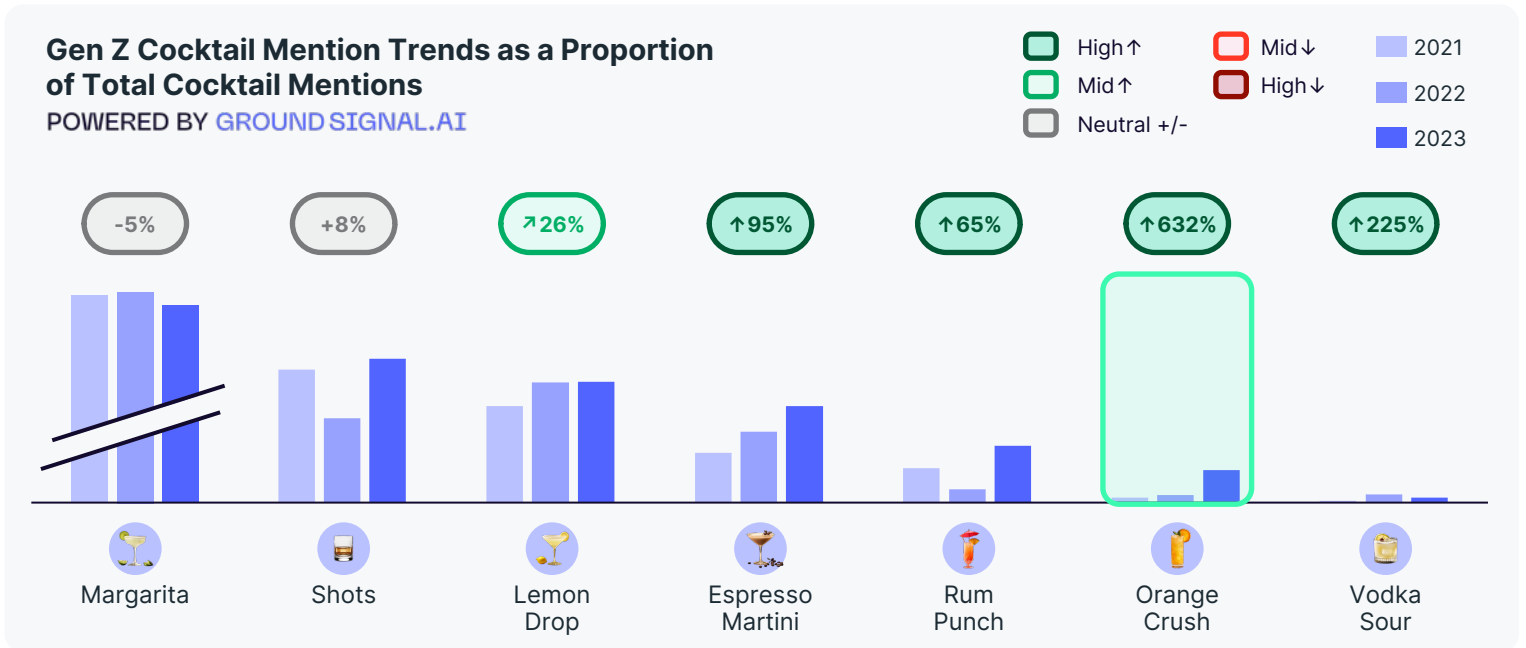


GEN Z INSIGHTS



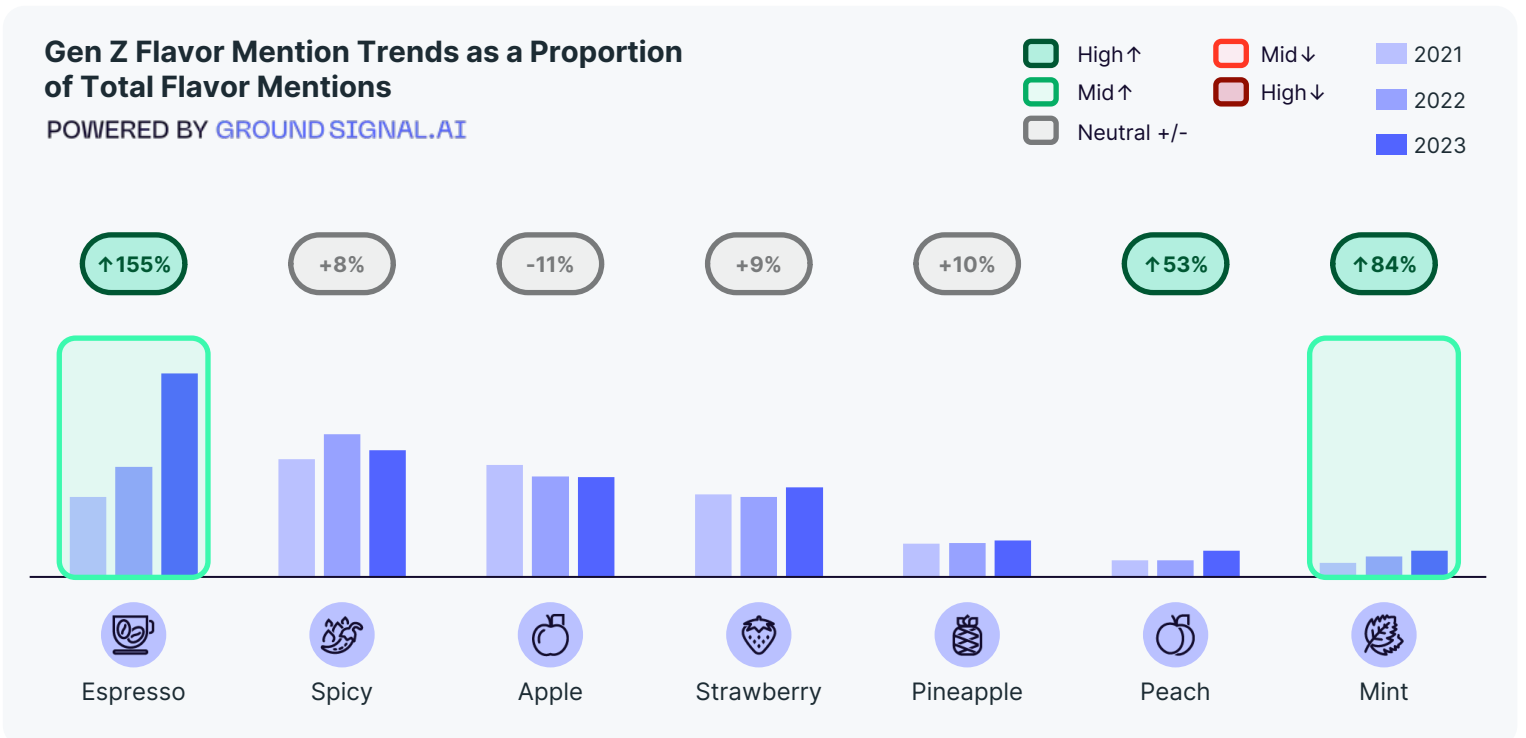


What are the cocktails associated with top Gen Z accounts?



What are the flavors associated with top Gen Z accounts?

Espresso is the most popular **Gen Z** flavor, while **Mint** has grown **84%** since 2021.



