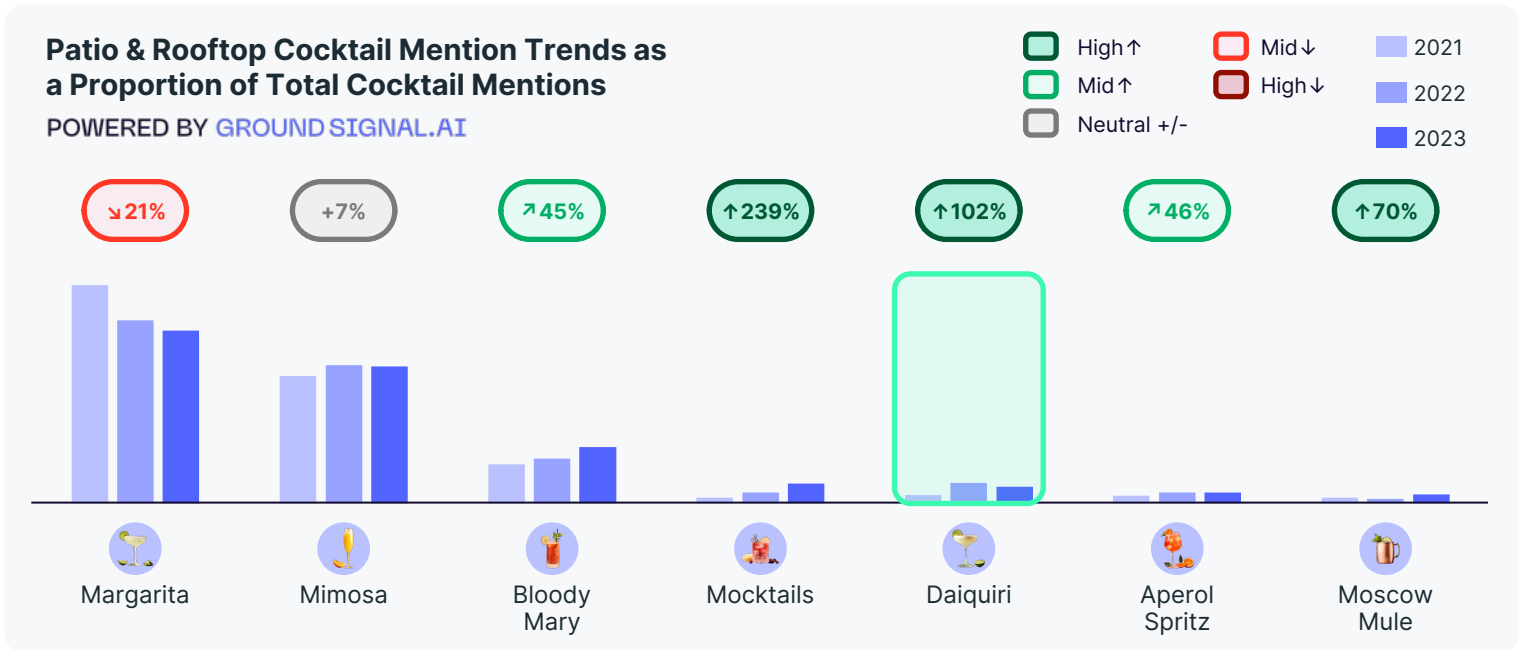


PATIO & ROOFTOP INSIGHTS





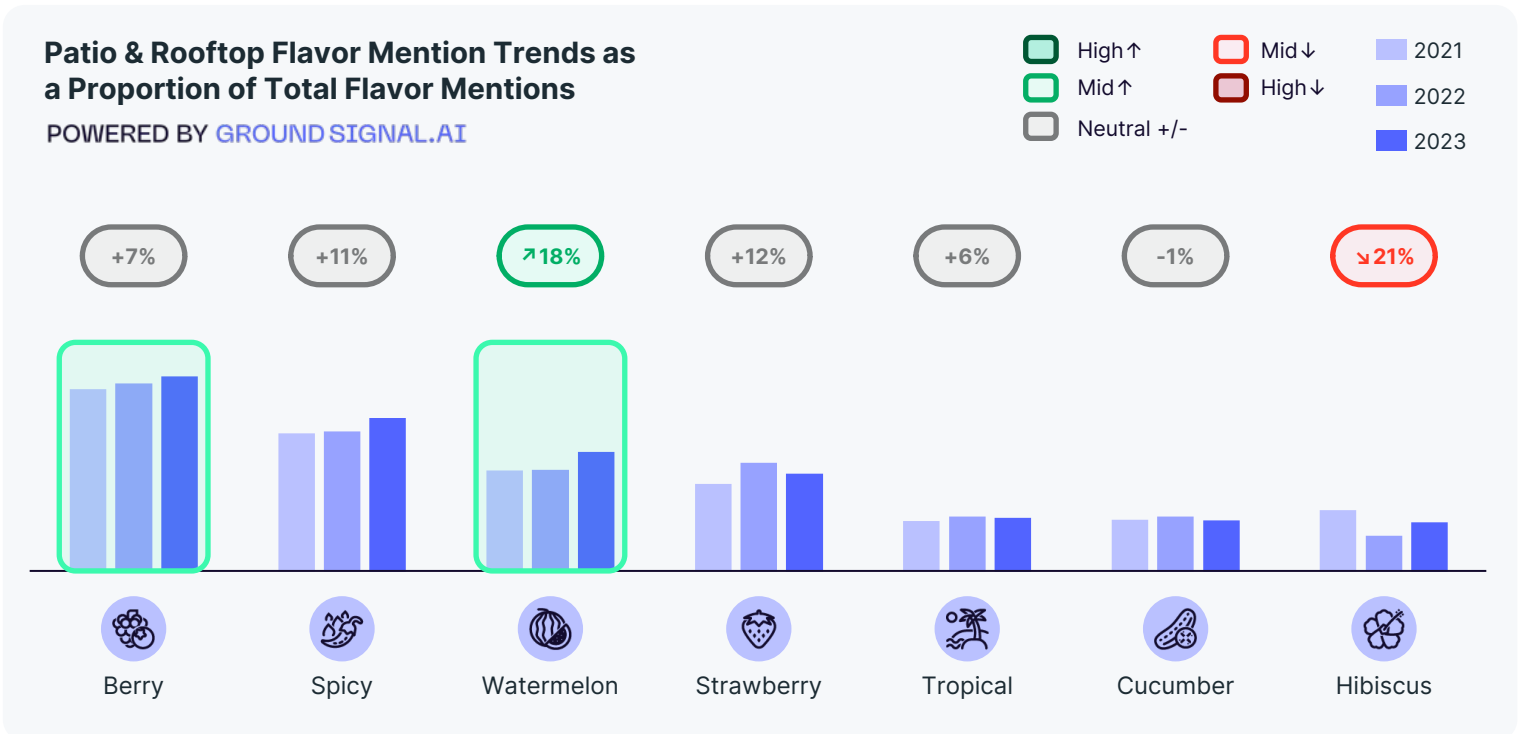
What are the cocktails associated with Patios & Rooftops?



Daiquiris at Patios & Rooftops have grown in popularity **102%** since 2021!

What are the flavors associated with Patios & Rooftops?

Berry is the most popular **Patio & Rooftop** flavor, while **Watermelon** has grown **18%** since 2021.



