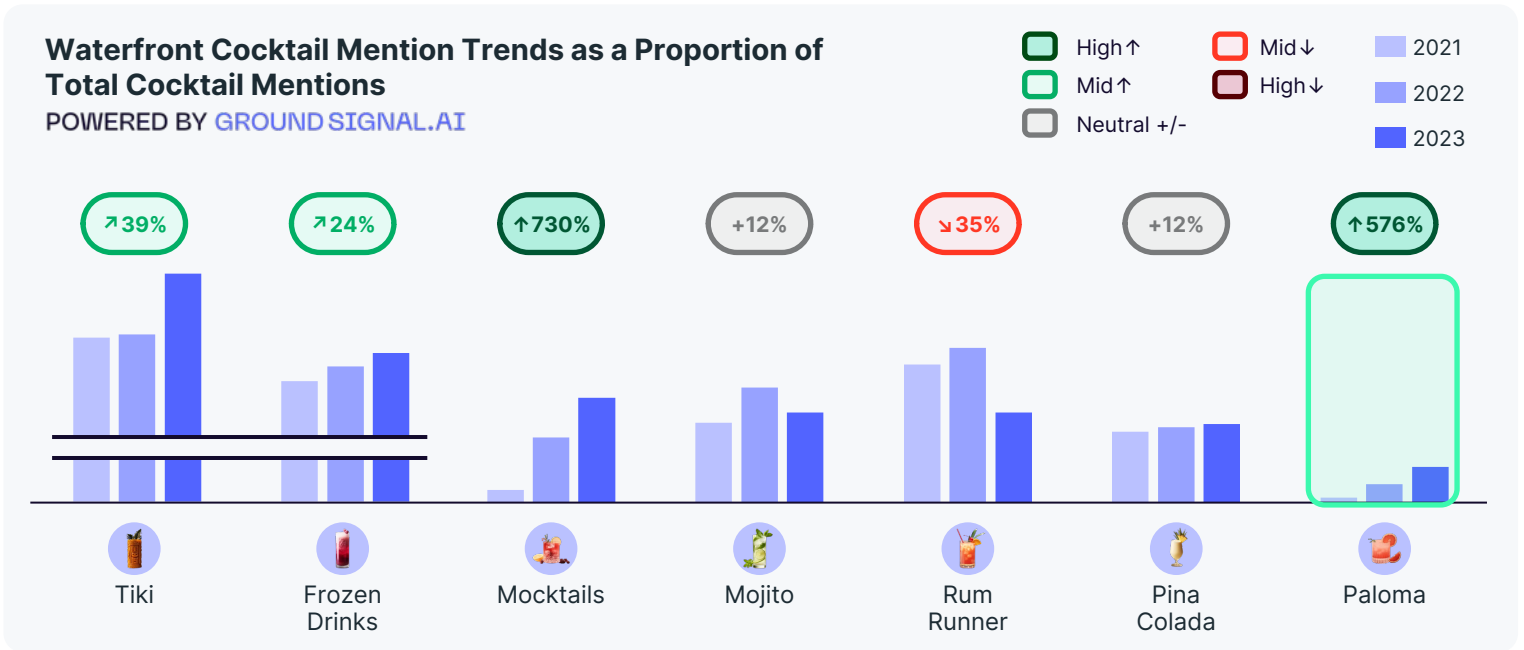


WATERFRONT INSIGHTS





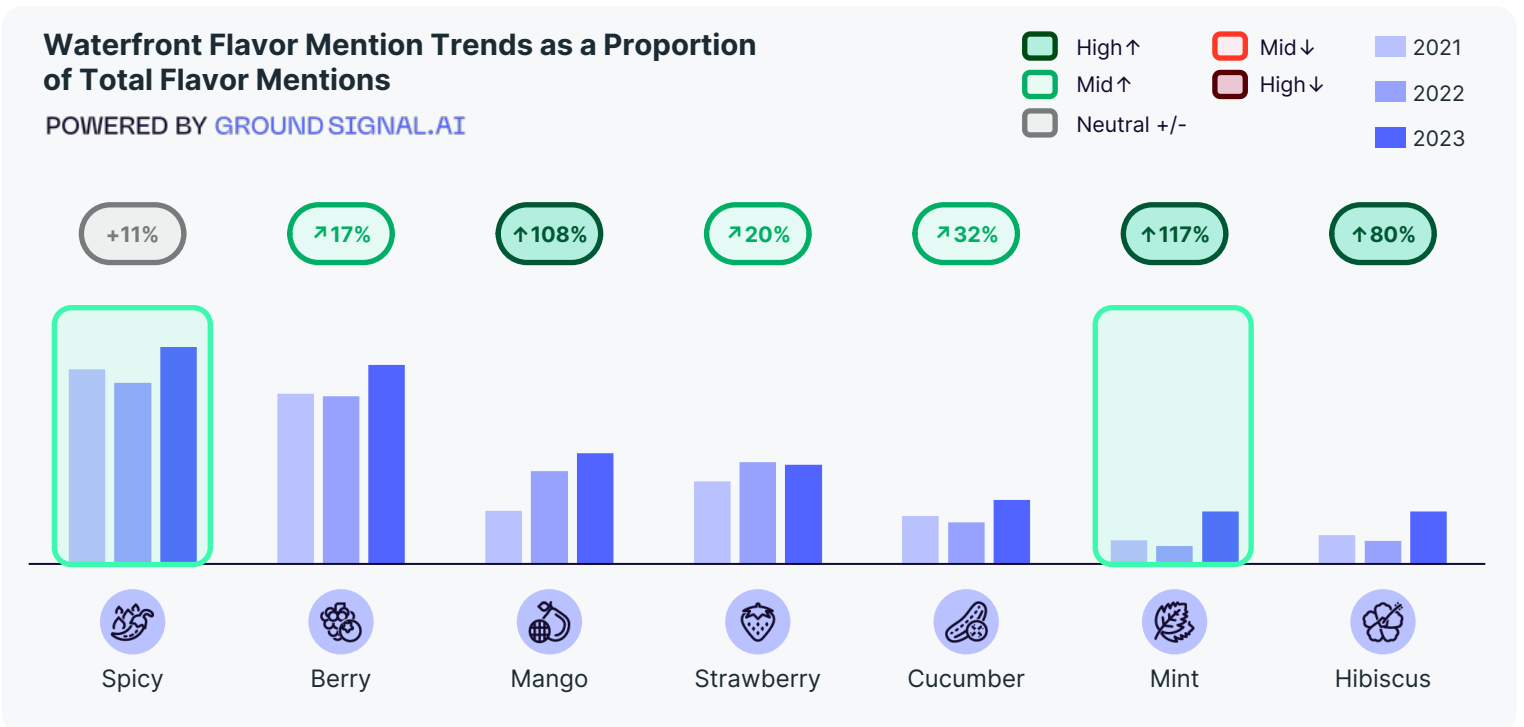
What are the cocktails associated with Waterfront venues?



Palomas at Waterfront venues have grown in popularity 576% since 2021!

What are the flavors associated with Waterfront venues?

Spicy is the most popular flavor at **Waterfront** venues, while **Mint** has grown **117%** since 2021.



