

PREMIUM COCKTAIL BARS INSIGHTS

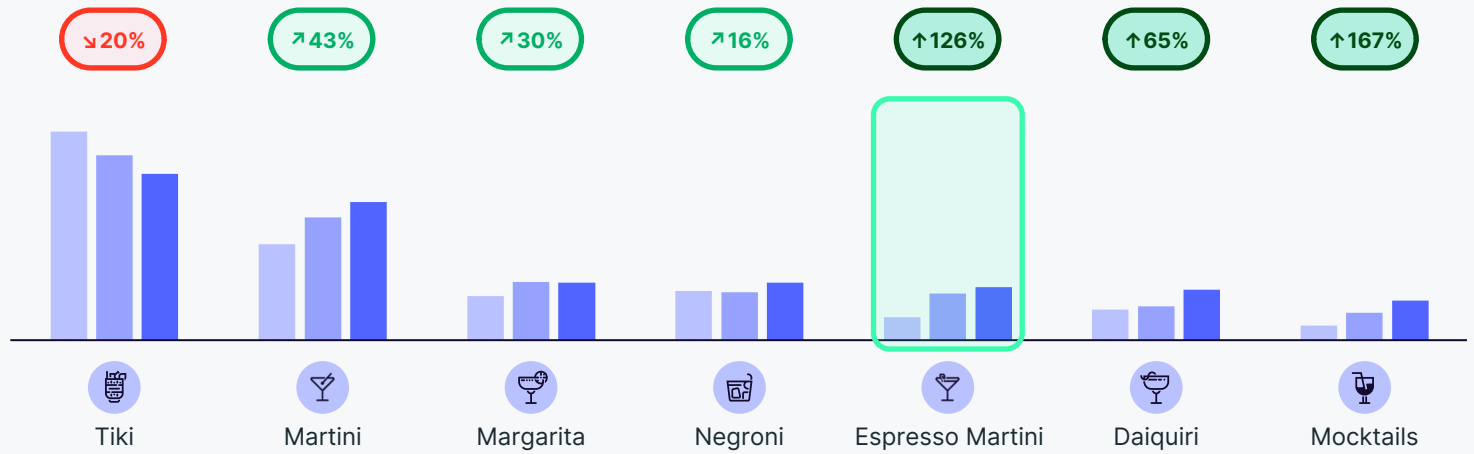
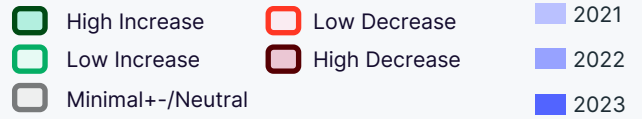




What are the top cocktails associated with Premium Cocktail Bars?

Trending Premium Cocktail Bars Growth
Cocktail Mentions as a Proportion of Total
Cocktail Mentions

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Espresso Martini in Premium Cocktail Bars has grown in popularity by **126%** since 2021!

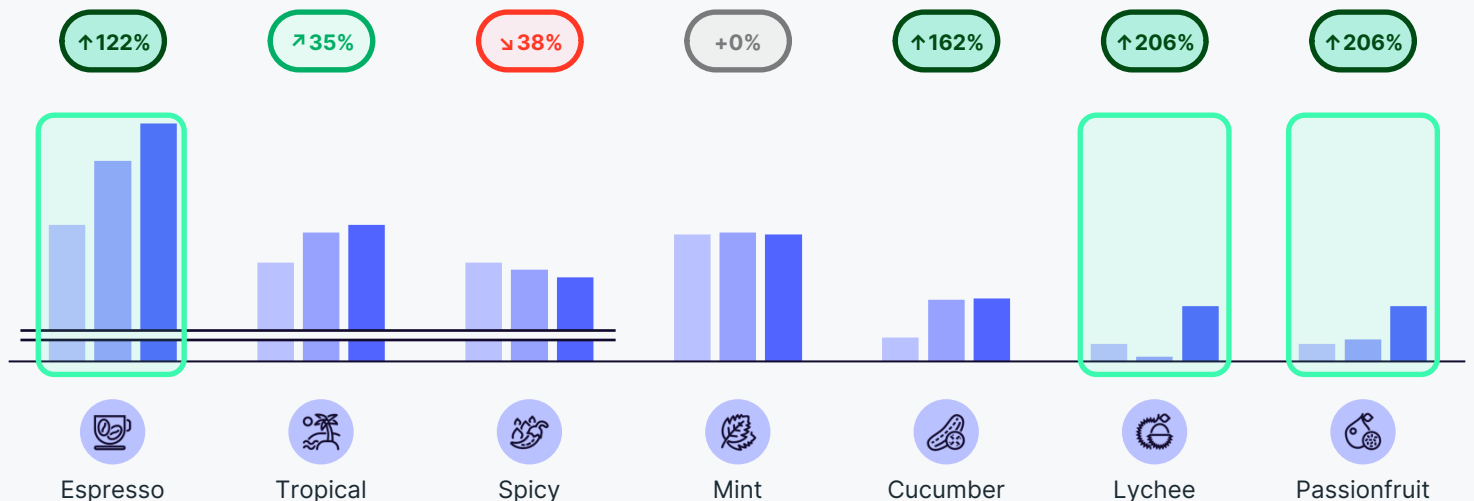
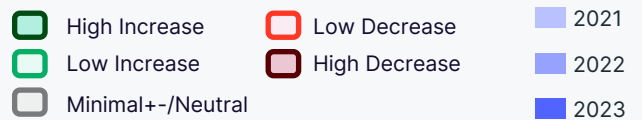


