MLB
INSIGHTS

What are the top account environments associated with MLB viewing, and which are trending?

Account Environment Mentions as a Proportion of Total MLB Mentions
POWERED BY GROUNDSIGNAL.AI

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

Top Environments

For example: Consumers are 25% more likely to mention Patio environments when posting about MLB than in their overall on-premise posts.

Environment	Volume	Index vs. Total On-Premise*
GAMBLING		↑394%
PATIO		↗25%
KARAOKE		↗27%
WATERFRONT		↑160%
DOG FRIENDLY		↑141%
BILLIARDS		↑251%

*Index compared to national share of environment mentions

Trending Environments

For example: Dog Friendly's share of MLB environment mentions increased by 164% over the past 3 years.

Environment Ranked by Consumer Mentions	3 Year Growth** (2022-2024)
LIVE MUSIC	+14%
DANCING	+13%
KARAOKE	↑89%
COUNTRY MUSIC	↑72%
DOG FRIENDLY	↑164%
BAR GAMES	↗49%

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

What are the top occasions associated with MLB viewing, and which are trending?

On-Premise Occasion Mentions as a Proportion of Total MLB Mentions
POWERED BY GROUNDSIGNAL.AI

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

Top Occasions

For example: Consumers are 26% more likely to mention Father's Day when posting about MLB than in their overall on-premise posts.

Occasion	Volume	Index vs. Total On-Premise*
SOCCER		↑154%
BASKETBALL		↑338%
FOOTBALL		↑216%
HOCKEY		↑499%
FATHERS DAY		↗26%

*Index compared to national share of occasion mentions

Trending Occasions

For example: Happy Hour share of MLB occasion mentions increased by 52% over the past 3 years.

Occasion Ranked by Consumer Mentions	3 Year Growth** (2022-2024)
PARTY	↗30%
HAPPY HOUR	↑52%
TRIVIA	↑137%
MEMORIAL DAY	↗28%
SPRING BREAK	↑227%

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

What are the top cocktails associated with MLB viewing, and which are trending?

Cocktail Mentions as a Proportion of MLB Mentions
POWERED BY GROUNDSIGNAL.AI

High↑   Mid↓
Mid↑   High↓
Neutral +/-

Top Cocktails

For example: Consumers are **78% more likely** to mention **Frozen Drinks** when posting about **MLB** than in their overall on-premise posts.

Cocktail	Volume	Index vs. Total On-Premise*
FROZEN DRINKS		↑78%
PIÑA COLADA		↑310%
BLOODY MARY		+13%
MOJITO		↑80%
SPRITZ		↗17%
RUM PUNCH		↑632%

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

Trending Cocktails

For example: **Spritz's** share of **MLB cocktail** mentions **increased** by **40%** over the past 3 years.

Cocktail Ranked by Consumer Mentions	3 Year Growth** (2022-2024)
MIMOSA	↗17%
PIÑA COLADA	↗17%
BLOODY MARY	↑72%
SPRITZ	↗40%
RUM PUNCH	↗24%
LEMON DROP	↗31%

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

What are the top cocktail flavors associated with MLB viewing, and which are trending?

Cocktail Flavor Mentions as a Proportion of MLB Mentions
POWERED BY GROUNDSIGNAL.AI

High↑   Mid↓
Mid↑   High↓
Neutral +/-

Top Flavors

For example: Consumers are **230% more likely** to mention **Tropical flavors** when posting about **MLB** than in their overall on-premise posts.

Flavor	Volume	Index vs. Total On-Premise*
STRAWBERRY		↑85%
TROPICAL		↑230%
PINEAPPLE		↑133%
MANGO		↑52%
COCONUT		↑161%
PASSIONFRUIT		↑429%

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

Trending Flavors

For example: **Passionfruit** share of **MLB flavor** mentions **increased** by **342%** over the past 3 years.

Flavor Ranked by Consumer Mentions	3 Year Growth** (2022-2024)
ESPRESSO	↗31%
STRAWBERRY	↗33%
PASSIONFRUIT	↑342%
SPICY	↑132%
APPLE	↑231%
CUCUMBER	↗18%

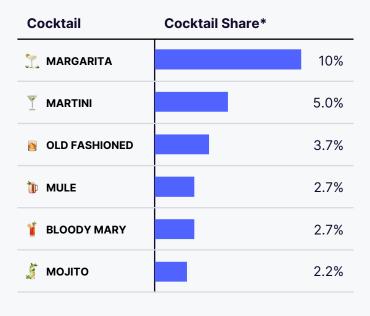**Growth percentage represents share of mentions change from 2022-2024

Which cocktails and cocktail flavors appear most frequently on menus within top MLB mention accounts?