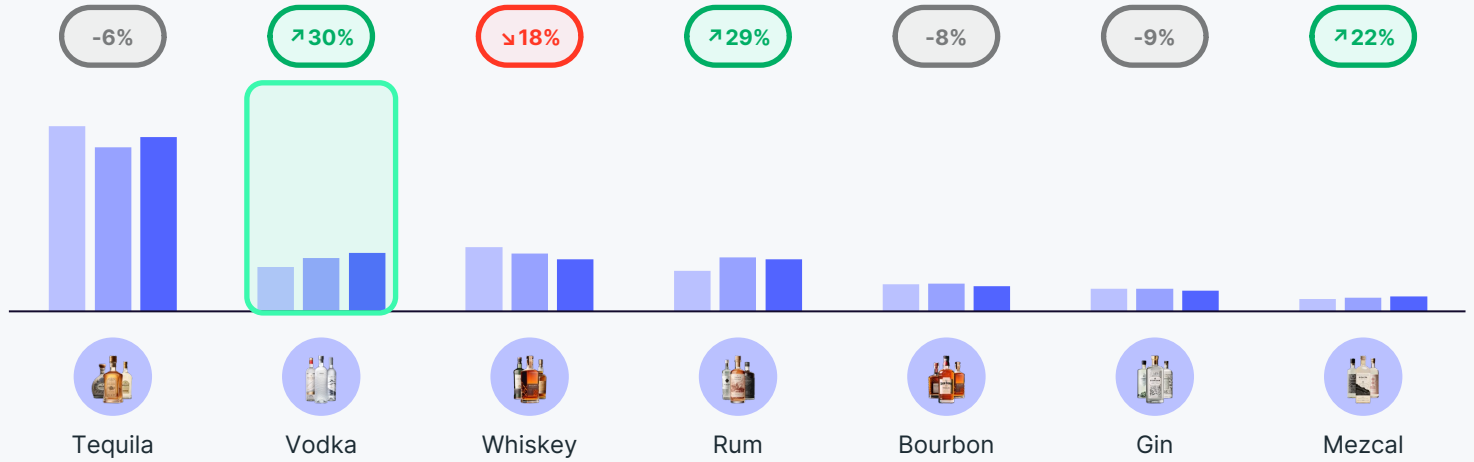


What is the change in popularity of spirits associated with Patios & Rooftops?

Patio & Rooftop 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 Patios & Rooftops has grown in popularity **30%** since 2021!

+30%

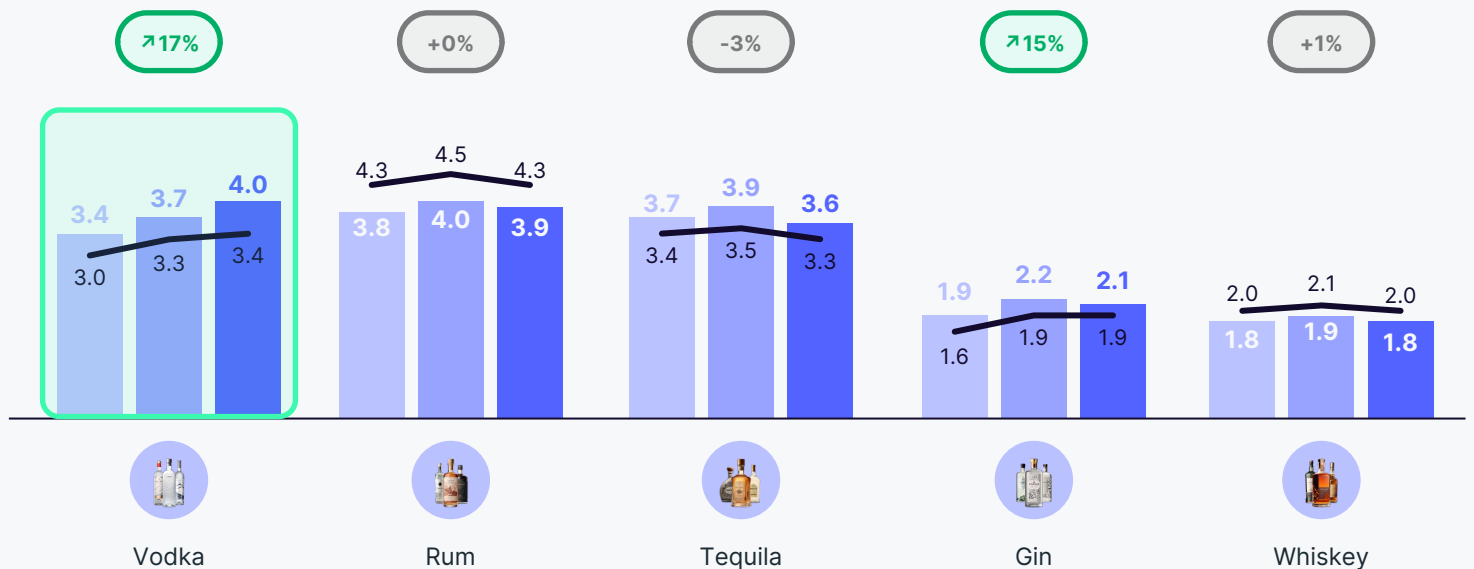
2023 (Dark Blue) vs 2021 (Gray)