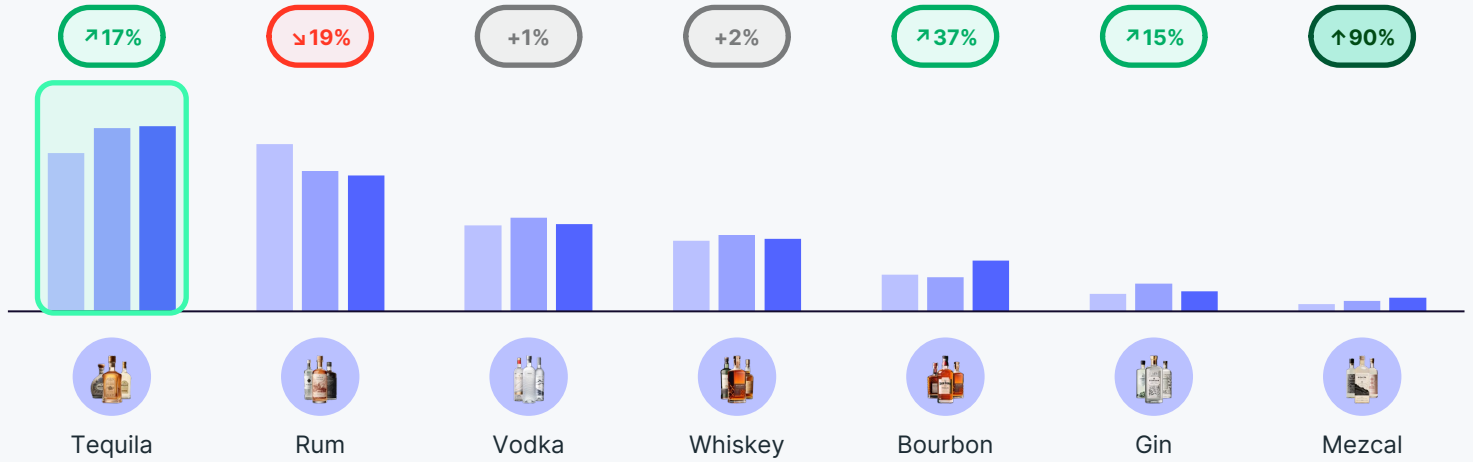


What is the change in popularity of spirits associated with Waterfront venues?

Waterfront Category Mention Trends as a Proportion of Total Category Mentions

POWERED BY [GROUND SIGNAL.AI](#)

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



Tequila at Waterfront venues has grown in popularity 17% since 2021!

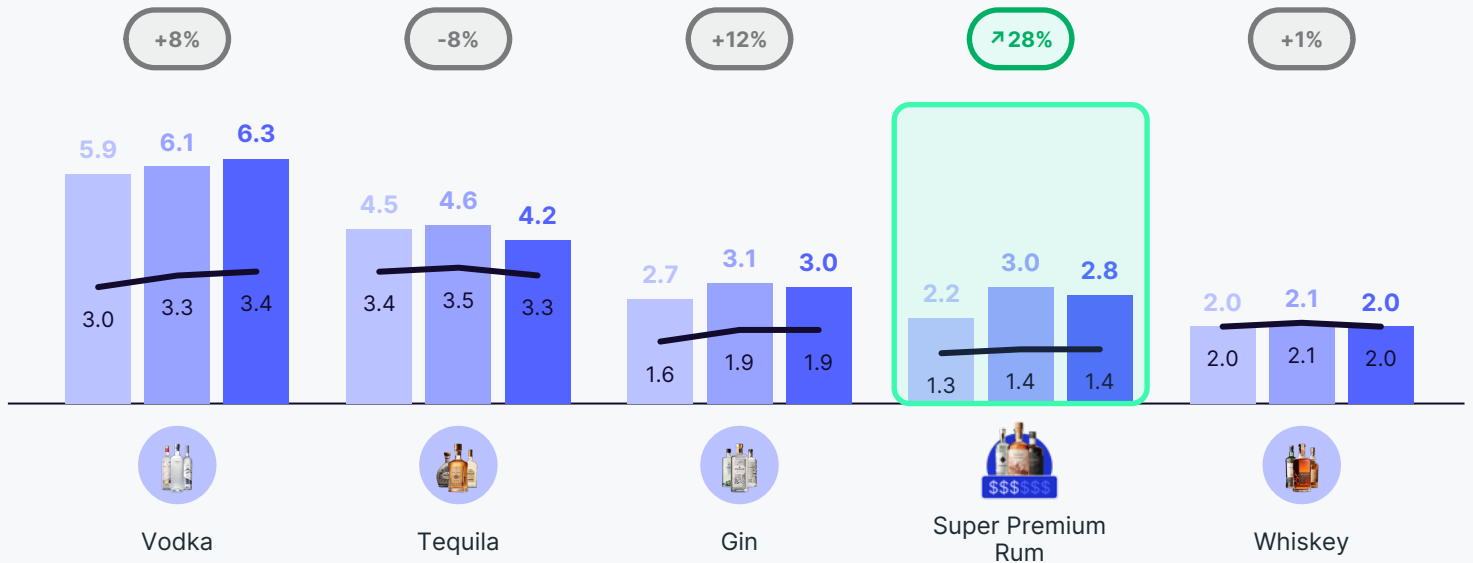
2023 (blue), 2021 (gray)

