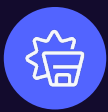
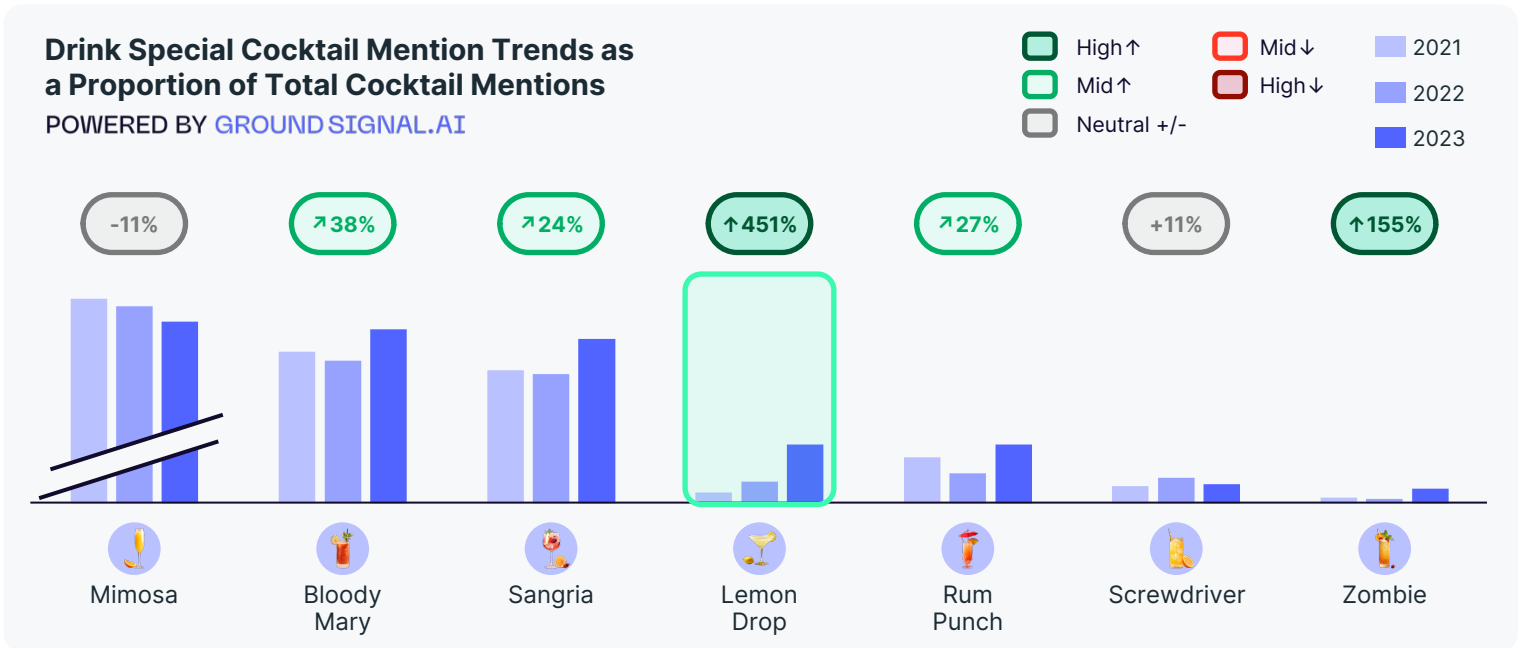


