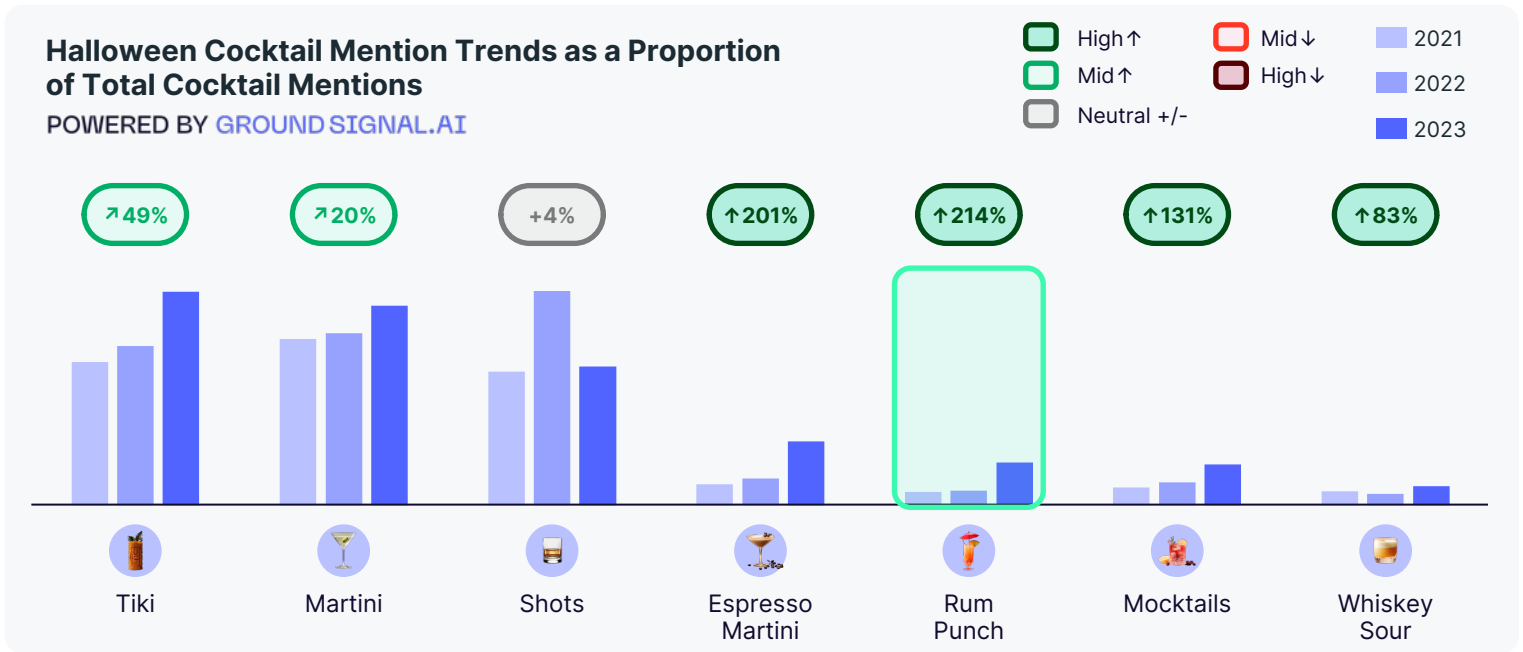


HALLOWEEN INSIGHTS





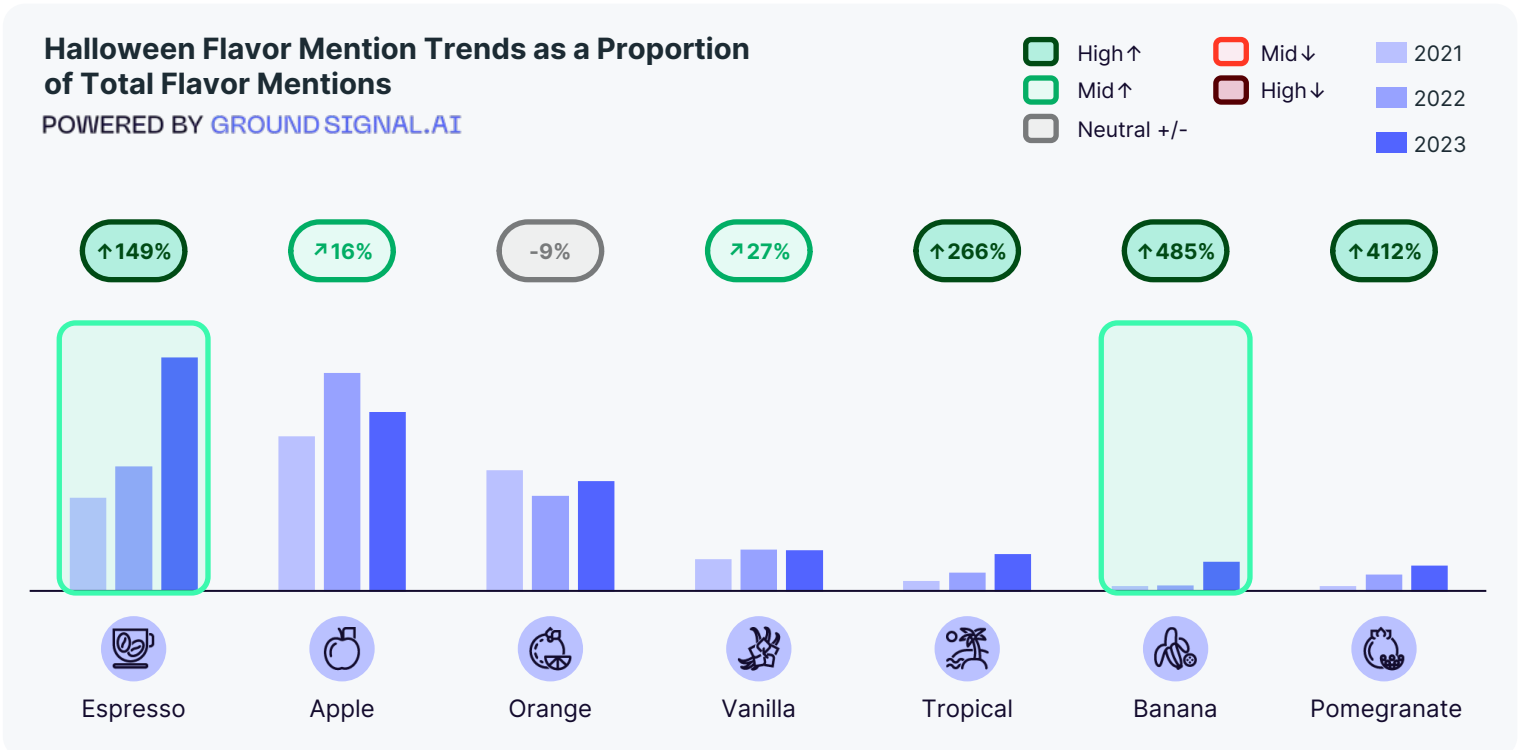
What are the cocktails associated with Halloween?



Rum Punches during Halloween have grown in popularity **214%** since 2021!

