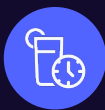


HAPPY HOUR INSIGHTS

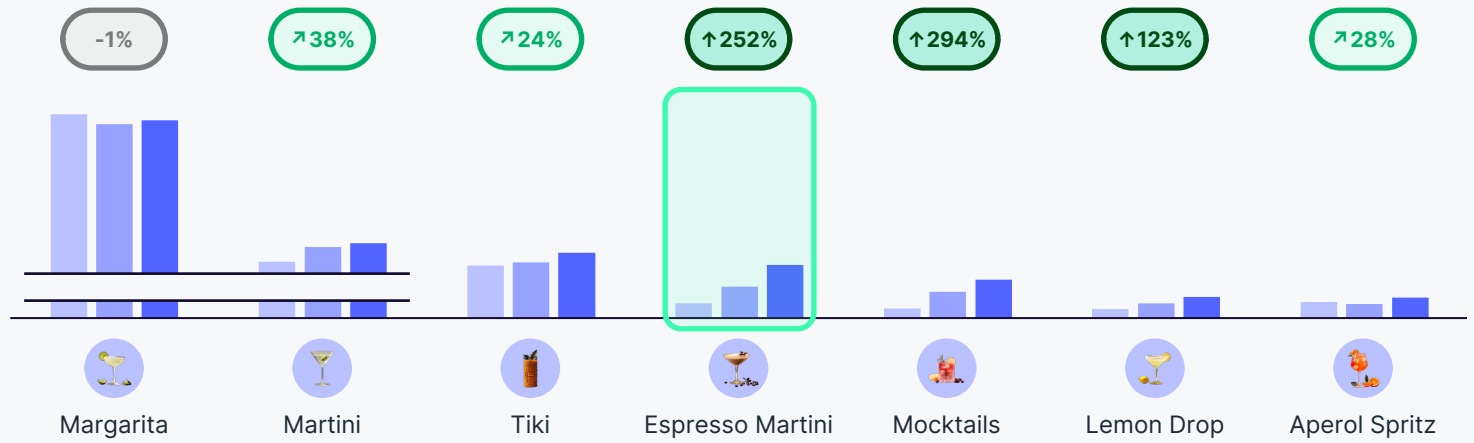
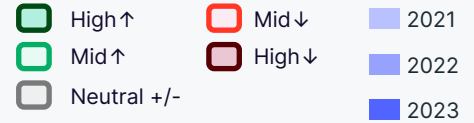




What are the top cocktails associated with Happy Hour?

Top Happy Hour Cocktail Mentions as a Proportion of Cocktail Mentions

POWERED BY GROUND SIGNAL



Did you know **Espresso Martini** during Happy Hour has grown in popularity by **252%** since 2021?

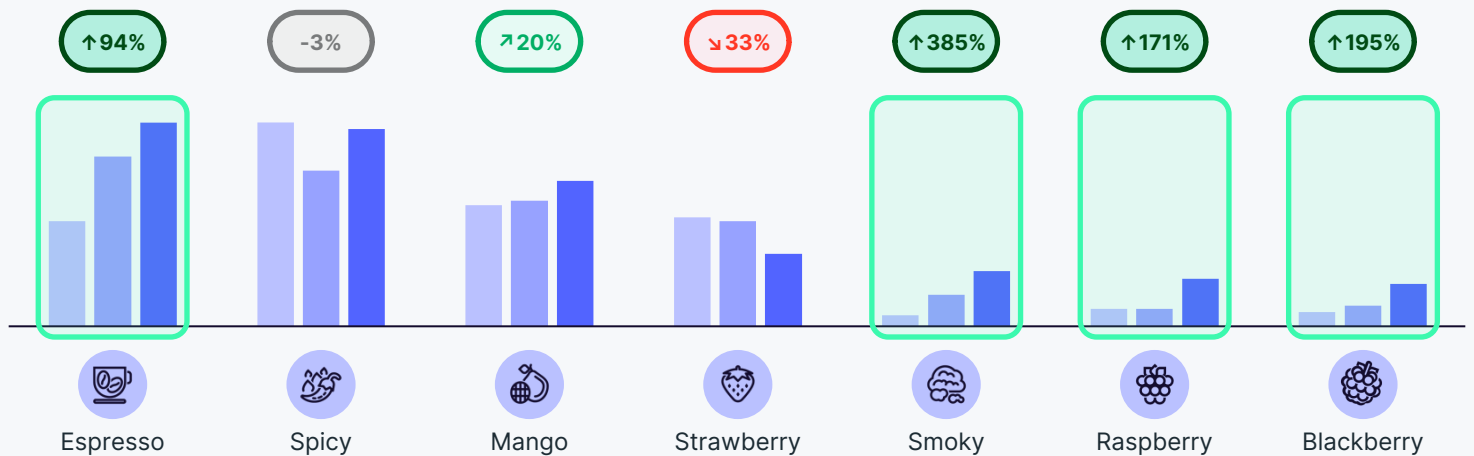
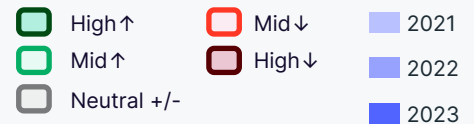


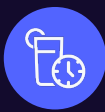
What are the top Happy Hour flavors?