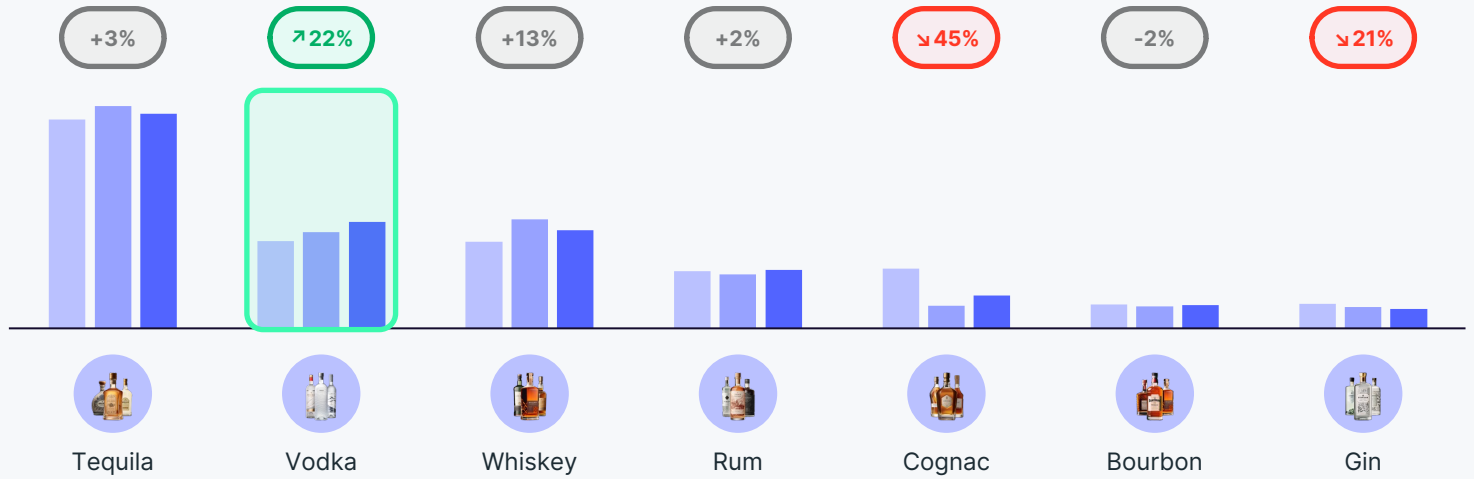


What is the change in popularity of spirits associated with Gen Z accounts?

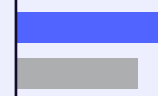
Gen Z Category Mention Trends as a Proportion of Total Category Mentions

POWERED BY [GROUND SIGNAL.AI](https://groundsignal.ai)

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



Vodka at top Gen Z accounts has grown in popularity **22%** since 2021!



+22%

- █ 2023
- █ 2021

How do different spirits perform at top Gen Z accounts?

Category Sales at Top Gen Z Accounts

POWERED BY [GROUND SIGNAL.AI](https://groundsignal.ai)

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



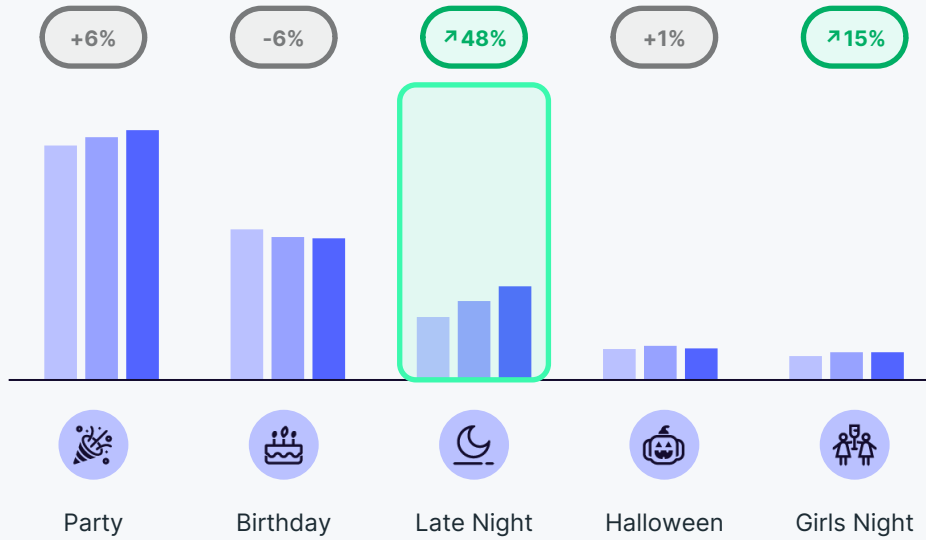


What are the occasions associated with Gen Z accounts?

