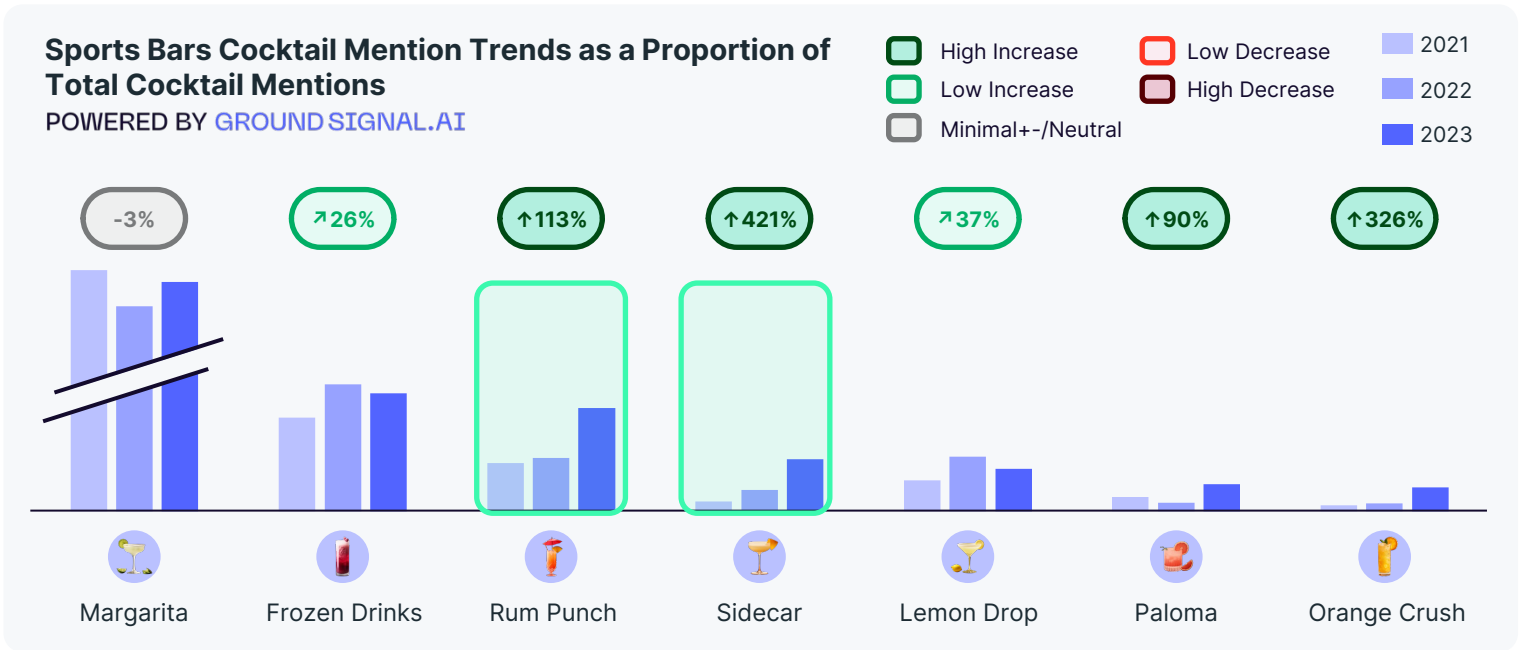


SPORTS BAR INSIGHTS





What are the cocktails associated with Sports Bars?