Espresso and **Spicy** are the two most popular Happy Hour flavors; **Smoky**, **Raspberry**, and **Blackberry** are the fastest growing flavors during Happy Hour.

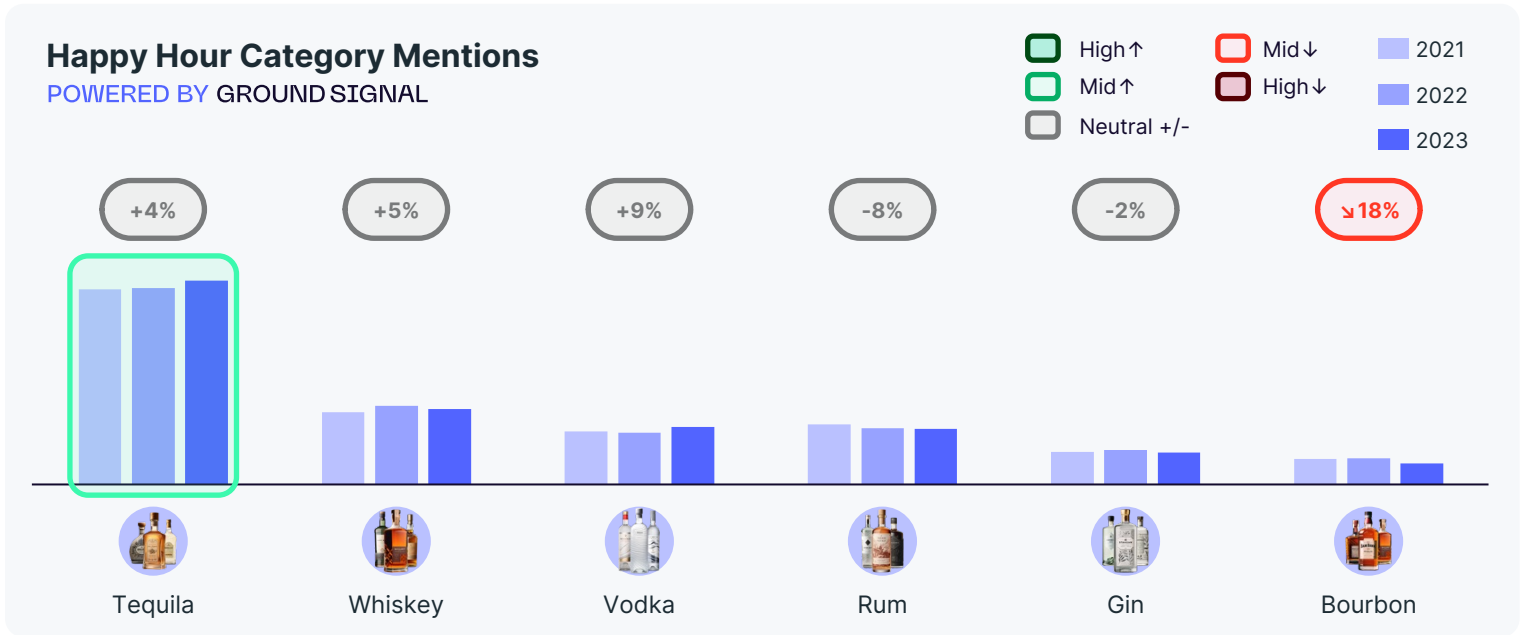
Top Happy Hour Flavor Mentions as a Proportion of Flavor Mentions

