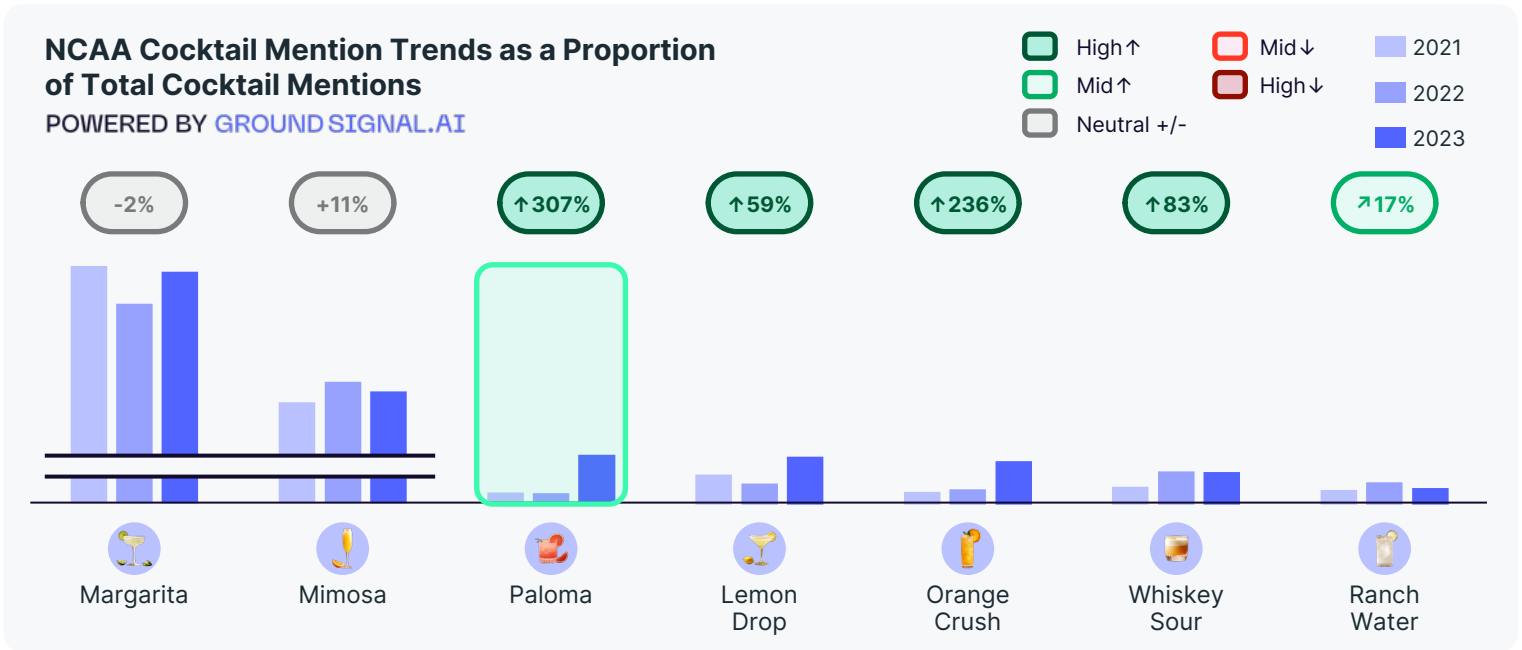


# NCAA VENUES INSIGHTS