How do different spirits perform at Waterfront accounts?

Category Sales at Waterfront Accounts

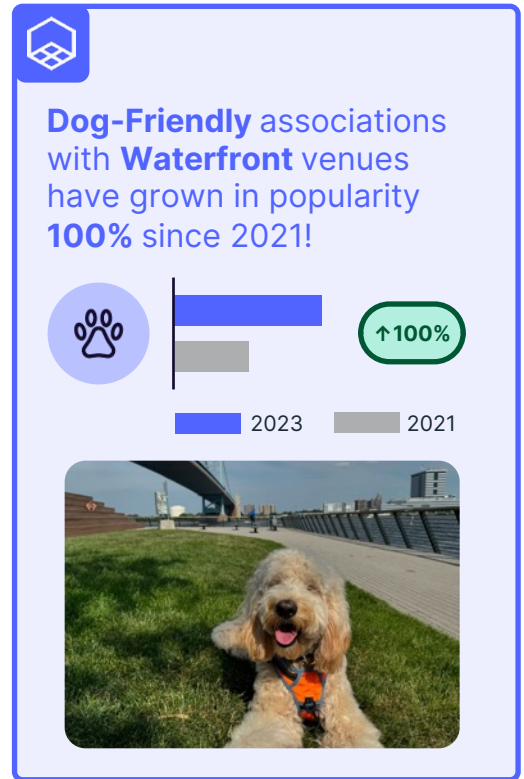
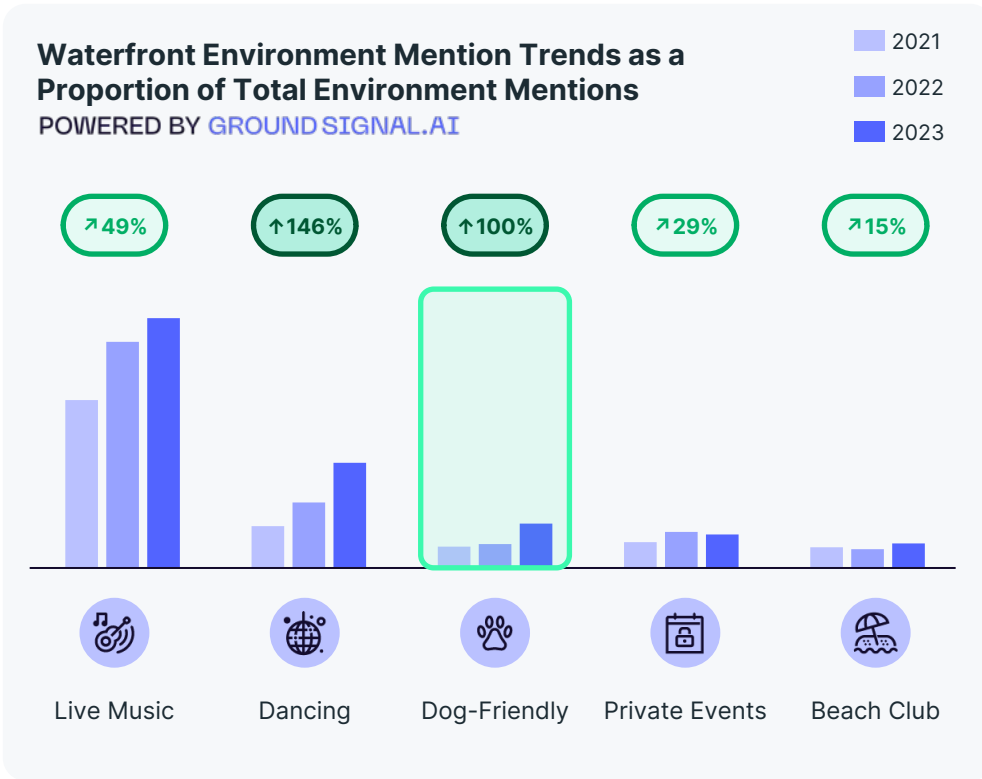
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- █ High ↑
- █ Mid ↓
- █ 2021
- █ Mid ↑
- █ High ↓
- █ 2022
- Neutral +/-
- National Benchmark
- █ 2023

