GIN & TONIC INSIGHTS

What are the top occasions associated with Gin & Tonics, and which are trending?

On-Premise Occasion Mentions as a Proportion of Total Gin & Tonic Mentions
POWERED BY GROUND SIGNAL.AI

	High↑		Mid↓
	Mid↑		High↓
	Neutral +/-		

↑ Top Occasions

For example: Consumers are **635% more likely** to mention **Happy Hour** when posting about **Gin & Tonics** than in their overall on-premise posts.

Occasion	Volume	Index vs. Total On-Premise*
HAPPY HOUR		↑635%
DINNER		↑56%
LATE NIGHT		↑313%
DATE NIGHT		↑99%
GIRLS NIGHT		↑288%

*Index compared to national share of occasion mentions

Trending Occasions

For example: **Girls Night's** share of **Gin & Tonic occasion** mentions **increased** by **53%** over the past 3 years.

Occasion *Ranked by Consumer Mentions*	3 Year Growth** (2022-2024)
FRIENDS	↗20%
LATE NIGHT	↗23%
BRUNCH	↗15%
GIRLS NIGHT	↑53%
TRIVIA	↑443%

**Growth percentage represents share of mentions change from 2022-2024

What are the top account environments associated with Gin & Tonics, and which are trending?

Account Environment Mentions as a Proportion of Total Gin & Tonic Mentions
POWERED BY GROUND SIGNAL.AI

	High↑		Mid↓
	Mid↑		High↓
	Neutral +/-		

↑ Top Environments

For example: Consumers are **893% more likely** to mention **Dive Bar** environments when posting about **Gin & Tonics** than in their overall on-premise posts.

Environment	Volume	Index vs. Total On-Premise*
PATIO		↑246%
AWARD WINNING		↑1.0K%
ROOFTOP		↑241%
DIVE BAR		↑893%
FINE DINING		↑280%
SPEAKEASY		↑321%

*Index compared to national share of environment mentions

Trending Environments

For example: **Fine Dining's** share of **Gin & Tonic environment** mentions **increased** by **59%** over the past 3 years.

Environment *Ranked by Consumer Mentions*	3 Year Growth** (2022-2024)
AWARD WINNING	↑111%
DANCING	↑148%
ROOFTOP	↗22%
FINE DINING	↑59%
KARAOKE	↑472%
WATERFRONT	↗43%

**Growth percentage represents share of mentions change from 2022-2024

What are the top flavors associated with Gin & Tonics, and which are trending?

Cocktail Flavor Mentions as a Proportion of Total Gin & Tonic Mentions
POWERED BY GROUND SIGNAL.AI

High↑	Mid↓	
Mid↑	High↓	
Neutral +/-		

⬆ Top Flavors

*For example: Consumers are **423% more likely** to mention **Elderflower** when posting about **Gin & Tonics** than in their overall on-premise posts.*

Flavor/Ingredient	Volume	Index vs. Total On-Premise*
LAVENDER		↑426%
ELDERFLOWER		↑423%
CUCUMBER		↑182%
BLUEBERRY		↑102%
BERRY		↑269%
HIBISCUS		↑187%

*Index compared to national share of flavor mentions across all cocktails

Trending Flavors

*For example: **Hibiscus's** share of **Gin & Tonic flavor** mentions **increased** by **119%** over the past 3 years.*

Flavor/Ingredient *Ranked by Consumer Mentions*	3 Year Growth** (2022-2024)
ELDERFLOWER	↗31%
CHOCOLATE	↑265%
BLUEBERRY	↗31%
BERRY	↗31%
HIBISCUS	↑119%
YUZU	↑64%

**Growth percentage represents share of mentions change from 2022-2024

What are typical Gin & Tonic price points, and which flavors appear most frequently on menus?
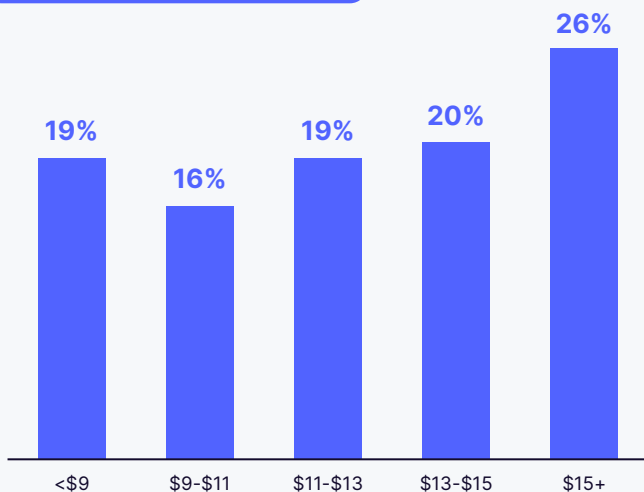
Gin & Tonic Price Distribution on Menu Nationally
POWERED BY GROUND SIGNAL.AI

$12.17
Average Gin & Tonic Price Nationally

Price Range	Percentage
<$9	19%
$9-$11	16%
$11-$13	19%
$13-$15	20%
$15+	26%

Top Gin & Tonic Flavors/Ingredients on Menu Nationally
POWERED BY GROUND SIGNAL.AI

Flavor/Ingredient	Cocktail Share*
LIME	21%
LEMON	12%
CUCUMBER	10%
ELDERFLOWER	8.4%
ORANGE	7.9%
JUNIPER	7.0%

*Cocktail Share as a percentage total gin & tonic cocktails

Which key trade channels are most likely to feature top Gin & Tonic mention accounts?

Key Trade Channel	Share of Top Gin & Tonic Mention Accounts
COCKTAIL-FOCUSED DINING	40%
COCKTAIL-FOCUSED BARS & NIGHTLIFE	31%
CASUAL BARS	19%
CAUCASIAN-FOCUSED DINING	18%
HIGH-ENERGY DINING	14%
FINE DINING	11%

40% of top gin & tonic mentions accounts are **Cocktail-Focused Restaurants**.

Which key trade channels have driven gin sales velocity and total volume growth over the past three years in top Gin & Tonic mention accounts?

Top Opportunity Key Trade Channels for Gin Sales Velocity (9L/Yr)
POWERED BY GROUND SIGNAL.AI

Legend: High ↑ | Mid ↓ | Mid ↑ | High ↓ | Neutral +/-

KEY TRADE CHANNEL	GIN SALES VELOCITY (9L/YR)	SALES VELOCITY PERFORMANCE VS. NATIONAL BENCHMARK	GIN VOLUME 3-YEAR TREND (%)
HIGH-ENERGY BARS & NIGHTLIFE	4.6	↑142%	↗19%
FINE DINING	4.2	↑121%	↗19%
HIGH-ENERGY BARS	3.9	↑105%	↗21%
COCKTAIL-FOCUSED BARS & NIGHTLIFE	3.6	↑89%	↗21%
COCKTAIL-FOCUSED DINING	3.5	↑84%	↗18%
CASUAL BARS	3.0	↑58%	+10%
GIN NATIONAL BENCHMARK	1.9		