

PAPER PLANE INSIGHTS



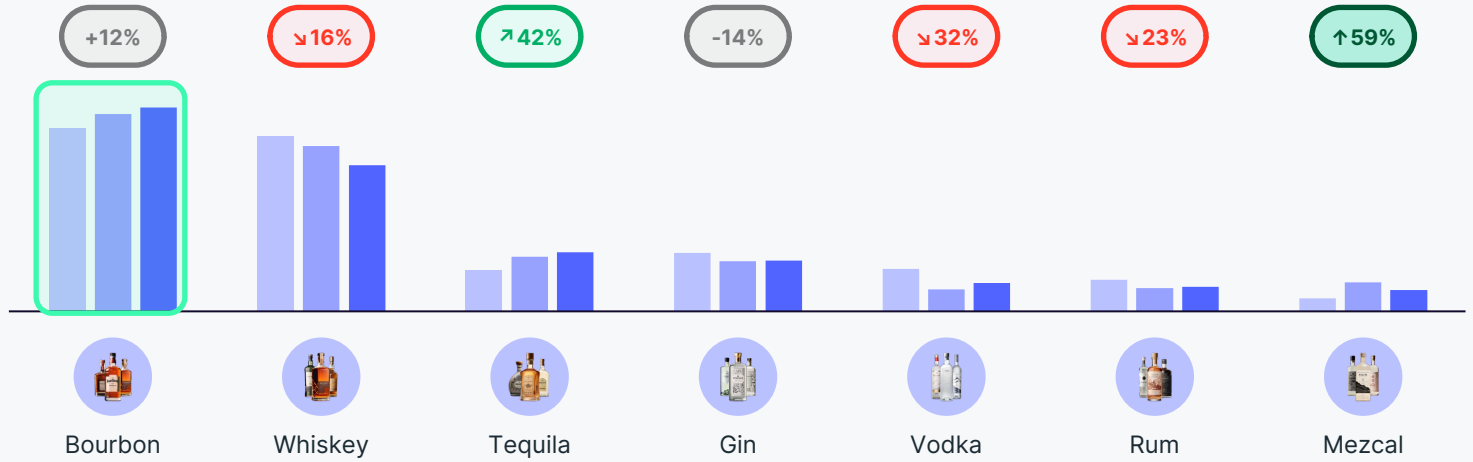


What is the change in popularity of categories associated with Paper Planes?

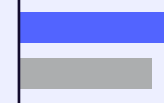
Paper Plane Category Mention Trends as a Proportion of Total Category Mentions

POWERED BY [GROUND SIGNAL.AI](#)

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



Bourbon Paper Planes have grown in popularity by 12% since 2021!