What are the top flavors at Premium Cocktail Bars?

Espresso is the most popular **Premium Cocktail Bar** flavor, while **Lychee** and **Passionfruit** are the fastest growing.

Top Premium Cocktail Bars Flavor Mentions
as a Proportion of Flavor Mentions

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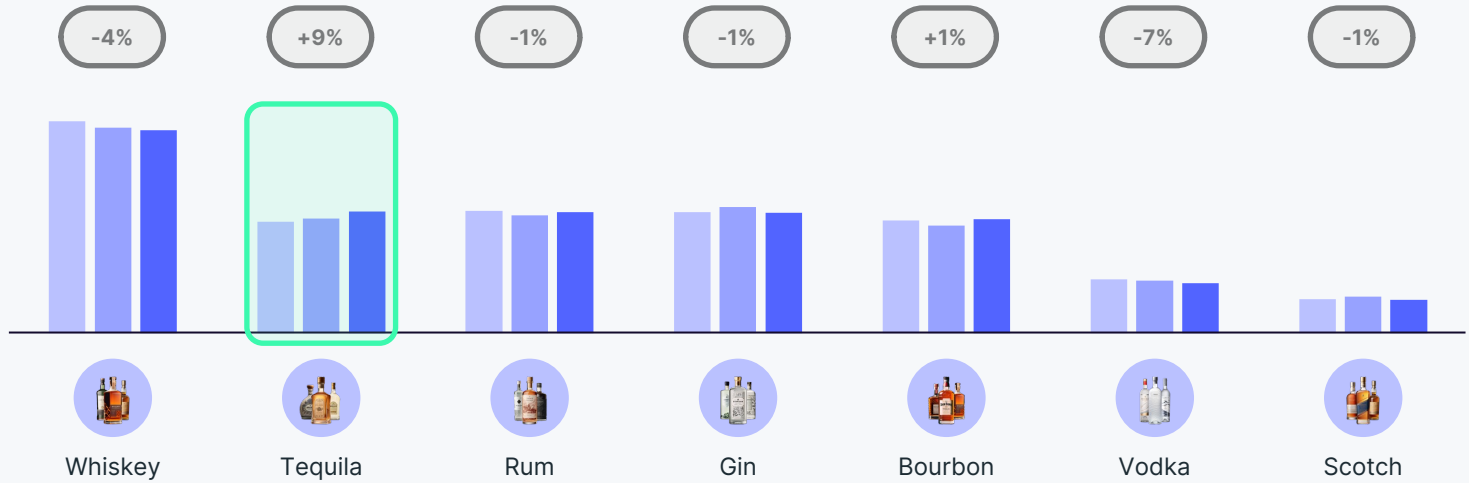
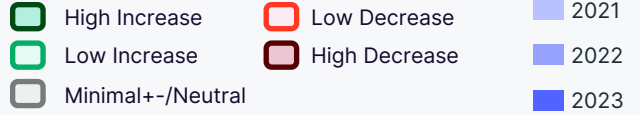




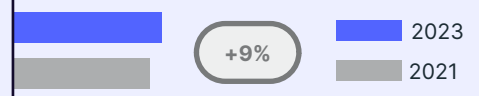
What is the change in popularity of spirits associated with Premium Cocktail Bars?