# DRINK SPECIALS INSIGHTS



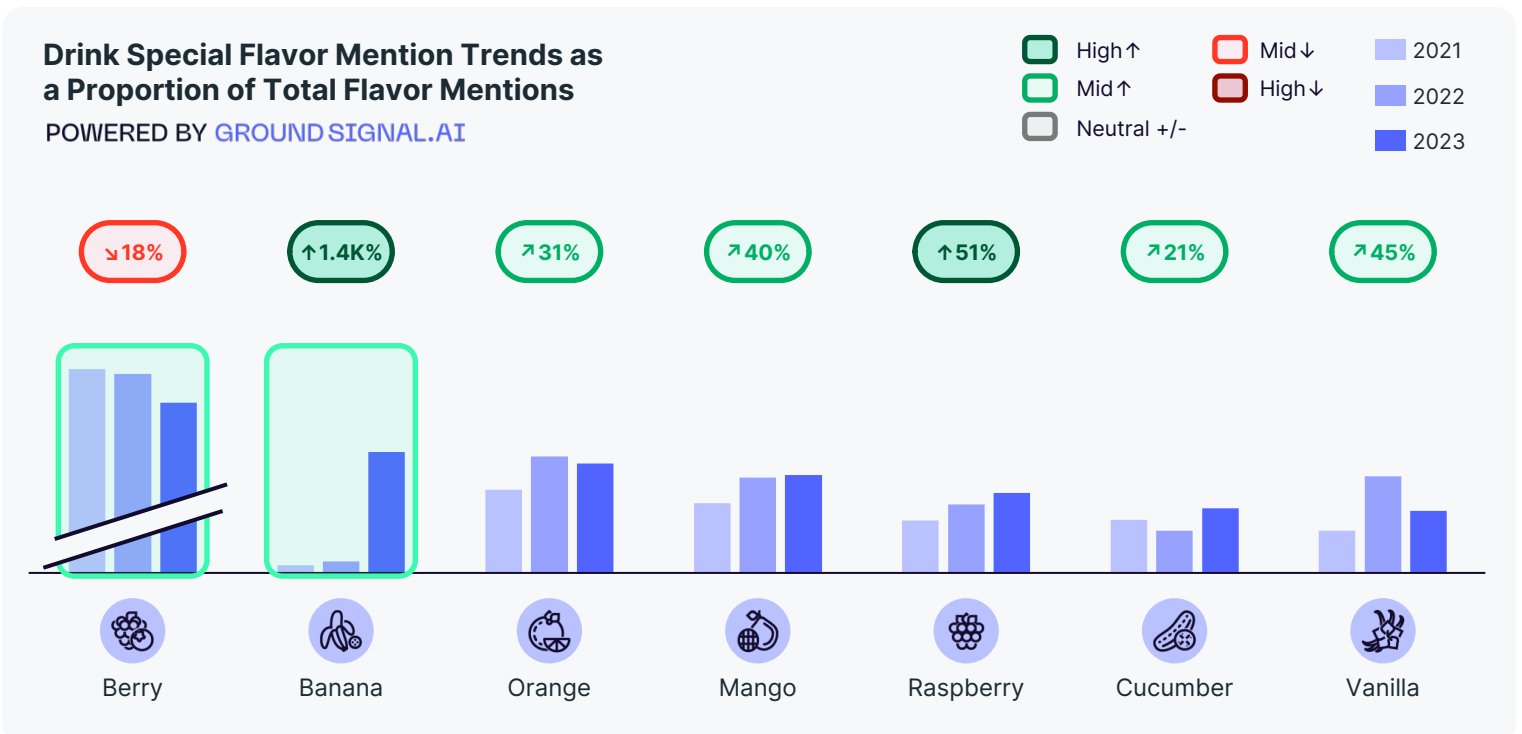


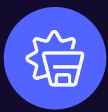
## What are the cocktails associated with Drink Specials?



## What are the flavors associated with Drink Specials?

**Berry** is the most popular flavor with **Drink Specials**, while **Banana** has grown **1380%** since 2021.



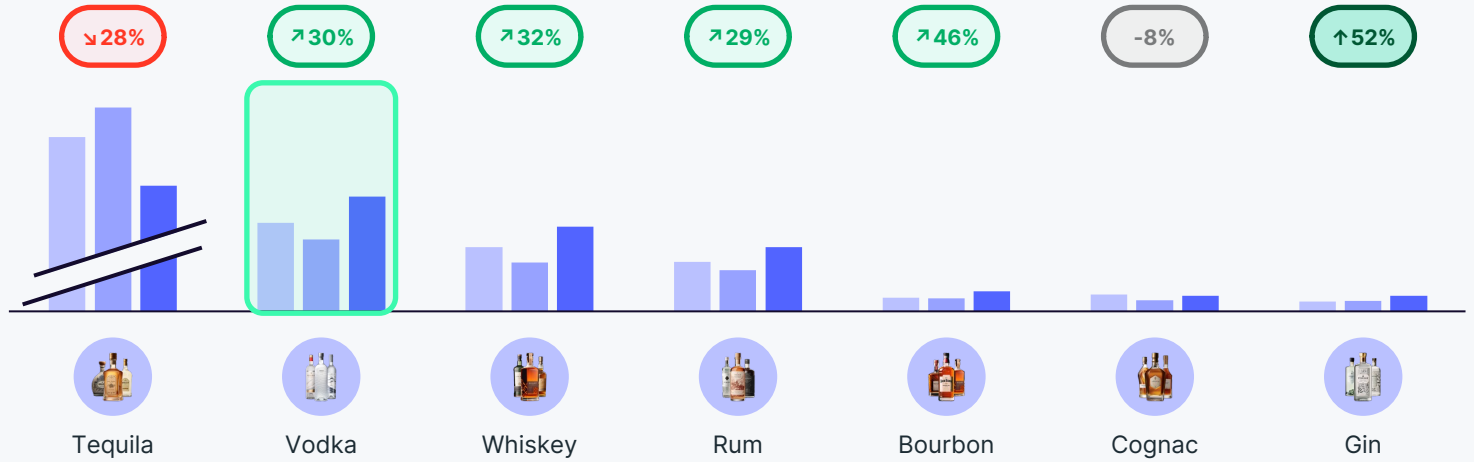


What is the change in popularity of spirits associated with Drink Specials?

