

NFL INSIGHTS

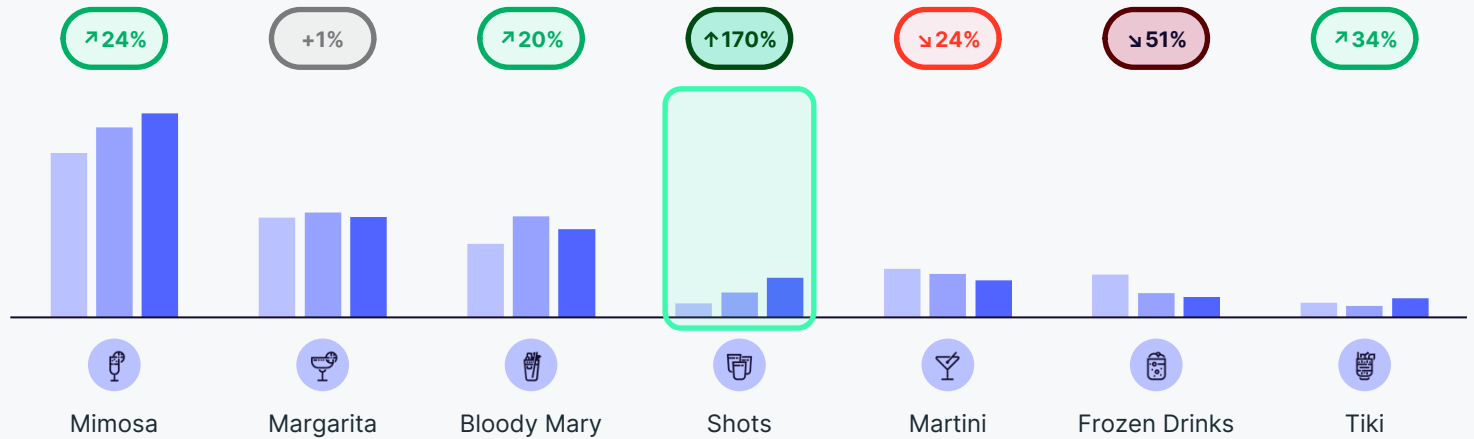
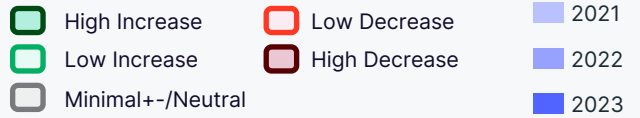




What are the top cocktails associated with the NFL?

Trending NFL Growth Cocktail Mentions as a Proportion of Total Cocktail Mentions

POWERED BY GROUND SIGNAL



Shots during NFL games have grown 170% since 2021!

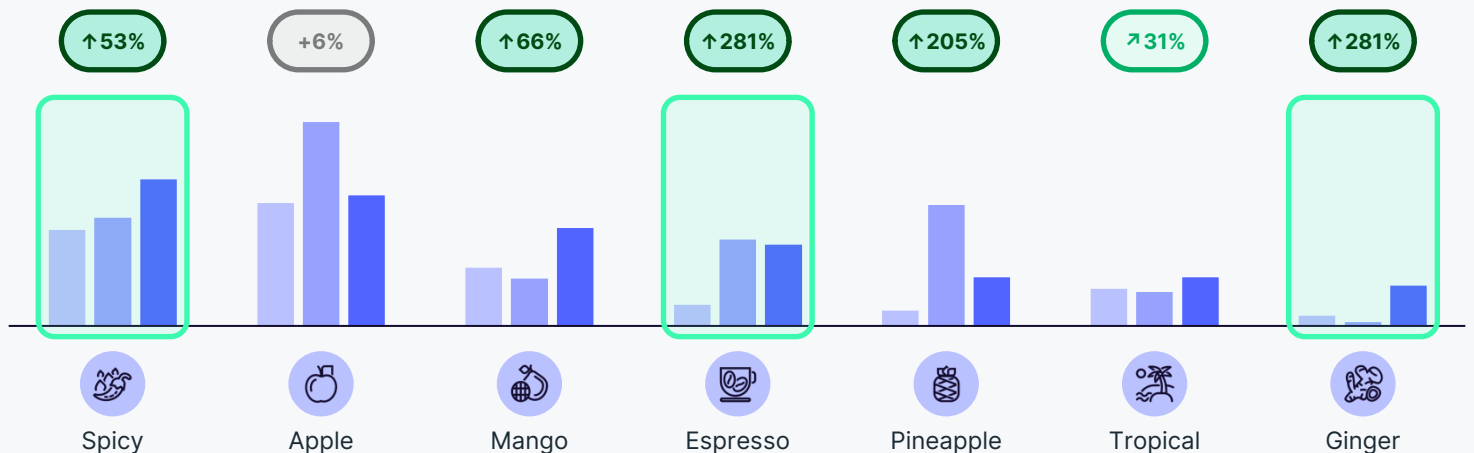
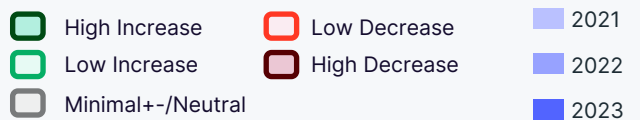