+12%

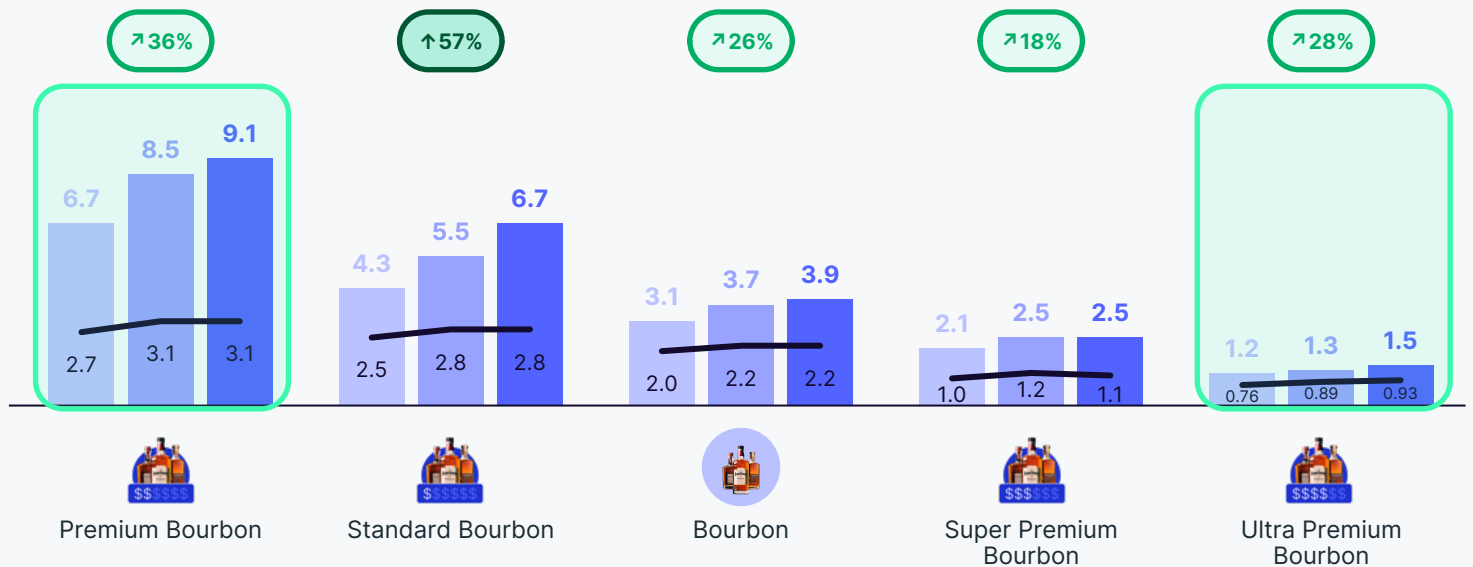
- 2023
- 2021

How do different spirits perform at accounts with Paper Planes?

Category Sales at Accounts Associated with Paper Plane

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



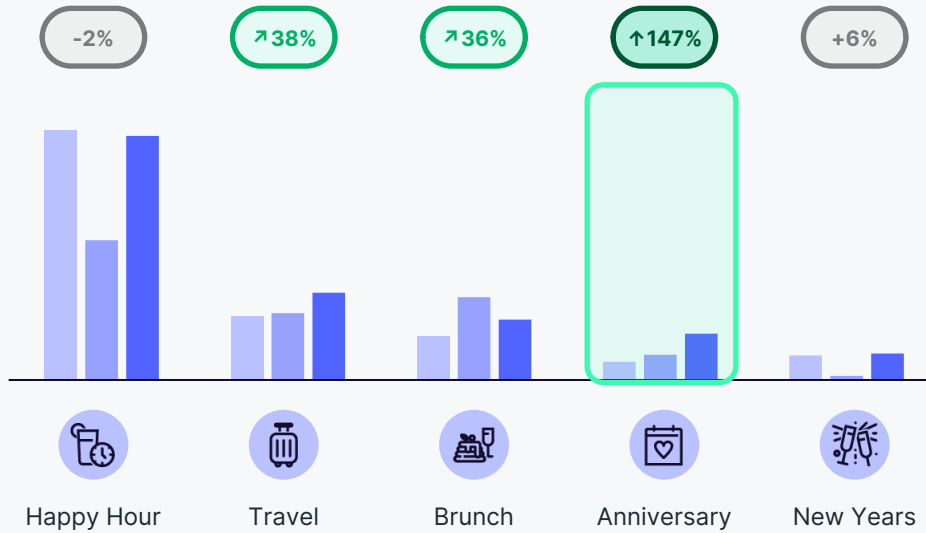


What are the occasions associated with Paper Planes?

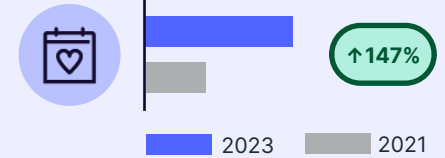
Paper Plane Occasion Mention Trends as a Proportion of Total Occasion Mentions

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2021
2022
2023



Paper Planes during Anniversaries have grown 147% since 2021.