POWERED BY GROUND SIGNAL





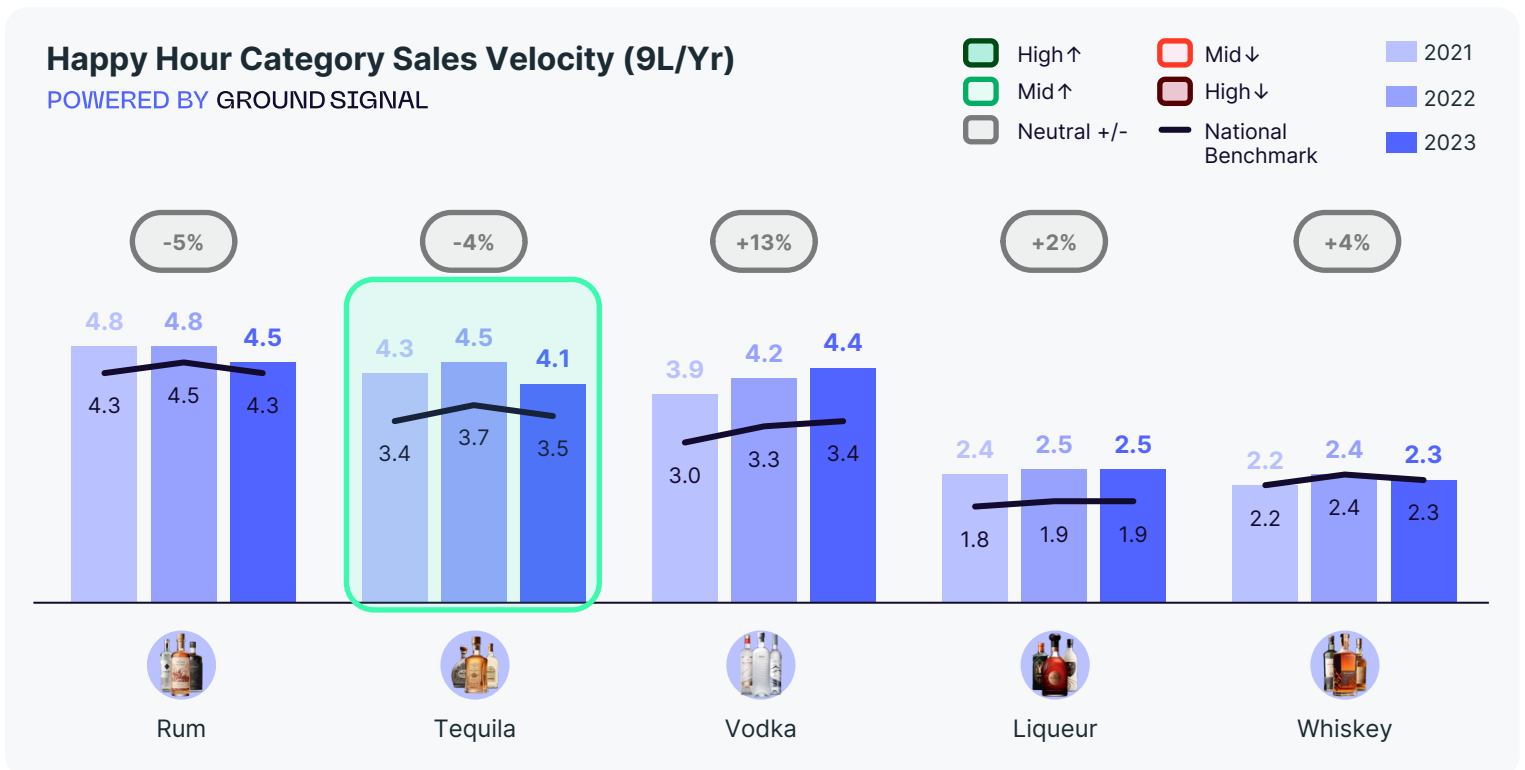
What spirit categories are people mentioning at top Happy Hour accounts?

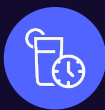


Tequila is by far the most popular category at Happy Hour accounts; mentions have grown by **4%** since 2021.

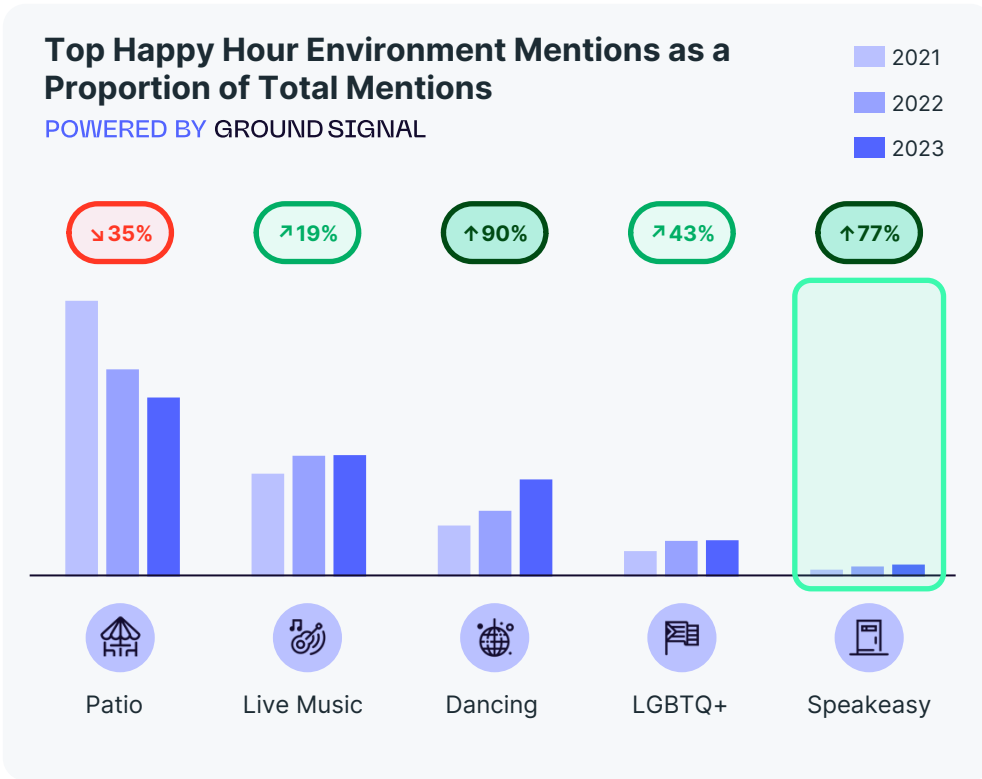
Legend: 2021 (Grey), 2023 (Dark Blue)