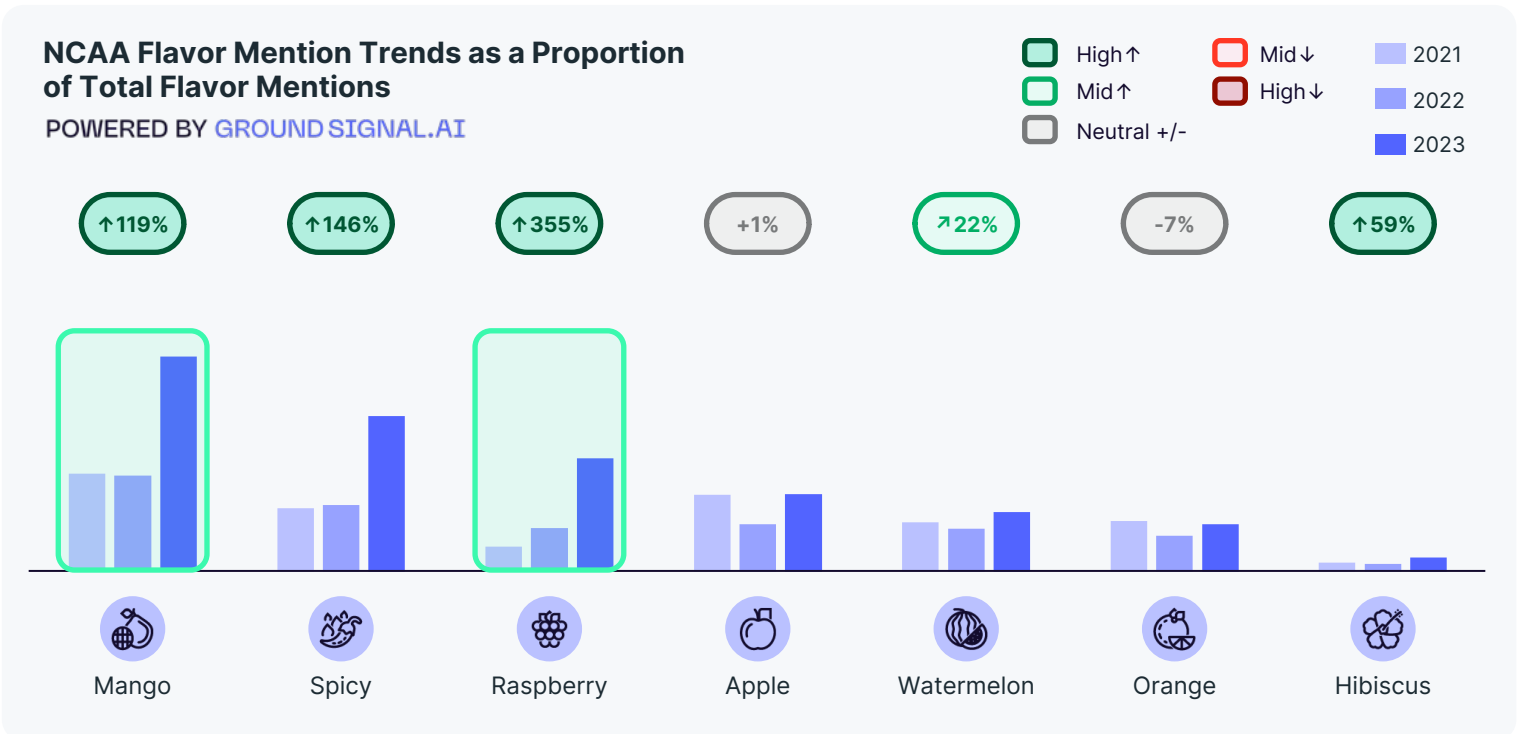
What are the cocktails associated with NCAA Venues?