Trending Premium Cocktail Bar Growth Category Mentions as a Proportion of Total Spirits

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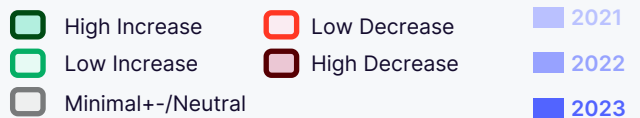
The popularity of **Tequila** by **9%** in **Premium Cocktail Bars** since 2021!



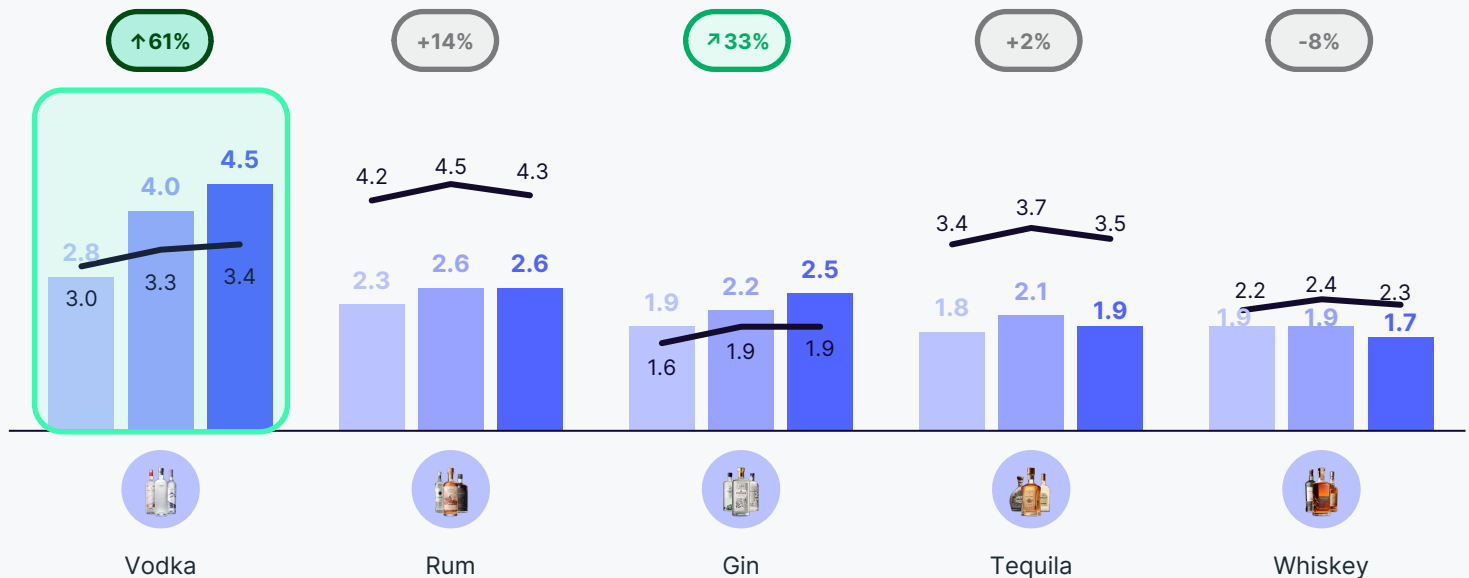
How do different spirits perform at Premium Cocktail Bar accounts?

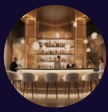
Premium Cocktail Bar Category Sales Velocity (9L/Yr)

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— National Sales Velocity Benchmark