How do different spirits perform at accounts with Happy Hour?





What are the top environments associated with Happy Hour consumption?



Did you know that **Speakeasies** for Happy Hour have grown in popularity by **77%** since 2021?

How does Tequila perform in Happy Hour's top environments?

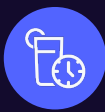
Sales of Tequila significantly outperform in Happy Hour venues with these attributes:

Tequila Sales Velocity (9L/Yr)

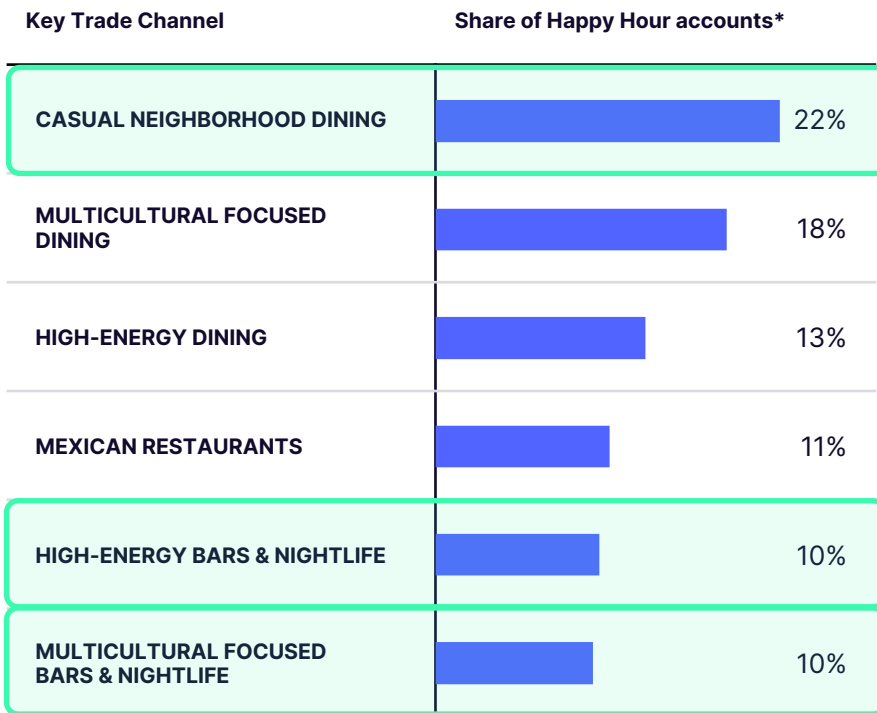
Environment	Current Accounts	National Benchmark	Outperformance
LIVE MUSIC	4.7	3.6	↑ 17%
DANCING	5.3	3.6	↑ 42%
LGBTQ+	5.1	3.6	↑ 47%
SPEAKEASY	4.2	3.6	↑ 31%

Legend: █ Current Accounts █ National Benchmark





What are the top Key Trade Channels where people are drinking during Happy Hour in 2024?



*Note: Key Trade Channels (KTCs) are not mutually exclusive.



Did you know that **Casual Neighborhood Dining** is the most popular Key Trade Channel for Happy Hour?



How does Tequila perform in top Happy Hour trade channels?

Sales of Tequila during Happy Hour significantly outperform the benchmark in several Key Trade Channels, including:



Top Happy Hour Trade Channels
Tequila Sales Velocity (9L/Yr)

POWERED BY GROUND SIGNAL



Multicultural Focused Bars & Nightlife



High-Energy Bars & Nightlife



High-Energy Dining

