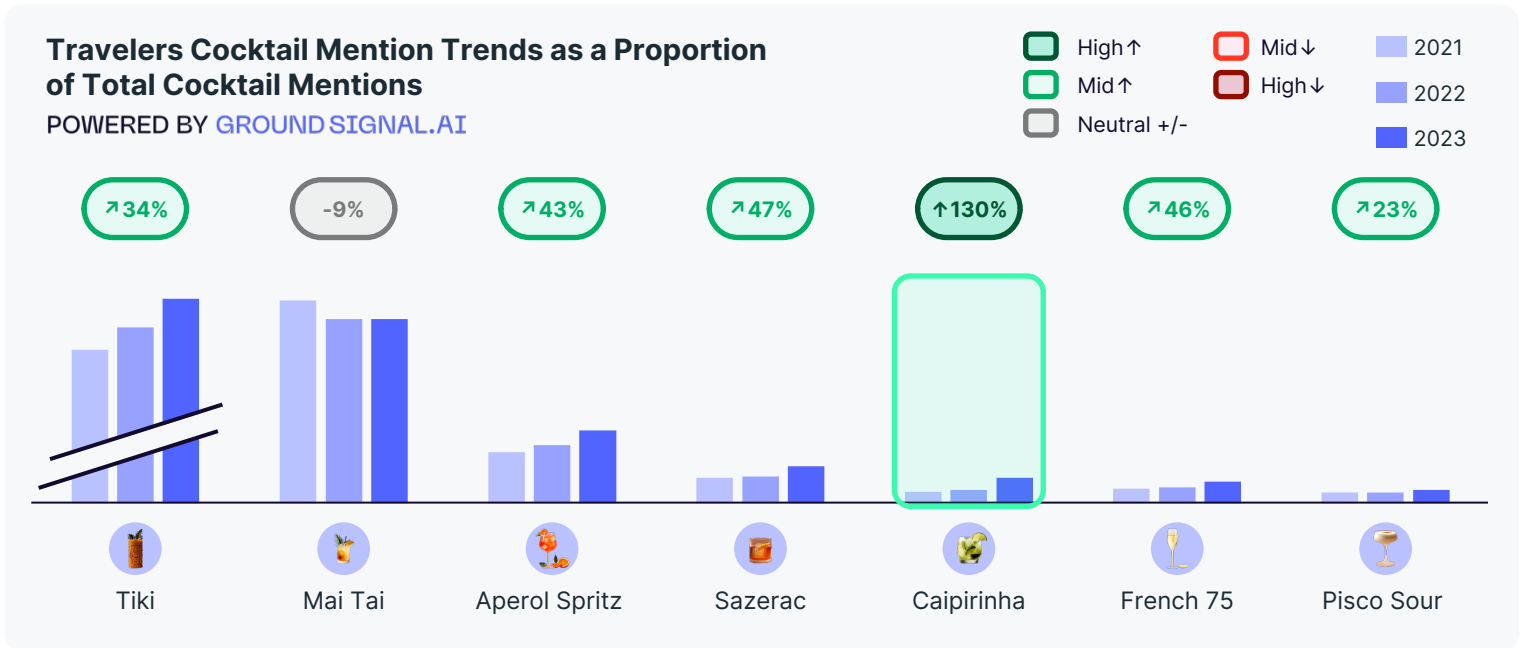


TRAVELERS INSIGHTS





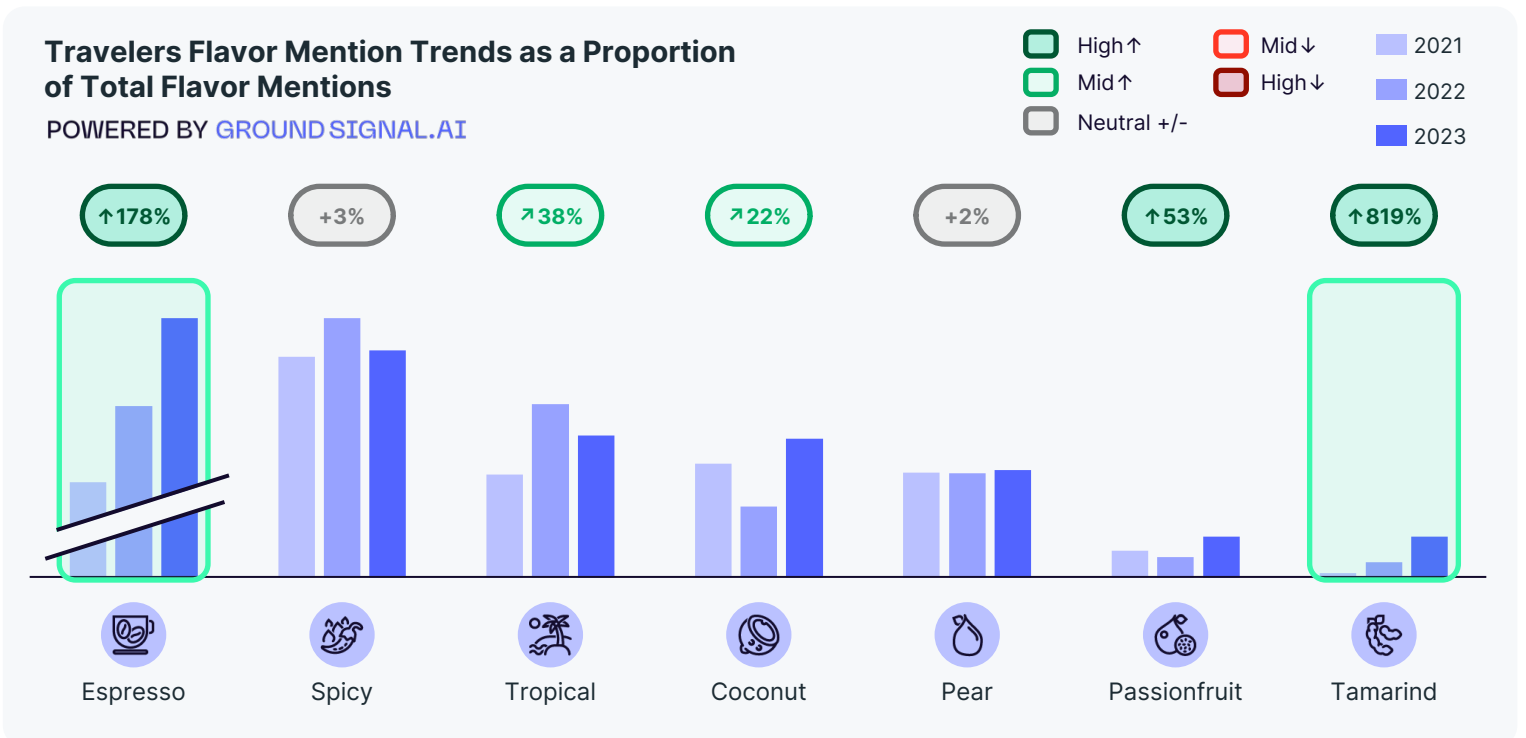
What are the cocktails associated with Travelers?



Caipirinha associations with **Travelers** has grown **130%** since 2021!

What are the flavors associated with Travelers?

Espresso is the most popular flavor for **Travelers**, while **Tamarind** has grown **819%** since 2021.