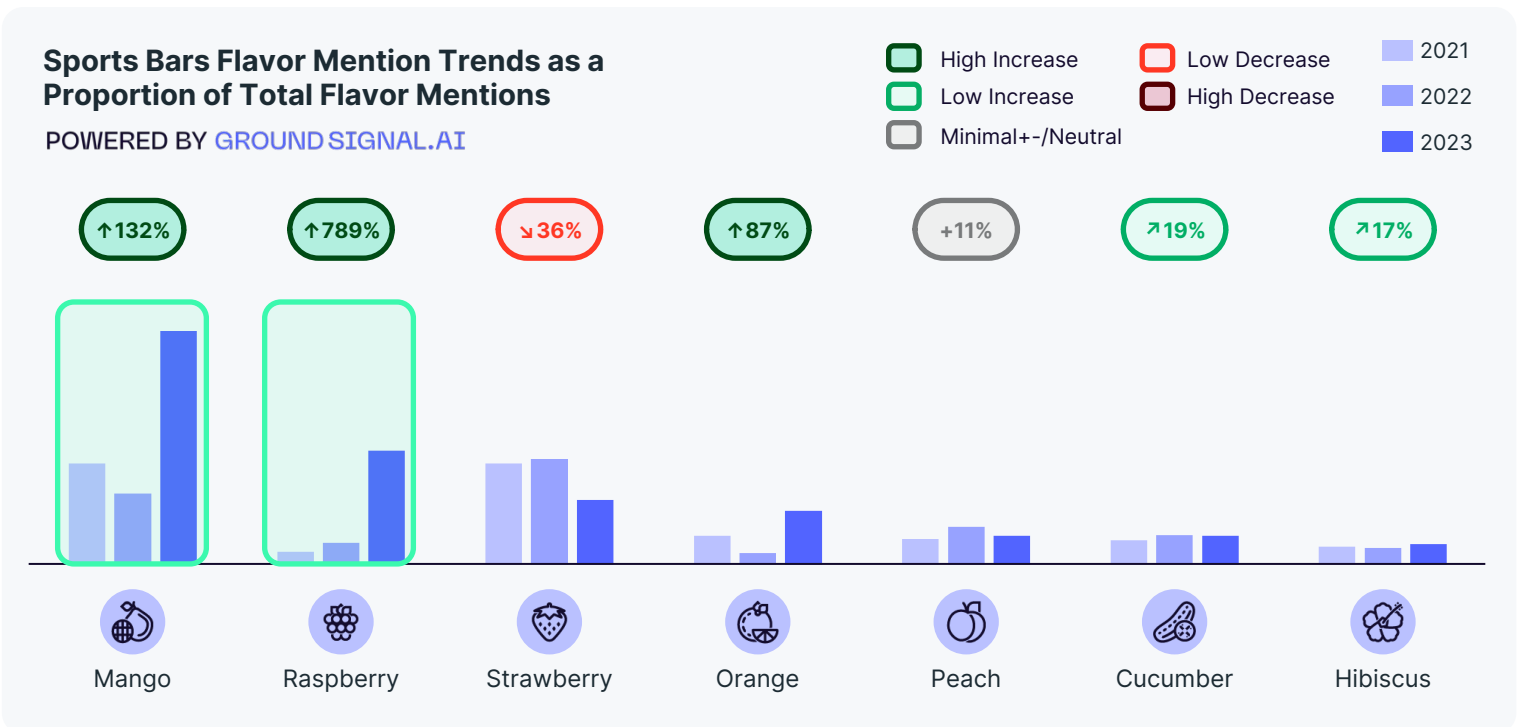


Sidecars at Sports Bars have grown in popularity 421% since 2021!

Year	Popularity
2021	Very Low
2023	Very High

What are the flavors associated with Sports Bars?

Mango is the most popular **Sports Bars** flavor, while **Raspberry** has grown **789%** since 2021.



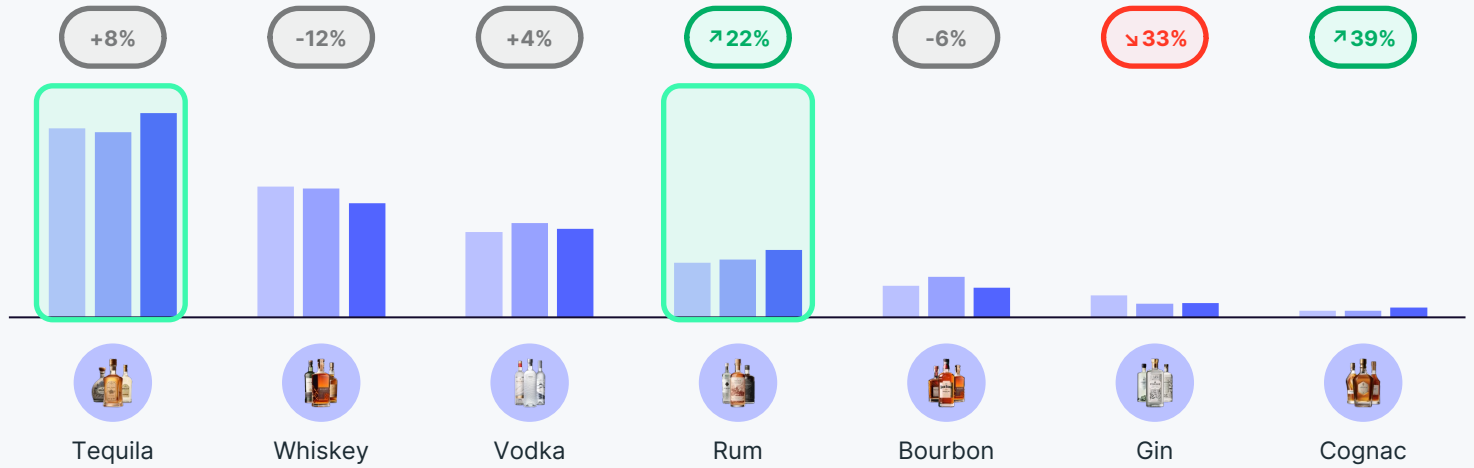


What is the change in popularity of spirits associated with Sports Bars?

Sports Bars Category Mention Trends as a Proportion of Total Category Mentions

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- High Increase
- Low Decrease
- 2021
- Low Increase
- High Decrease
- 2022
- Minimal+/-/Neutral
- 2023



Rum mentions at **Sports Bars** have grown **22%** since 2021!



How do different spirits perform at Sports Bars?