Top Cocktails on Menu within Top MLB Mentions Accounts
POWERED BY GROUNDSIGNAL.AI

Cocktail	Cocktail Share*
MARGARITA	10%
MARTINI	5.0%
OLD FASHIONED	3.7%
MULE	2.7%
BLOODY MARY	2.7%
MOJITO	2.2%

*Cocktail Share as a percentage total cocktails

Top Cocktail Flavors on Menu within Top MLB Mentions Accounts
POWERED BY GROUNDSIGNAL.AI

Flavor/Ingredient	Cocktail Share*
LIME	25%
LEMON	14%
ORANGE	13%
PINEAPPLE	9.8%
GINGER	6.6%
PEACH	5.0%

*Cocktail Share as a percentage total cocktails
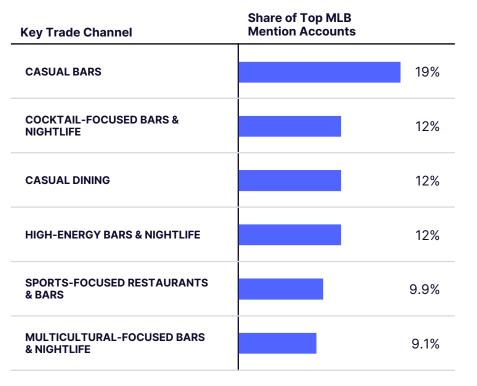
How are spirits categories performing in terms of sales velocity and total volume growth over the past three years in top MLB mention accounts?

Spirits Category Sales Performance (9L/Yr) Within Top MLB Mentions Accounts
POWERED BY GROUNDSIGNAL.AI

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

SPIRIT CATEGORY	SHARE OF TOTAL SPIRITS VOLUME (%)	CATEGORY SALES VELOCITY (9L/YR)	SALES VELOCITY PERFORMANCE VS. TOTAL SPIRITS NATIONAL BENCHMARK	SALES VELOCITY PERFORMANCE VS. EACH CATEGORY NATIONAL BENCHMARK	3-YEAR TREND (%)
TEQUILA/AGAVE	37%	10.2	↗48%	↑191%	+12%
VODKA	19%	10.3	↗49%	↑186%	-8%
WHISKEY	18%	4.0	↘43%	↑111%	-2%
RUM	11%	10.0	↗45%	↑150%	-12%
LIQUEUR	8%	4.4	↘37%	↑126%	+10%
GIN	4%	5.1	↘26%	↑168%	+1%
TOTAL SPIRITS NATIONAL BENCHMARK		6.9			

Which key trade channels are most likely to feature top MLB mention accounts?

Key Trade Channel	Share of Top MLB Mention Accounts
CASUAL BARS	19%
COCKTAIL-FOCUSED BARS & NIGHTLIFE	12%
CASUAL DINING	12%
HIGH-ENERGY BARS & NIGHTLIFE	12%
SPORTS-FOCUSED RESTAURANTS & BARS	9.9%
MULTICULTURAL-FOCUSED BARS & NIGHTLIFE	9.1%

Only **9.9%** of top MLB mentions accounts are **Sports-Focused Restaurants or Bars**.

Which key trade channels have driven Tequila sales velocity and total volume growth over the past three years in top MLB mention accounts?

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

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

KEY TRADE CHANNEL	TEQUILA/AGAVE SALES VELOCITY (9L/YR)	SALES VELOCITY PERFORMANCE VS. NATIONAL BENCHMARK	3-YEAR TREND (%)
HIGH-ENERGY BARS & NIGHTLIFE	12.8	↑263%	+6%
MULTICULTURAL-FOCUSED BARS & NIGHTLIFE	11.6	↑231%	+6%
PREMIUM HOTELS	10.4	↑197%	↗19%
CAUCASIAN-FOCUSED BARS & NIGHTLIFE	6.9	↑97%	+12%
CASUAL BARS & NIGHTLIFE	4.9	↗40%	+5%
SPORTS-FOCUSED RESTAURANTS & BARS	4.4	↗26%	+7%
TEQUILA/AGAVE NATIONAL BENCHMARK	3.5		