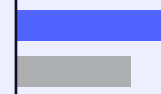
**Drink Specials Category Mention Trends as a Proportion of Total Category Mentions**

POWERED BY [GROUND SIGNAL.AI](#)

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



**Vodka Drink Specials** has grown in popularity **30%** since 2021!



**+30%**

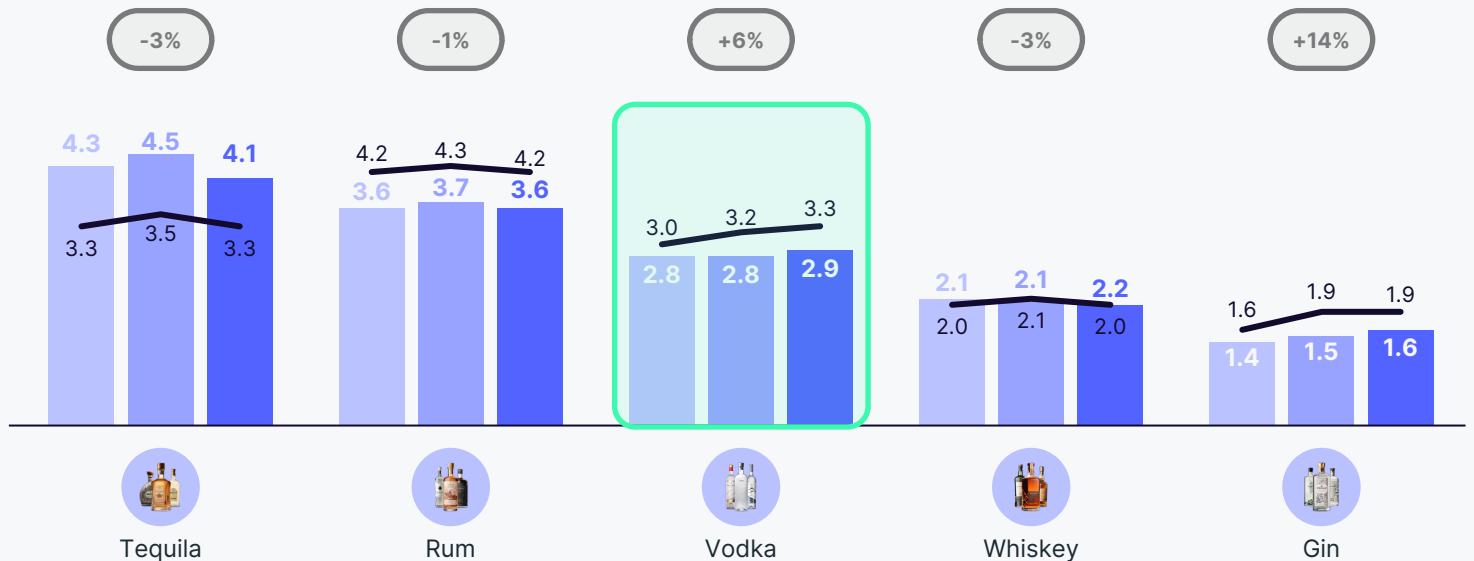
- █ 2023
- █ 2021

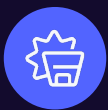
How do different spirits perform at accounts associated with Drink Specials?

**Category Sales at Accounts Associated with Drink Specials**

POWERED BY [GROUND SIGNAL.AI](#)