**Palomas at NCAA accounts** have grown in popularity **307%** since 2021!

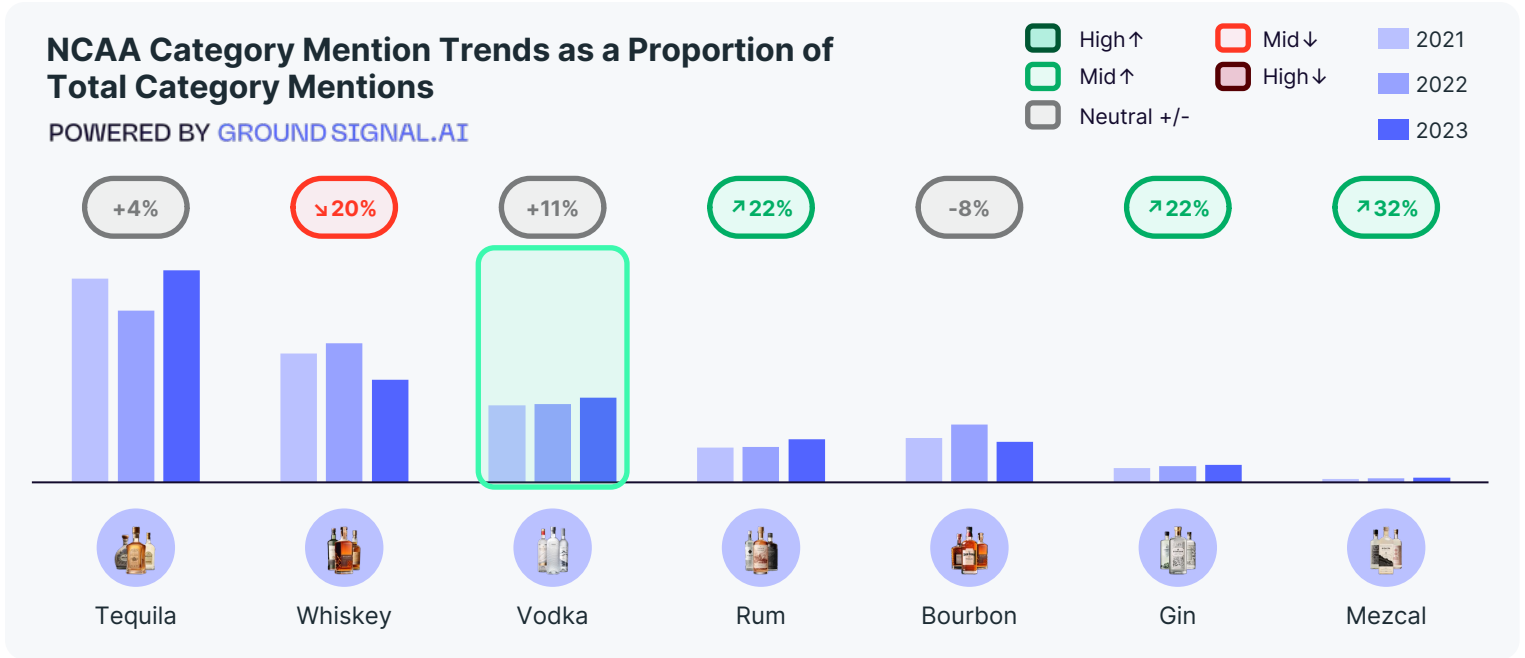
What are the flavors associated with NCAA Venues?