What are the top NFL flavors?

Spicy is the most popular NFL flavor, while **Espresso** and **Ginger** are the fastest growing flavors.

Trending NFL Growth Flavor Mentions as a Proportion of Total Flavor Mentions

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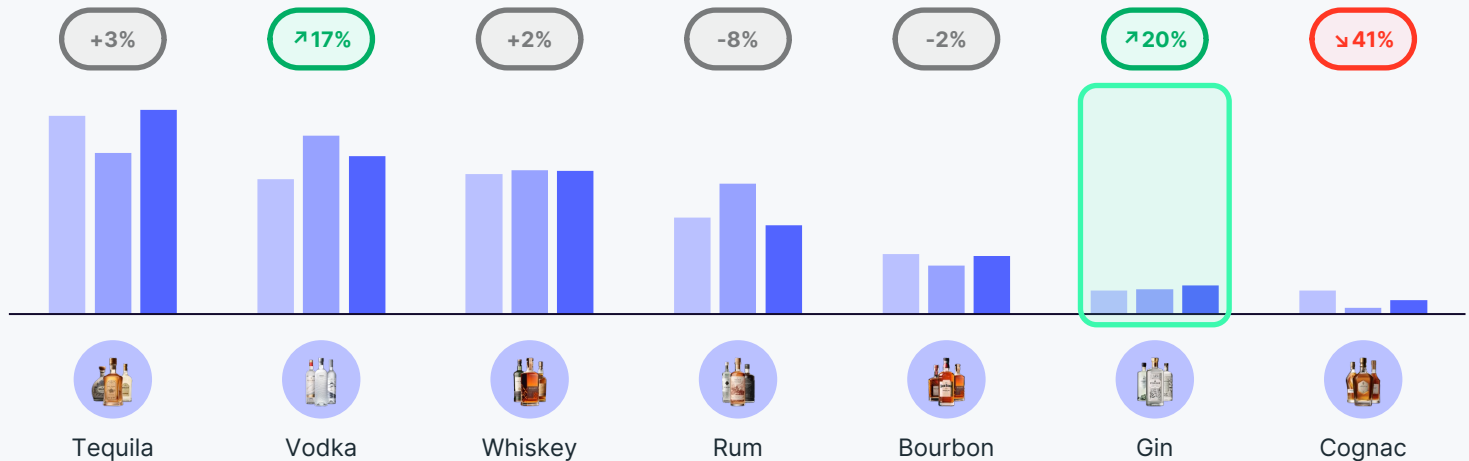
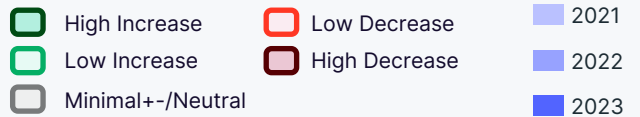




What is the change in popularity of spirits associated with the NFL?