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



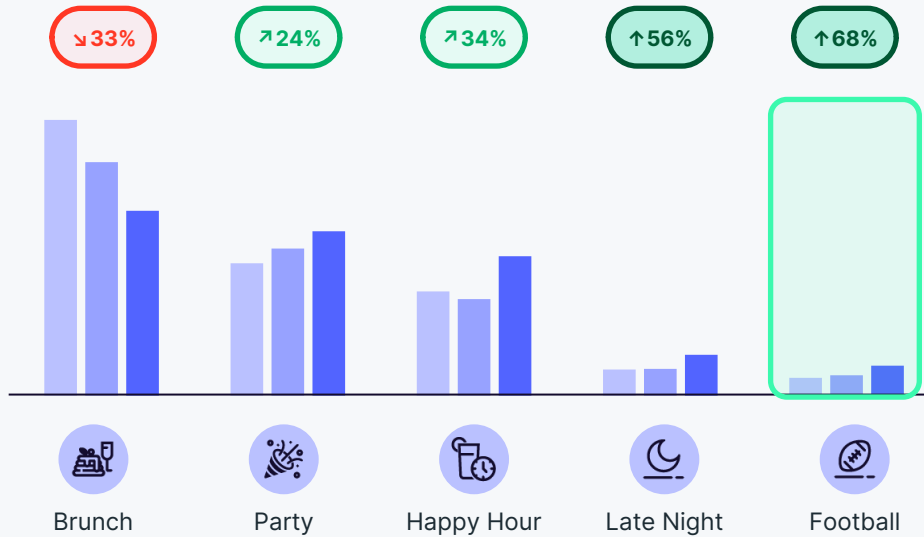


What are the occasions associated with Drink Specials?

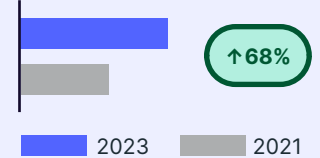
**Drink Specials Occasion Mention Trends as a Proportion of Total Occasion Mentions**

POWERED BY [GROUND SIGNAL.AI](#)

2021  
2022  
2023



**Drink Specials during Football has grown 68% since 2021.**

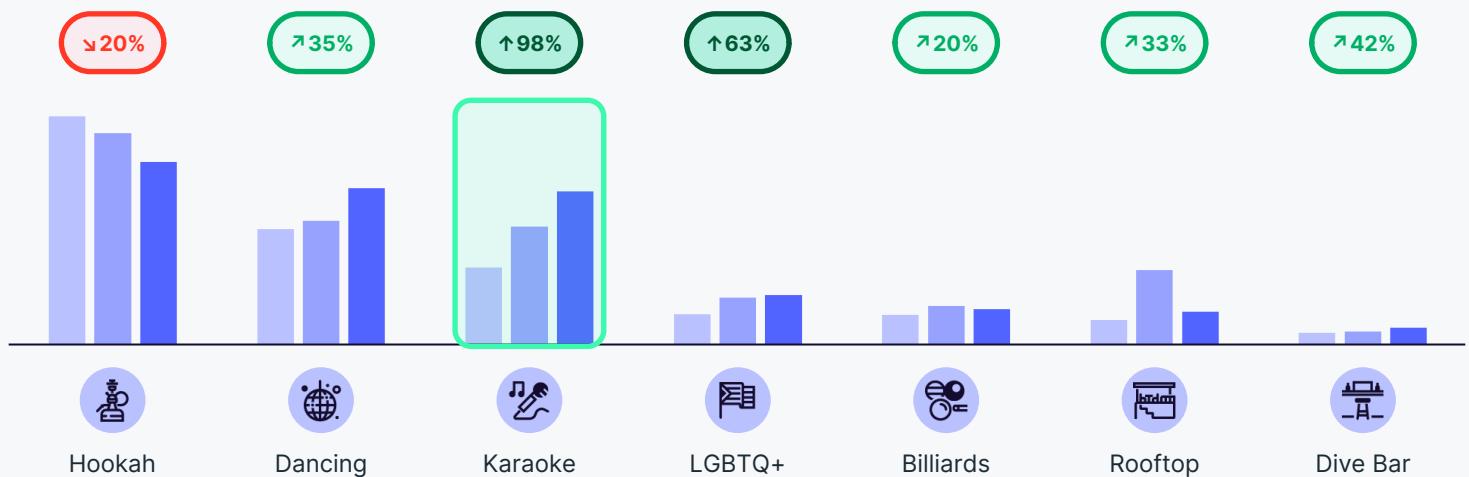


What are the environments associated with Drink Specials?

**Drink Specials Environment Mention Trends as a Proportion of Total Environment Mentions**

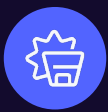
POWERED BY [GROUND SIGNAL.AI](#)

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



**Drink Specials with Karaoke have grown in popularity 98% since 2021!**





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

Key Trade Channel	Share of All Trade Channels
CASUAL RESTAURANTS & BARS	6%
HIGH-ENERGY BARS & NIGHTLIFE	4%
<b>COCKTAIL-FOCUSED RESTAURANTS &amp; BARS</b>	<b>3%</b>
MULTICULTURAL FOCUSED RESTAURANTS & BARS	3%
HIGH-ENERGY DINING	2%
MULTICULTURAL FOCUSED DINING	2%

**Vodka velocity at Premium/Fine Dining Italian Restaurants associated with Drink Specials has grown 13% since 2021!**

How does Vodka perform at key trade channels where Drink Specials are present?

**Vodka Sales Velocity at Key Trade Channels where Drink Specials are present (9L/Yr)**  
 POWERED BY [GROUND SIGNAL.AI](#)

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