**Mango** is the most popular flavor at **NCAA venues**, while **Raspberry** has grown **355%** since 2021.





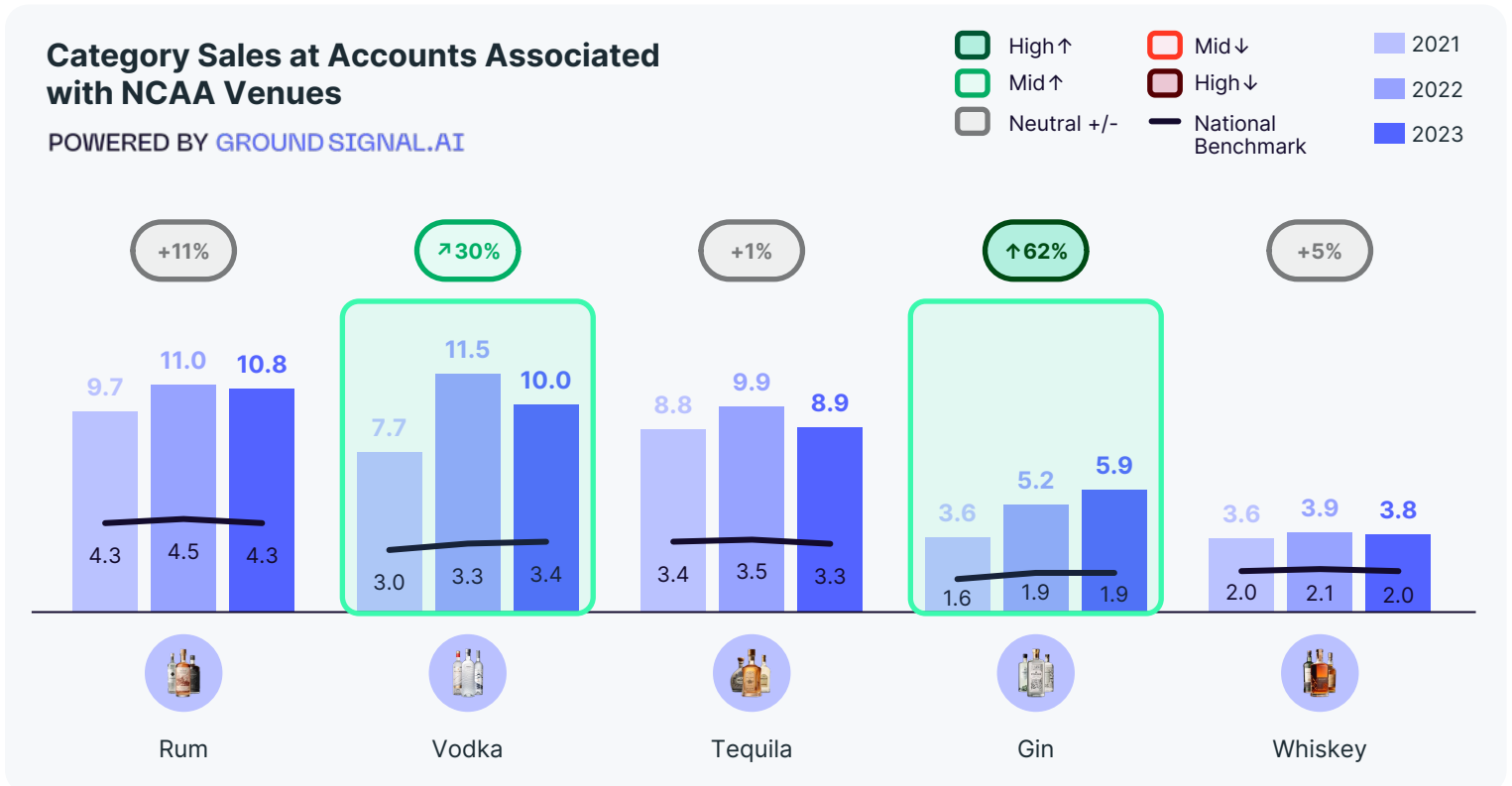
What is the change in popularity of spirits associated with NCAA Venues?



**Vodka at NCAA venues has grown in popularity 11% since 2021!**

Year	Popularity
2021	~10%
2023	~11%

How do different spirits perform where NCAA Venues are present?

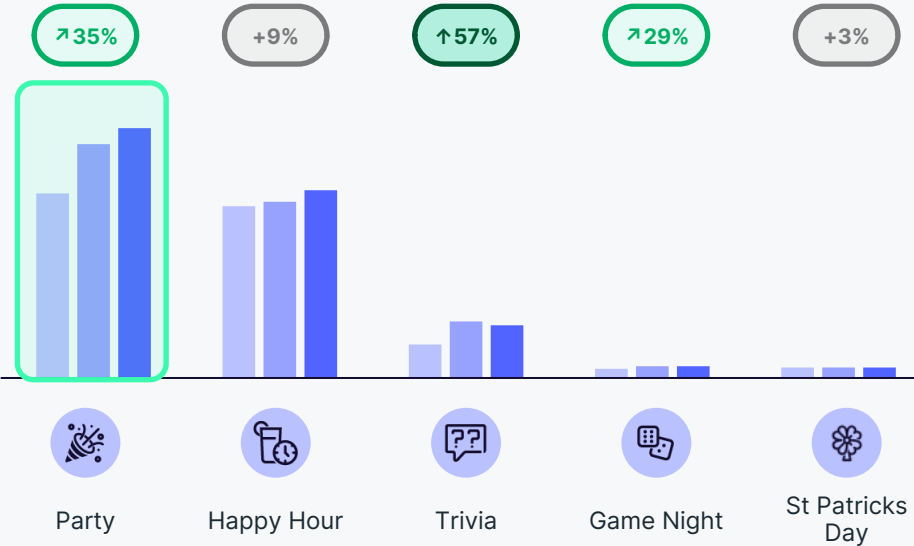
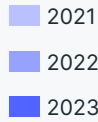




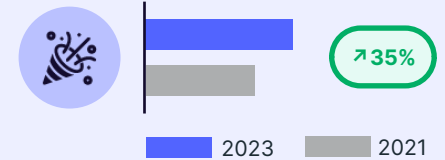
What are the occasions associated with NCAA Venues?