NFL Growth Category Mentions as a Proportion of Total Spirits Mentions

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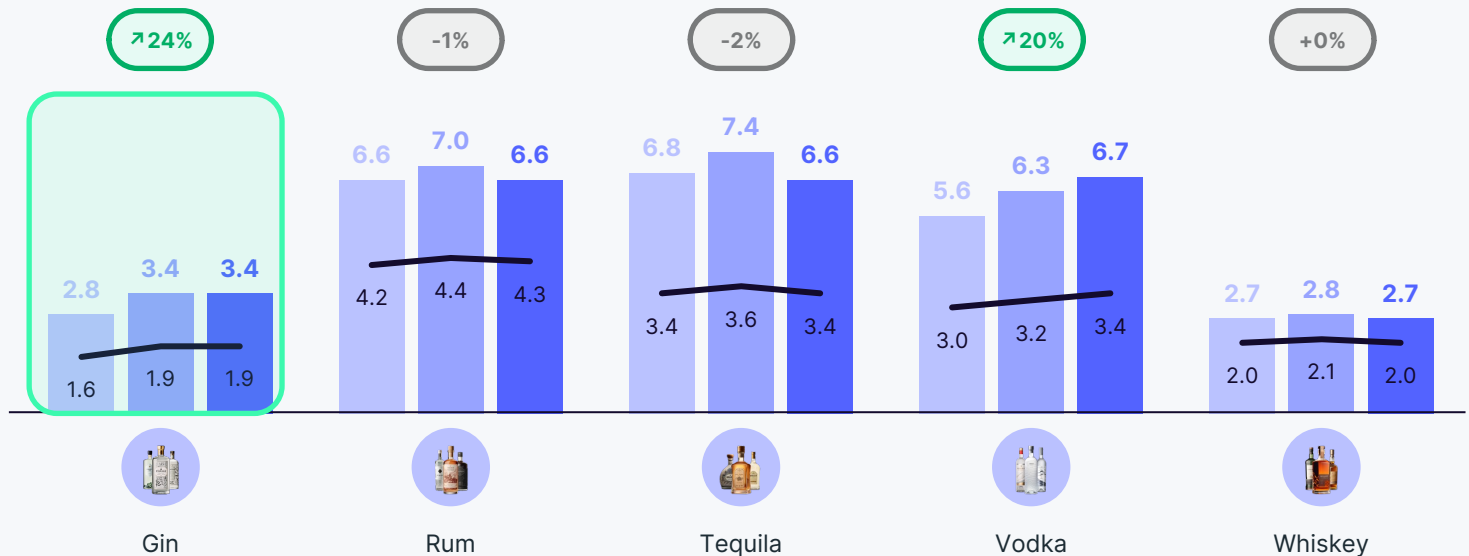
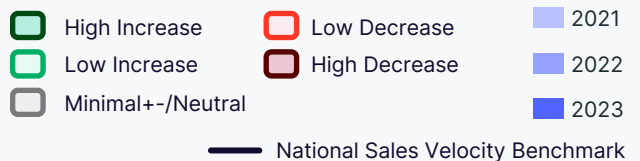
NFL mentions with **Gin** has grown **20%** since 2021!



How do different spirits perform at accounts known for NFL games?