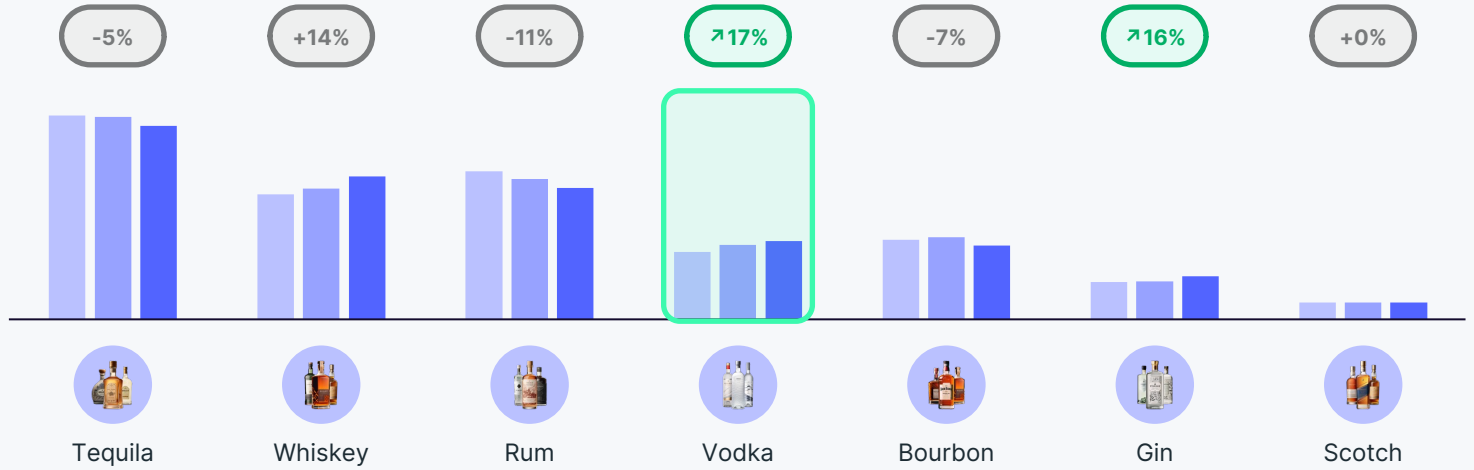


What is the change in popularity of spirits associated with Travelers?

Travelers Category Mention Trends as a Proportion of Total Category Mentions

POWERED BY [GROUND SIGNAL.AI](#)

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



Vodka associations with Travelers has grown 17% since 2021!