What are the flavors associated with Halloween?

Espresso is the most popular Halloween flavor, while **Banana** has grown **485%** since 2021.



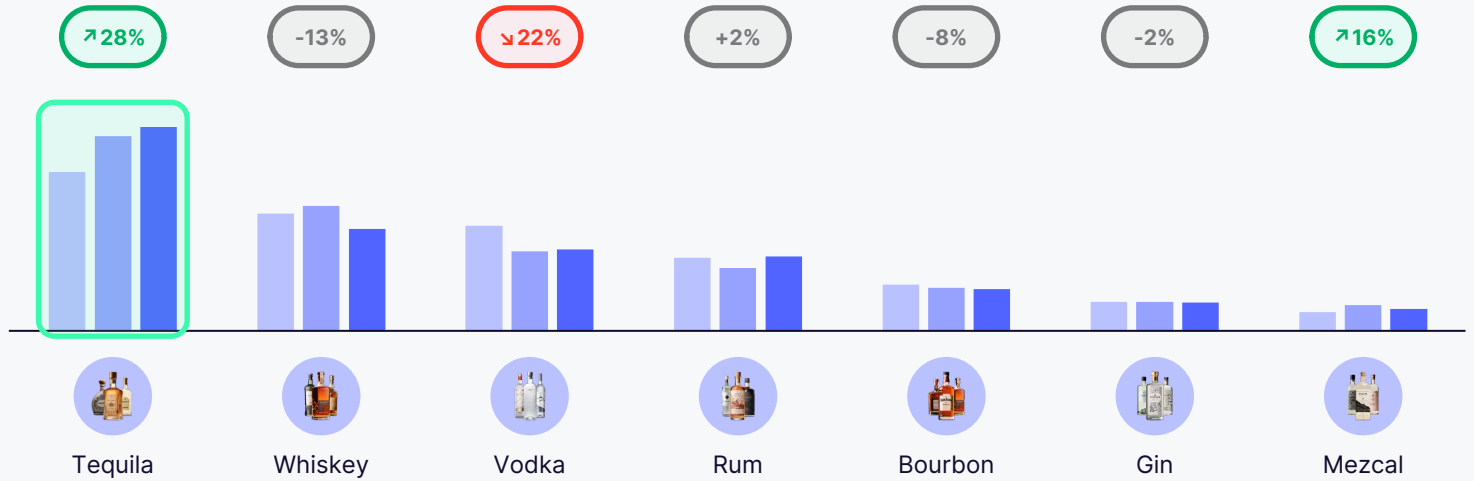


What is the change in popularity of spirits associated with Halloween?