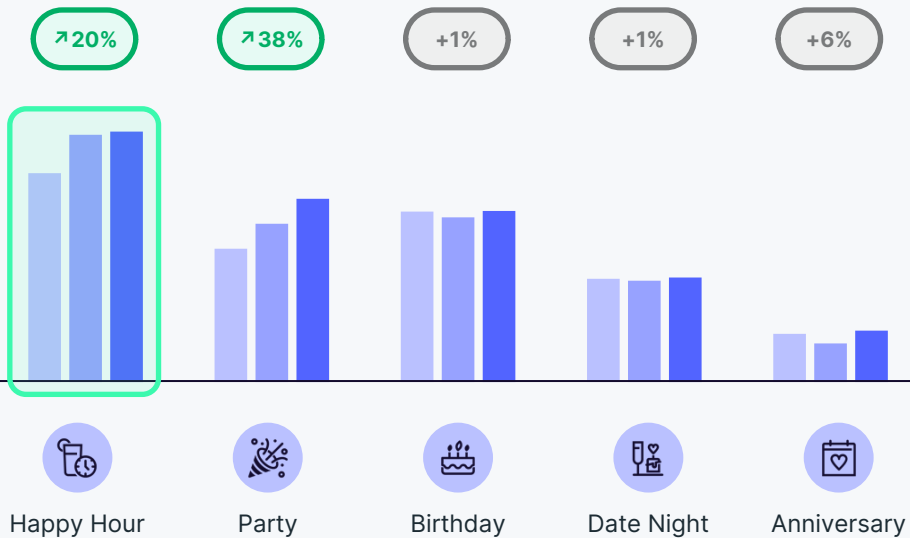
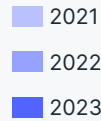




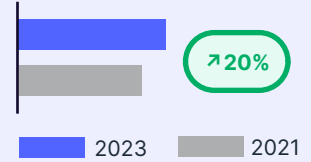
What are the top occasions associated with Premium Cocktail Bars?

Trending Premium Cocktail Bars Growth Occasion Mentions as a Proportion of Total Occasion Mentions

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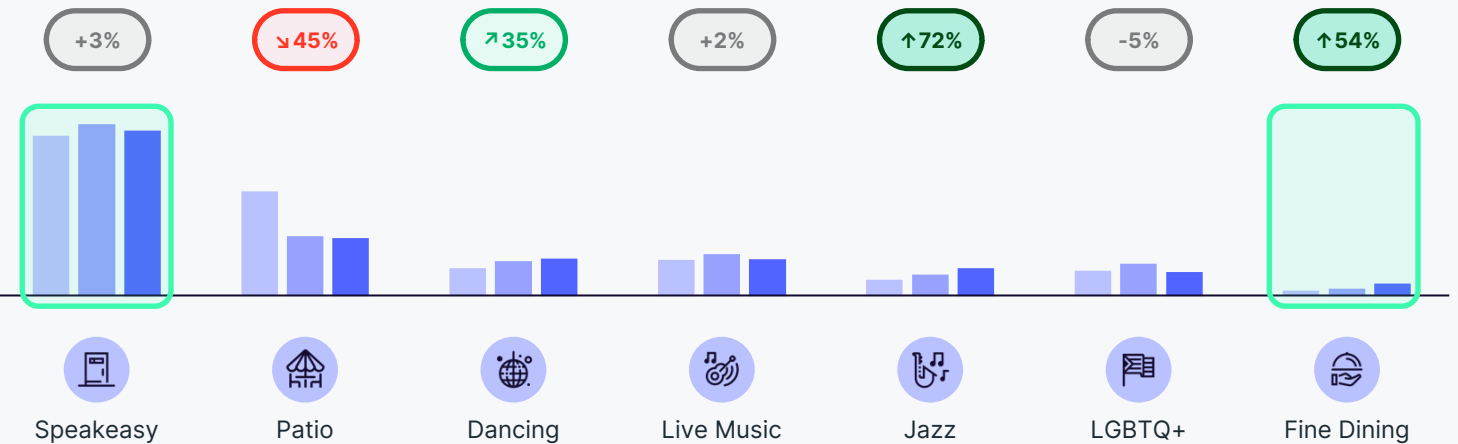
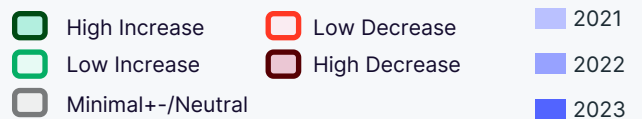
Happy Hour at Premium Cocktail Bars has grown by **20%** since 2021.



What are the top environments associated with Premium Cocktail Bars?

Trending Premium Cocktail Bars Growth Environment Mentions as a Proportion of Total Environment Mentions

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Although **Speakeasy** is by far the most popular environment associated with **Premium Cocktail Bars**, mentions of **Fine Dining** have grown **54%** since 2021.