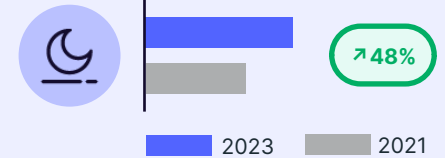
Gen Z Occasion Mention Trends as a Proportion of Total Occasion Mentions

POWERED BY [GROUND SIGNAL.AI](#)

2021
2022
2023



Late Night at top Gen Z accounts has grown 48% since 2021.

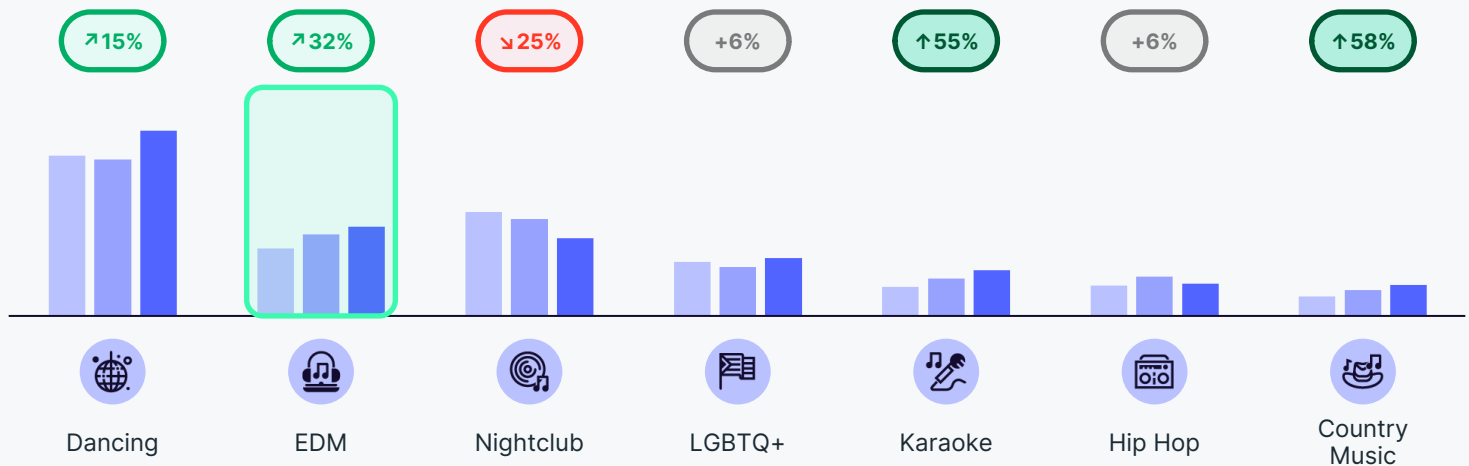


What are the environments associated with Gen Z accounts?

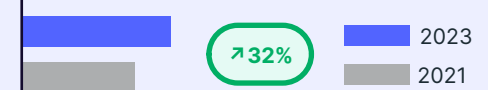
Gen Z Environment Mention Trends as a Proportion of Total Environment Mentions

POWERED BY [GROUND SIGNAL.AI](#)

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



EDM at top Gen Z accounts has grown in popularity 32% since 2021!





What are the top Key Trade Channels where Gen Z is drinking in 2023?

Key Trade Channel	Share of All Trade Channels
CASUAL NEIGHBORHOOD DINING	9%
MULTICULTURAL FOCUSED BARS & NIGHTLIFE	8%
MULTICULTURAL FOCUSED DINING	7%
HIGH-ENERGY BARS & NIGHTLIFE	6%
CASUAL NEIGHBORHOOD BARS	6%
NIGHTCLUBS	5%



Standard Tequila velocity at **Gen Z Irish Pubs & Bars** has grown **18%** since 2021!



How does Standard Tequila perform in Gen Z Key Trade Channels?

Standard Tequila sales velocity in Key Trade Channels where Gen Z is present (9L/Yr)

POWERED BY [GROUND SIGNAL.AI](#)

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