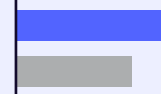
Halloween Category Mention Trends as a Proportion of Total Category Mentions

POWERED BY [GROUND SIGNAL.AI](#)

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



Tequila during Halloween has grown in popularity 28% since 2021!



+28%

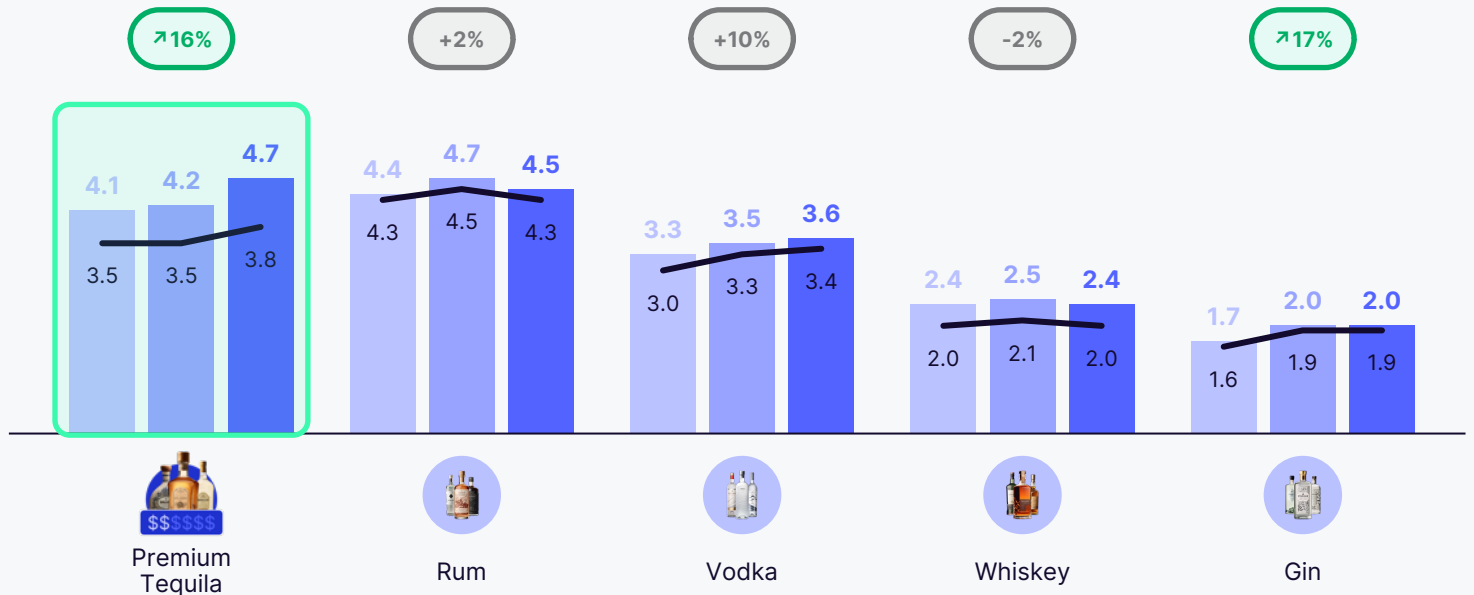
2023
2021

How do different spirits perform at accounts known for Halloween?

Category Sales (9L/Yr) at Accounts Associated with Halloween

POWERED BY [GROUND SIGNAL.AI](#)

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





What are the occasions associated with Halloween?

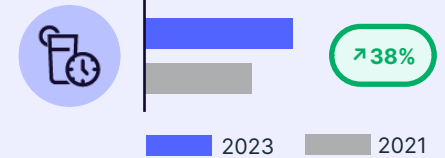
Halloween Occasion Mention Trends as a Proportion of Total Occasion Mentions

POWERED BY [GROUND SIGNAL.AI](#)

2021
2022
2023



Happy Hour during Halloween have grown **38%** since 2021.