**NCAA Occasion Mention Trends as a Proportion of Total Occasion Mentions**

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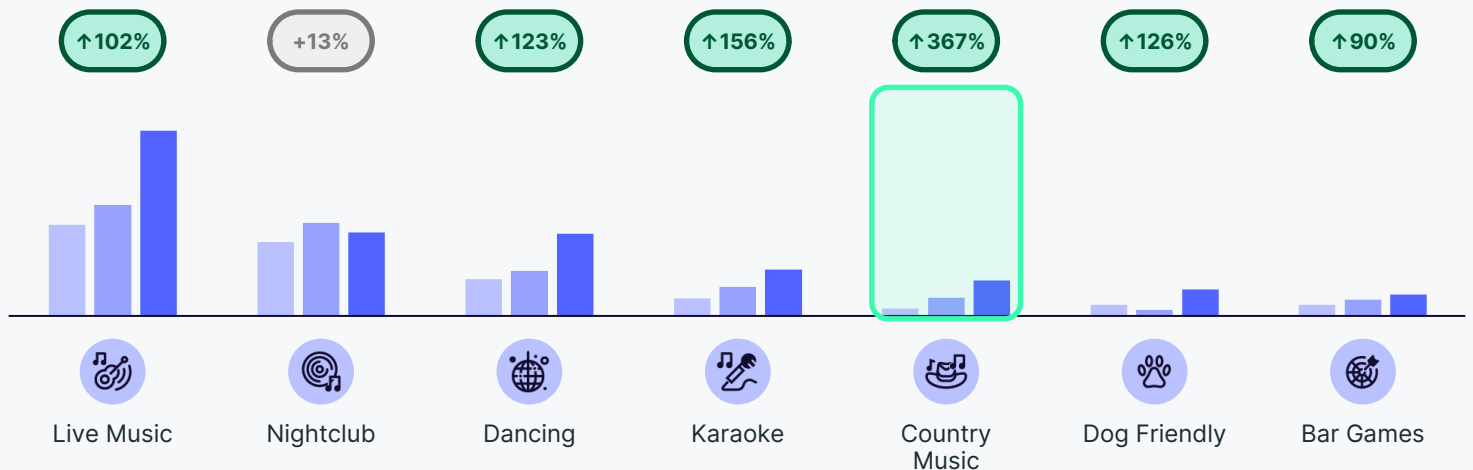
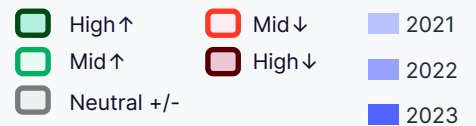
**Parties at NCAA accounts** have grown **35%** since 2021.



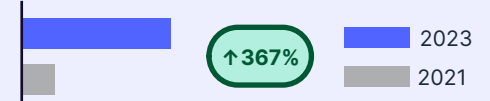
What are the environments associated with NCAA Venues?

**NCAA Environment Mention Trends as a Proportion of Total Environment Mentions**

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**Country Music at NCAA venues** has grown in popularity **367%** since 2021!






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

Key Trade Channel	Share of All Trade Channels
SPORTS BARS	12%
CASUAL NEIGHBORHOOD BARS	9%
<b>HIGH-ENERGY BARS &amp; NIGHTLIFE</b>	<b>9%</b>
CASUAL NEIGHBORHOOD DINING	7%
HIGH-ENERGY DINING	4%
HIGH-ENERGY SPORTS BARS	3%



**Vodka velocity at High-Energy Dining venues with high mentions of NCAA has grown 43% since 2021!**



How does Vodka perform in Key Trade Channels where NCAA is mentioned?

**Vodka sales velocity in Key Trade Channels where NCAA is present (9L/Yr)**

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