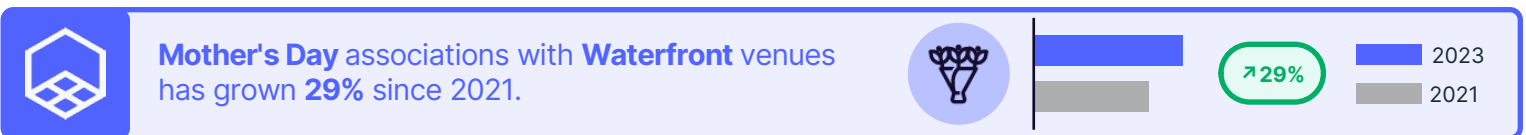
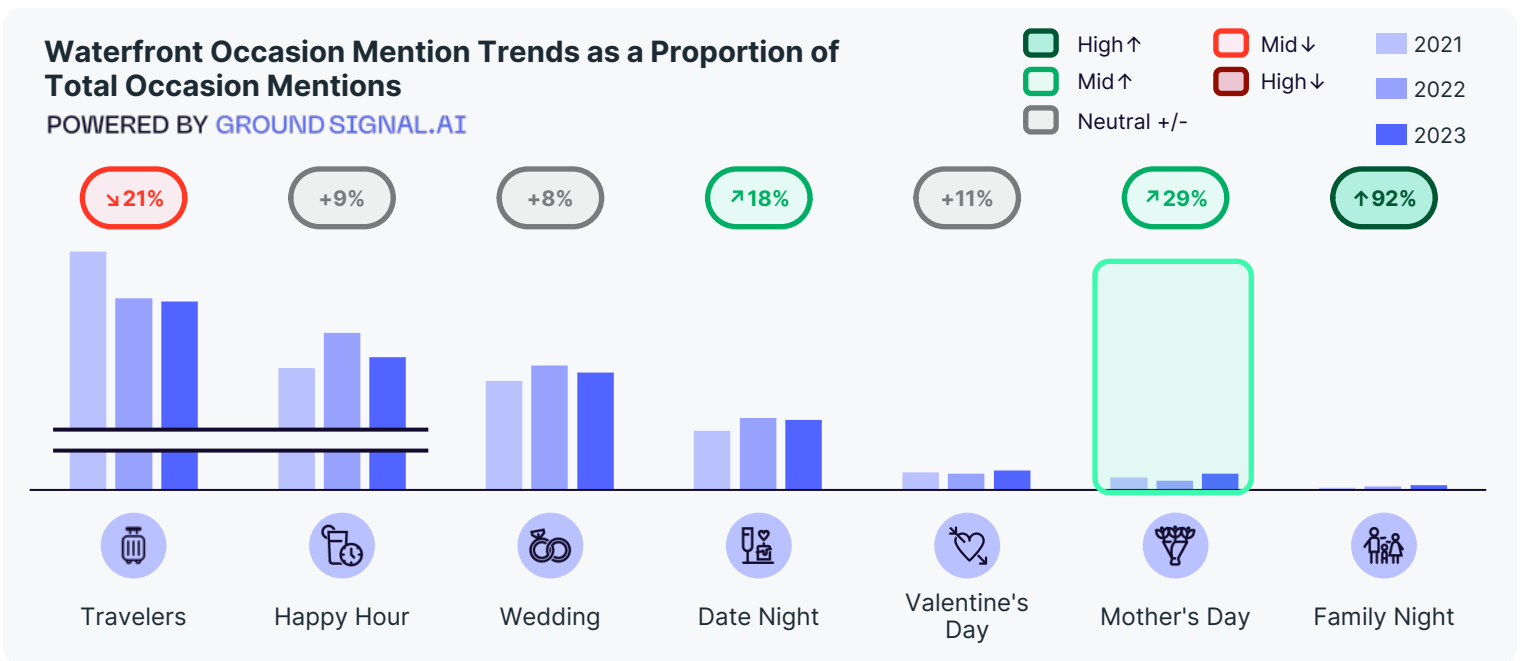