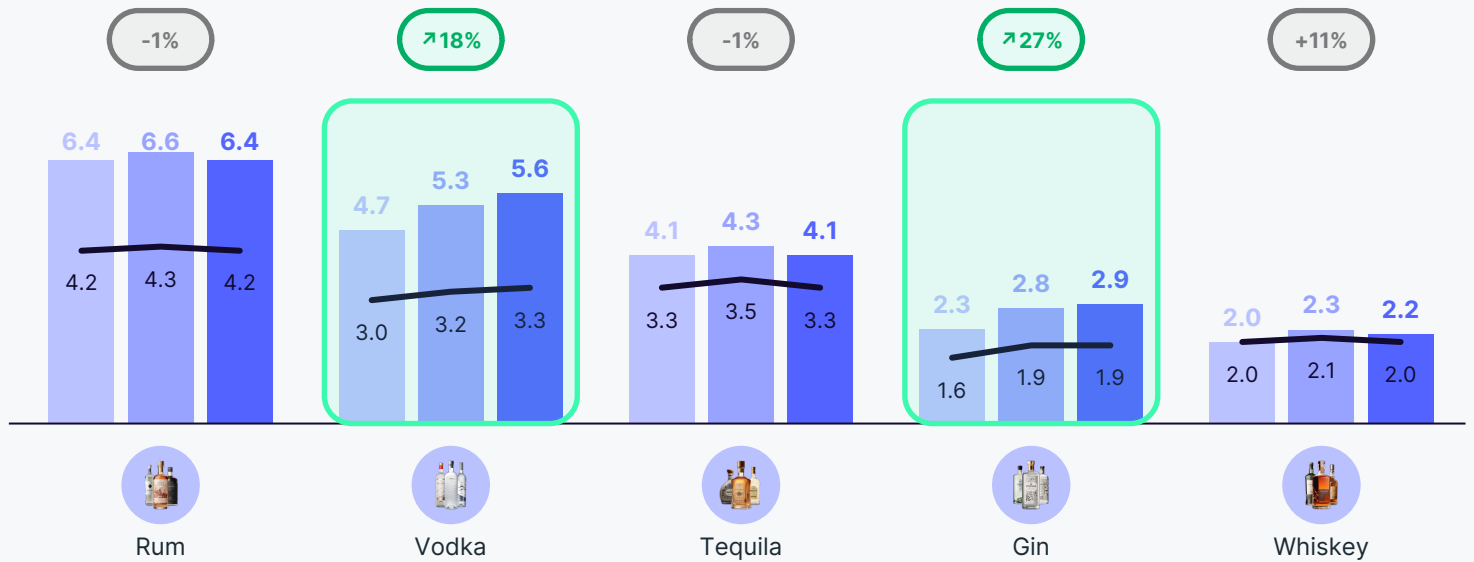


How do different spirits perform at accounts associated with Travelers?

Category Sales at Accounts Associated with Travelers

POWERED BY [GROUND SIGNAL.AI](#)

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

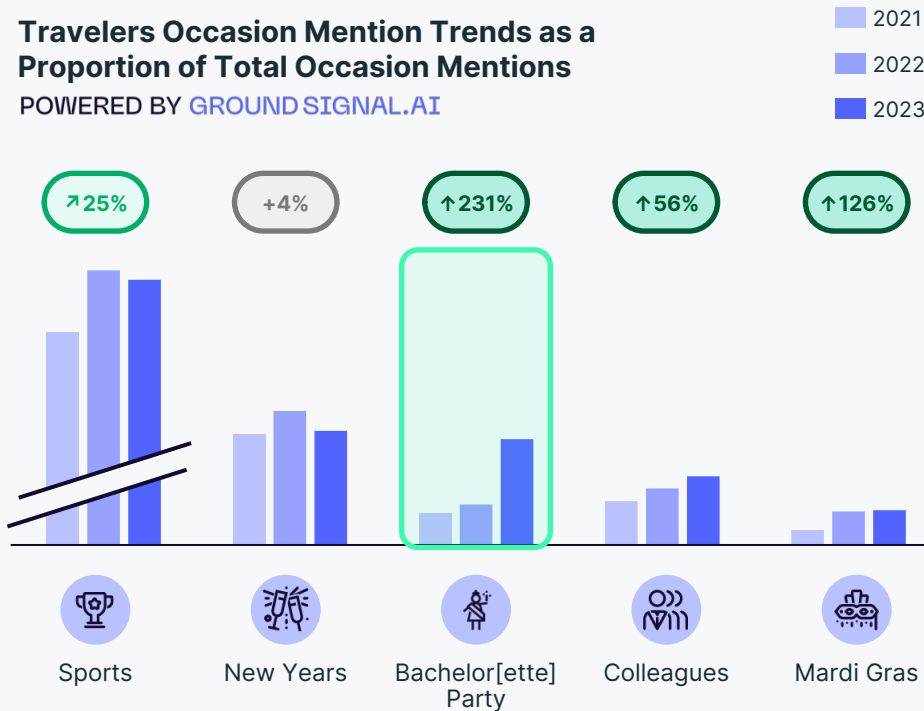




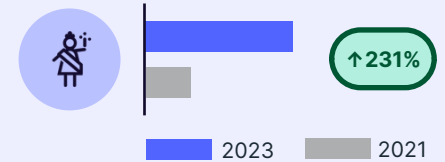
What are the occasions associated with Travelers?