How do different spirits perform at accounts with Patios & Rooftops?

Category Sales at Accounts Associated with Patios & Rooftops

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

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



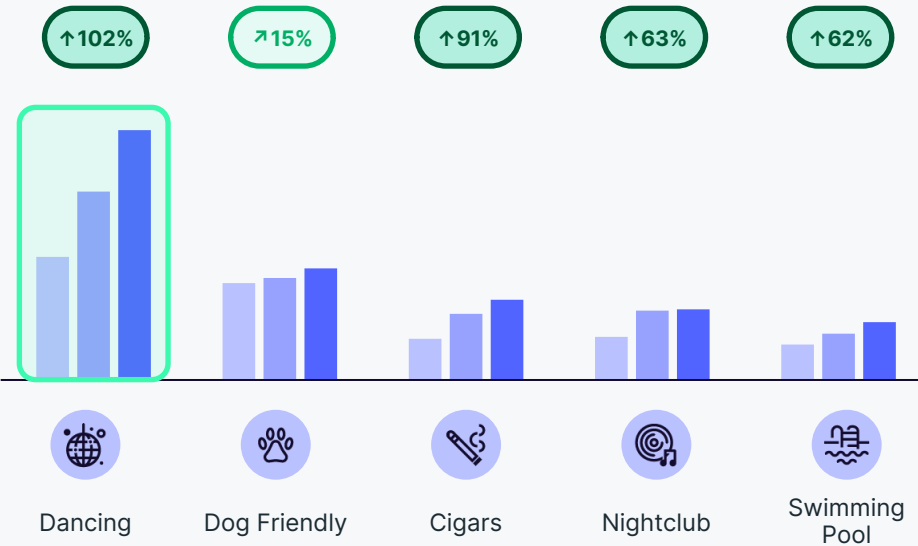


What are the environments associated with Patios & Rooftops?

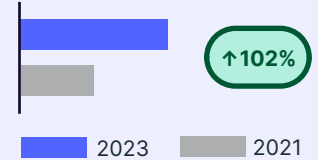
Patio & Rooftop Environment Mention Trends as a Proportion of Total Environment Mentions

POWERED BY [GROUND SIGNAL.AI](#)

2021
 2022
 2023



Dancing at Patios & Rooftops has grown in popularity **102%** since 2021!