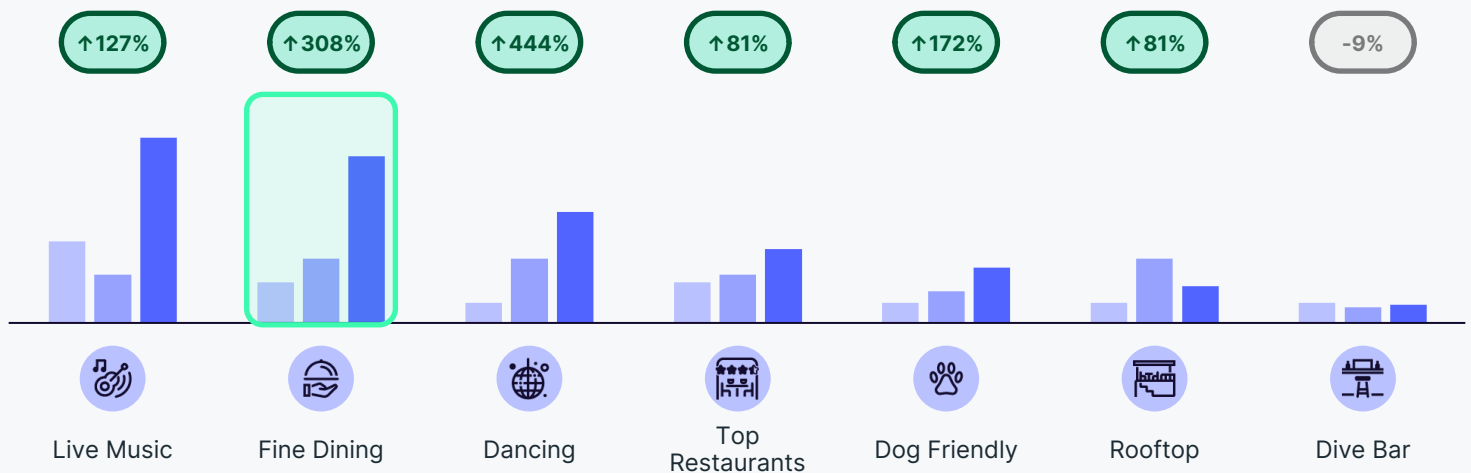


What are the environments associated with Paper Planes?

Paper Plane Environment Mention Trends as a Proportion of Total Environment Mentions

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

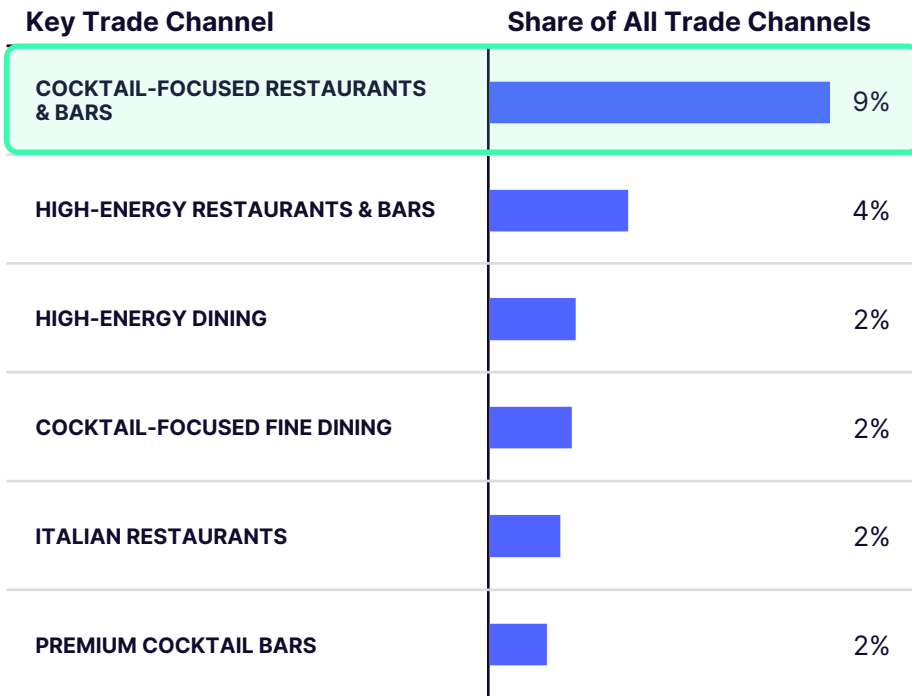


Paper Plane associations with Fine Dining have grown in popularity 308% since 2021!





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



Bourbon velocity at Cocktail-Focused Elevated Dining venues with Paper Planes has grown 21% since 2021!

How does Bourbon perform at key trade channels where Paper Planes are present?

Bourbon Sales Velocity at Key Trade Channels Where Paper Planes are Present (9L/Yr)

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