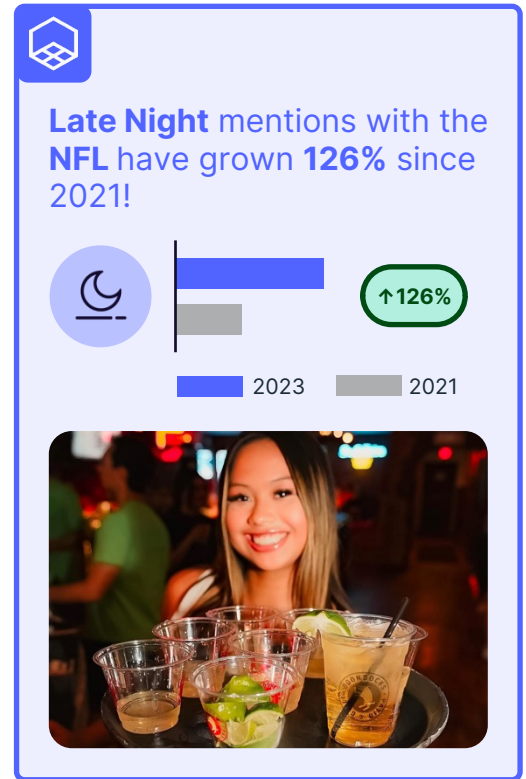
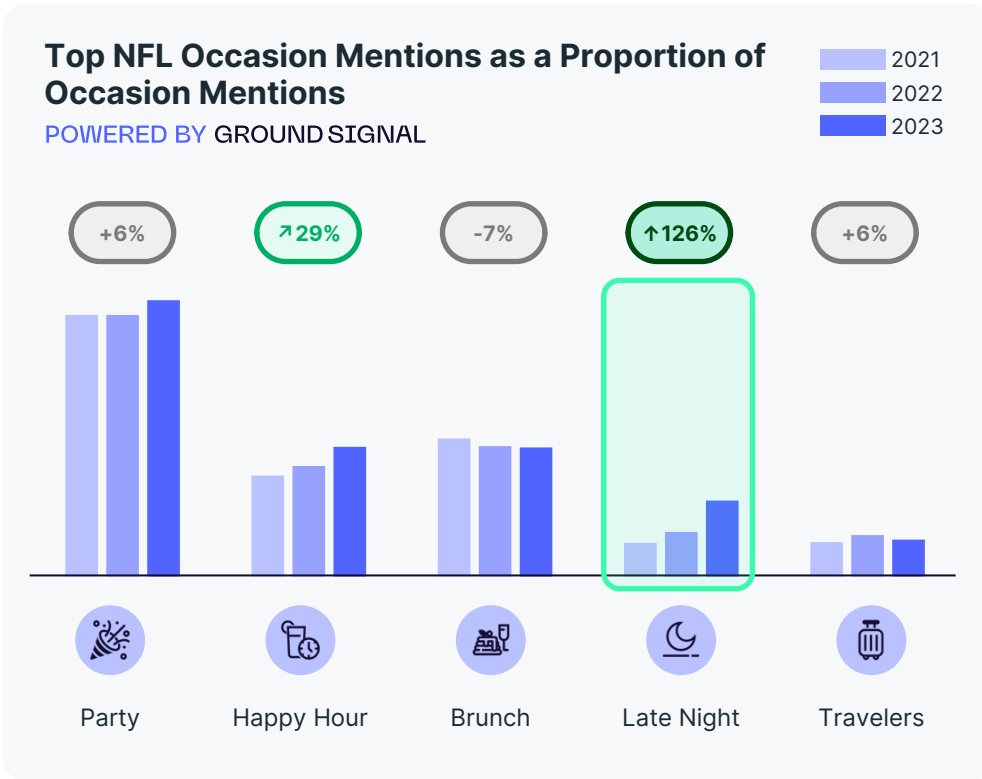
NFL Category Sales Velocity (9L/Yr)