What are the environments associated with Waterfront venues?

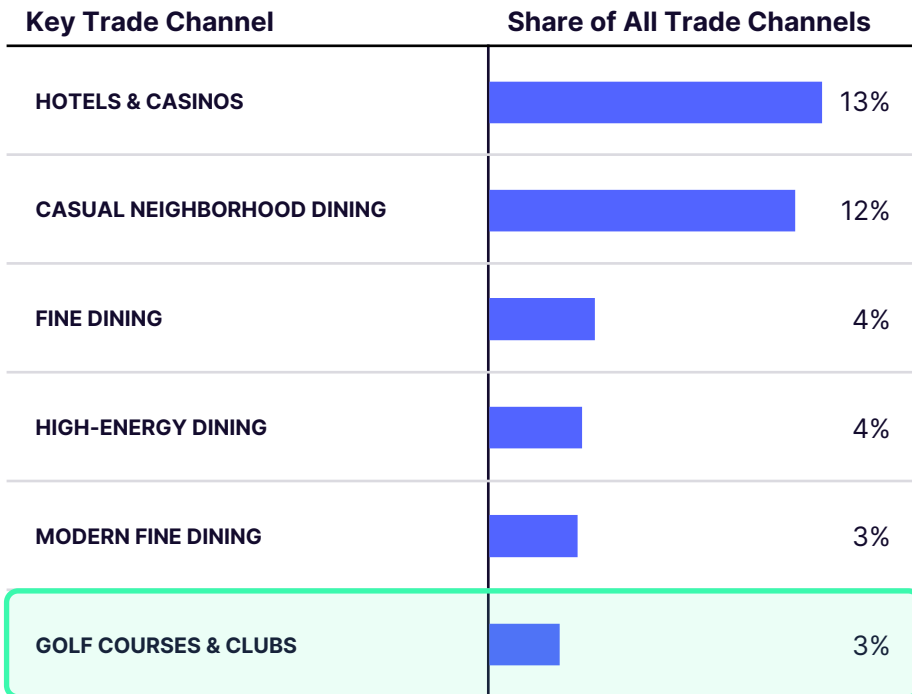


What are the occasions associated with Waterfront venues?





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



Super Premium Rum velocity at Waterfront Golf Courses & Clubs has grown 227% since 2021!

How does Super Premium Rum perform in Key Trade Channels where Waterfront is mentioned?

Super Premium Rum sales velocity in Key Trade Channels where Waterfront is present (9L/Yr)

POWERED BY [GROUND SIGNAL.AI](#)

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