Category Sales (9L/Yr) at Sports Bars

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- High Increase
- Low Decrease
- 2021
- Low Increase
- High Decrease
- 2022
- Minimal+/-/Neutral
- 2023
- National Benchmark

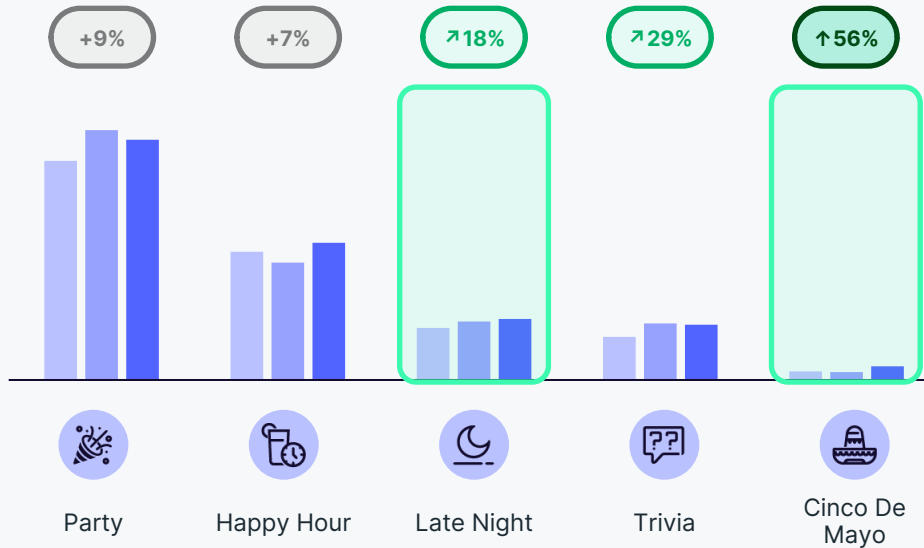




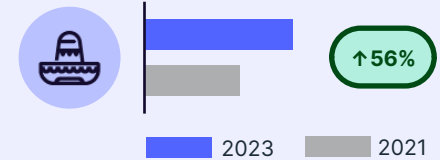
What are the occasions associated with Sports Bars?

Sports Bars Occasion Mention Trends as a Proportion of Total Occasion Mentions

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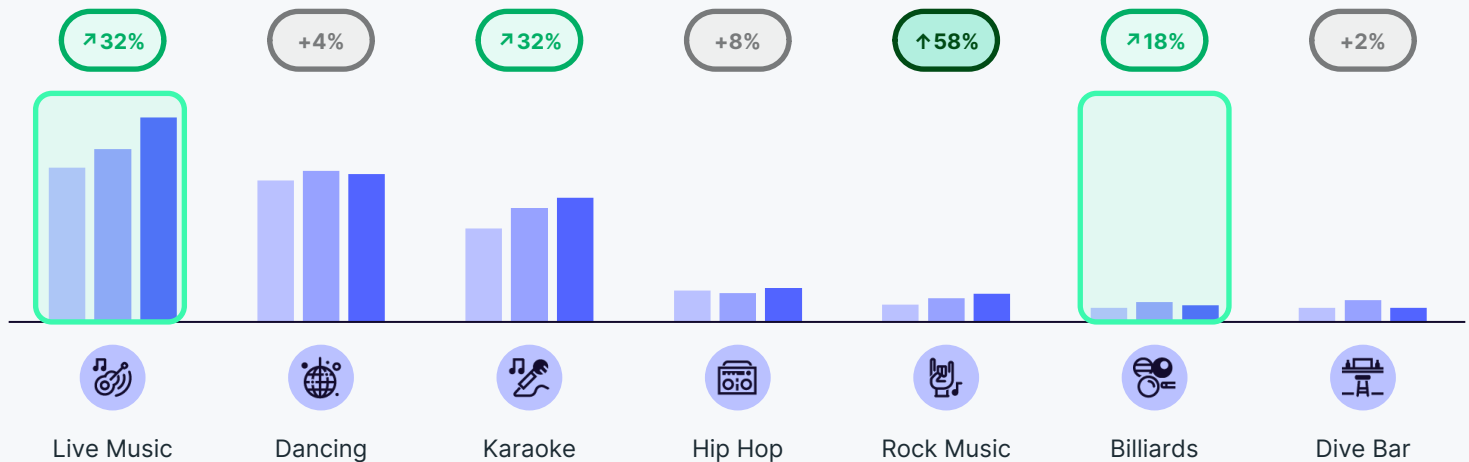
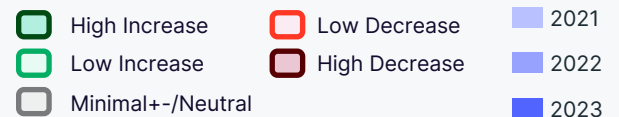
Cinco de Mayo at Sports Bars has grown 56% since 2021.



What are the environments associated with Sports Bars?

Sports Bars Environment Mention Trends as a Proportion of Total Environment Mentions

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Live Music at Sports Bars has grown in popularity 32% since 2021!