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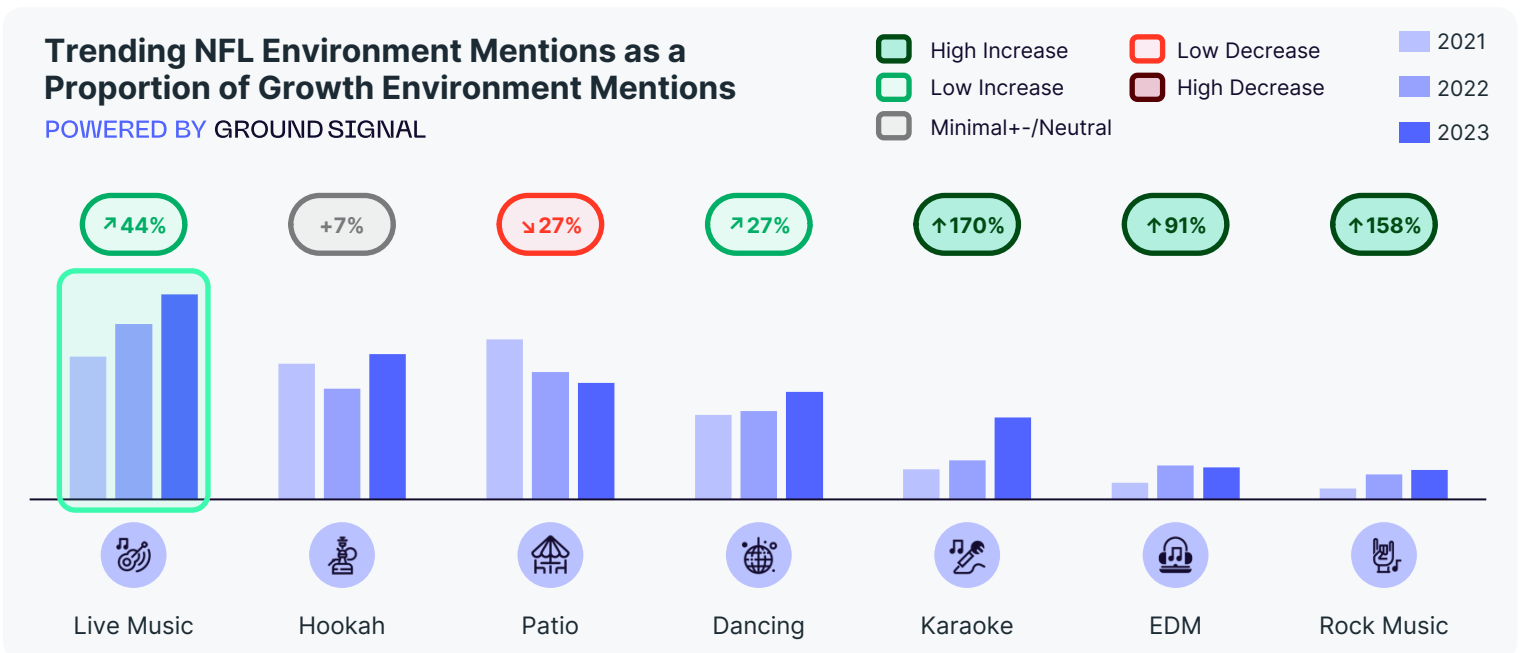




What are the top occasions associated with the NFL?



What are the top environments associated with the NFL?





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

Key Trade Channel	Share of All Trade Channels
HIGH-ENERGY BARS & NIGHTLIFE	8%
CASUAL NEIGHBORHOOD DINING	6%
CASUAL NEIGHBORHOOD BARS	6%
HIGH-ENERGY DINING	6%
MULTICULTURAL FOCUSED BARS & NIGHTLIFE	5%
MULTICULTURAL FOCUSED DINING	5%

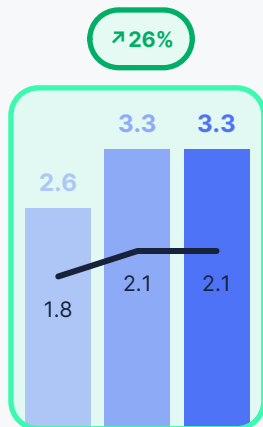
Gin has grown 26% in NFL-Focused Multicultural Focused Bars & Nightlife since 2021!

How does Gin perform at NFL's top trade channels?

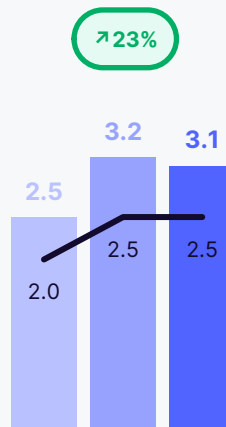
Top NFL Trade Channels for Gin Sales Velocity (9L/Yr)

POWERED BY GROUND SIGNAL

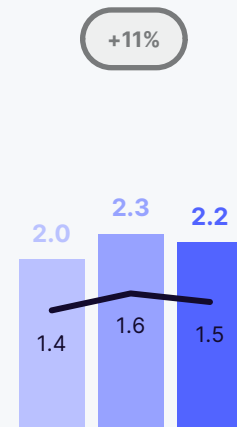
- High Increase (Green outline)
- Low Increase (Light Green outline)
- Minimal+/-/Neutral (Grey outline)
- Low Decrease (Red outline)
- High Decrease (Dark Red outline)
- 2021 (Light Blue)
- 2022 (Medium Blue)
- 2023 (Dark Blue)
- National Sales Velocity Benchmark (Black line)



Multicultural Focused Bars & Nightlife



High-Energy Bars & Nightlife



Sports Bars