Travelers Occasion Mention Trends as a Proportion of Total Occasion Mentions

POWERED BY [GROUND SIGNAL.AI](#)



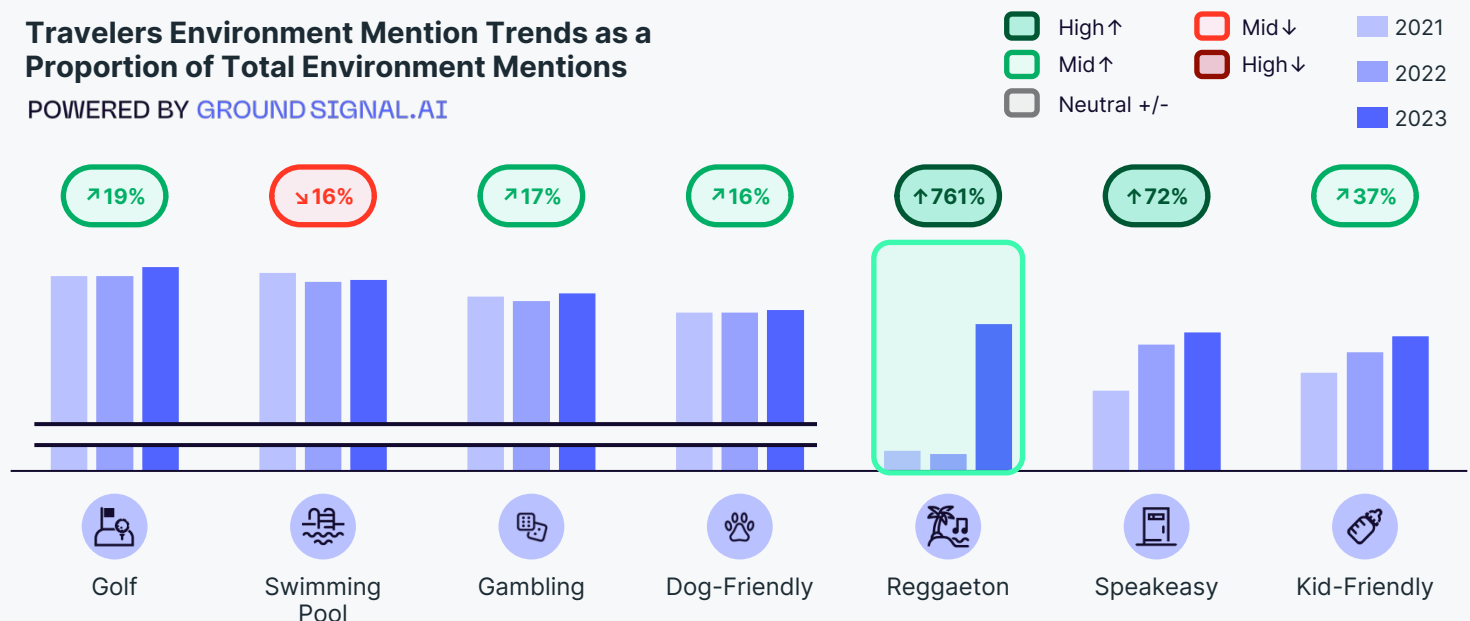
Bachelor[ette] Party
associations with **Travelers**
has grown **231%** since 2021.



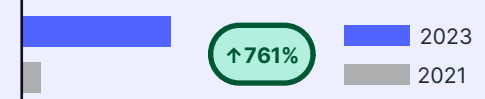
What are the environments associated with Travelers?

Travelers Environment Mention Trends as a Proportion of Total Environment Mentions

POWERED BY [GROUND SIGNAL.AI](#)



Travelers at Reggaeton environments has grown in popularity **761%** since 2021!





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

Key Trade Channel	Share of All Trade Channels
HOTELS	6%
COCKTAIL-FOCUSED RESTAURANTS & BARS	4%
CASUAL NEIGHBORHOOD DINING	3%
CAUCASIAN FOCUSED BARS & NIGHTLIFE	3%
PREMIUM/FINE DINING RESTAURANTS & BARS	2%
HIGH-ENERGY RESTAURANTS & BARS	1%

Gin velocity at Premium Bars & Nightlife venues associated with Travelers has grown 30% since 2021!

How does Gin perform at key trade channels where Travelers are present?

Gin Sales Velocity at Key Trade Channels where Travelers are present (9L/Yr)

POWERED BY [GROUND SIGNAL.AI](#)

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