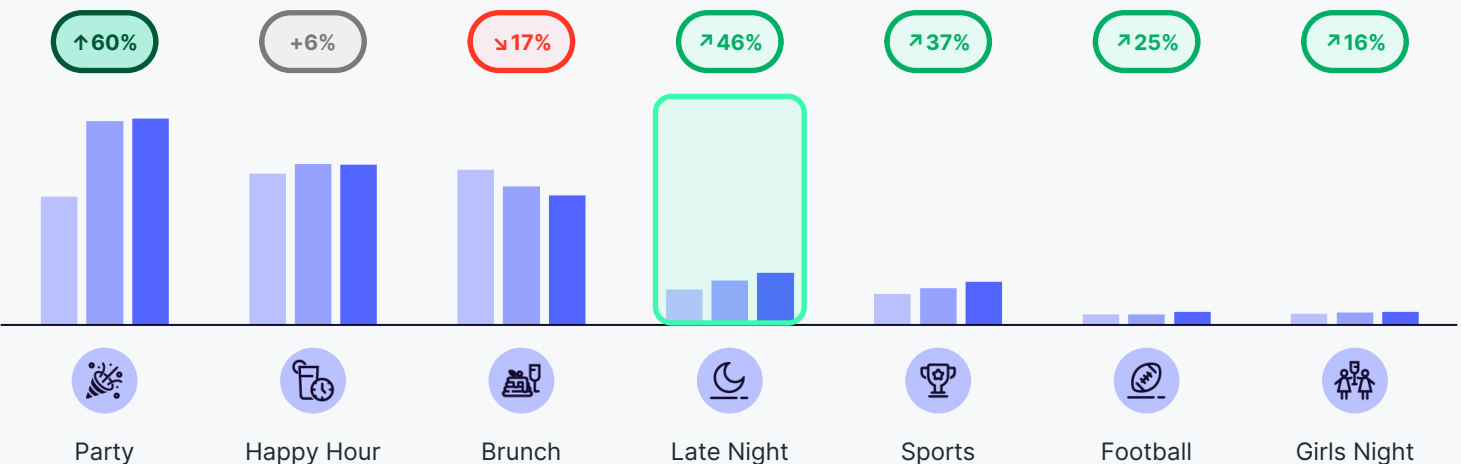


What are the occasions associated with Patios & Rooftops?

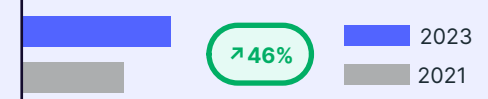
Patio & Rooftop Occasion Mention Trends as a Proportion of Total Occasion Mentions

POWERED BY [GROUND SIGNAL.AI](#)

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

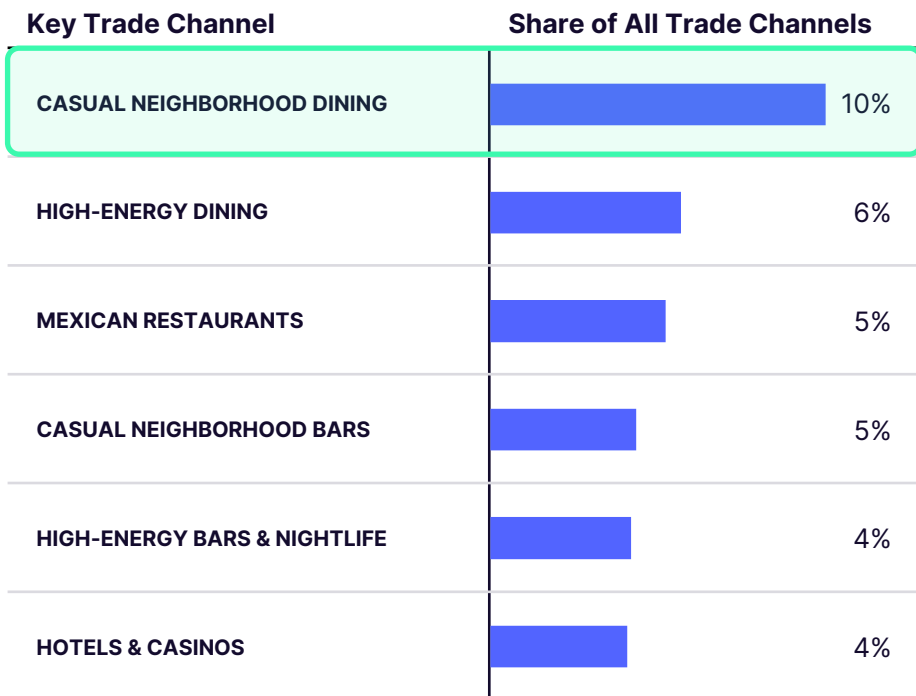


Late Nights at Patios & Rooftops have grown **46%** since 2021.





What are the top Patio & Rooftop Key Trade Channels where people are drinking in 2023?



Vodka velocity at Casual Neighborhood Dining accounts with Patios & Rooftops has grown 28% since 2021!

How does Vodka perform in Key Trade Channels where Patio or Rooftop is mentioned?

Vodka sales velocity in Key Trade Channels where Patio & Rooftop is present (9L/Yr)

POWERED BY [GROUND SIGNAL.AI](#)

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