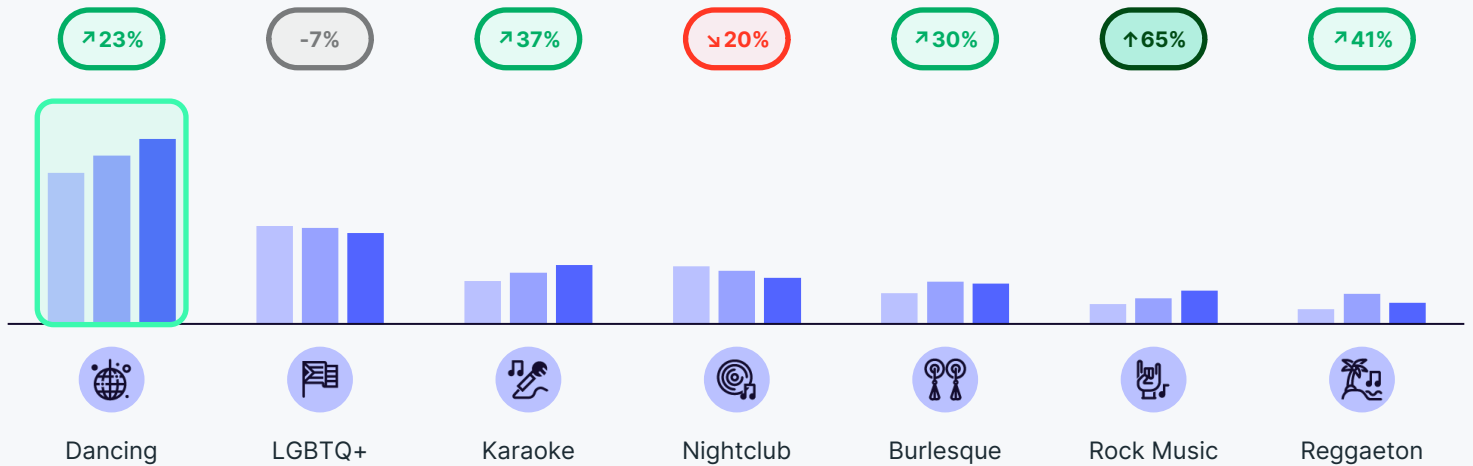


What are the environments associated with Halloween?

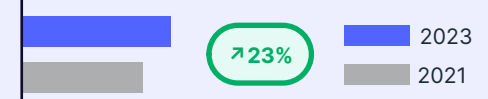
Halloween Environment Mention Trends as a Proportion of Total Environment Mentions

POWERED BY [GROUND SIGNAL.AI](#)

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

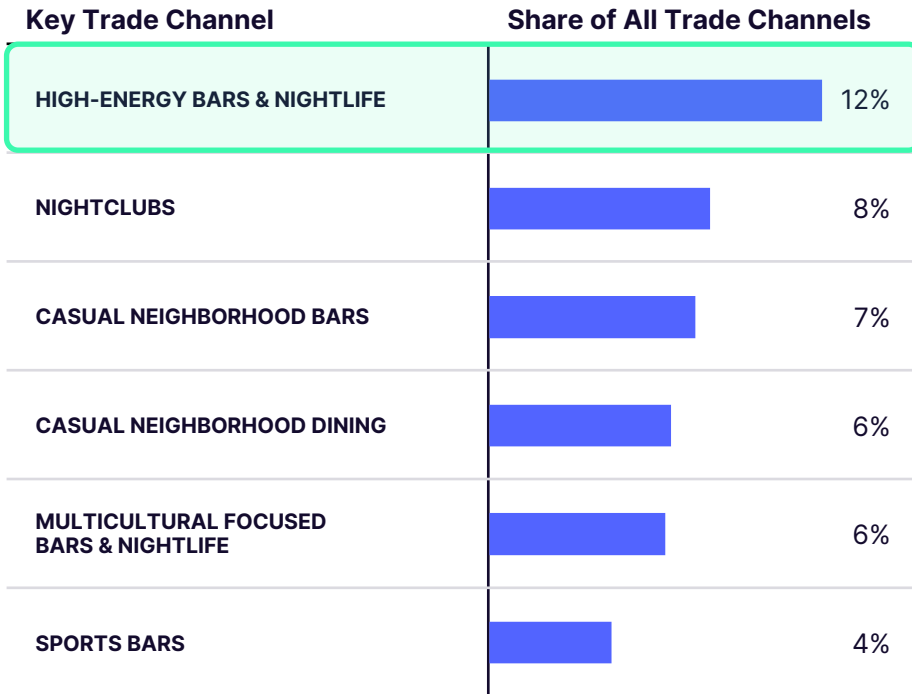


Dancing during Halloween has grown in popularity **23%** since 2021!





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



Premium Tequila velocity at **Multicultural Focused High-Energy Dining** accounts known for **Halloween** has grown **31%** since 2021!



How does Premium Tequila perform at Halloween's key trade channels?

Halloween's Key Trade Channels for Premium Tequila Sales Velocity (9L/Yr)
 POWERED BY [GROUND SIGNAL.AI](https://groundsignal.ai)

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

