

# CINCO DE MAYO INSIGHTS

NATIONAL





## What are the top and trending cocktails associated with Cinco De Mayo?

### On-Premise Cocktail Mentions as a Proportion of Total Cinco De Mayo Mentions

POWERED BY [GROUND SIGNAL.AI](#)

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

#### Top Over-Indexing On-Premise Cocktail Mentions

For example: Consumers are 221% more likely to mention Paloma when posting about Cinco De Mayo than in their overall on-premise posts.

Cocktail	Volume	Index vs. Total On-Premise*
MARGARITA		↑220%
PALOMA		↑221%
SHOTS		↑71%
SPICY MARGARITA		↑140%
MINT JULEP		↑111%

\*Index compared to share of cocktail mentions nationally

#### Top Growing On-Premise Cocktail Mentions

For example: Paloma share of Cinco De Mayo cocktail mentions increased by 11% nationally over the past three years.

Cocktail Ranked by Consumer Mention	3-Year Growth** (2022-2024)
MIMOSA	↑283%
PALOMA	+11%
SPICY MARGARITA	+12%
MINT JULEP	↑347%
MARTINI	↑55%

\*\*Change in share of mentions nationally from 2022 to 2024

## What are the top and trending cocktail flavors associated with Cinco De Mayo?

### On-Premise Cocktail Flavor Mentions as a Proportion of Total Cinco De Mayo Mentions

POWERED BY [GROUND SIGNAL.AI](#)

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

#### Top Over-Indexing On-Premise Flavor Mentions

For example: Consumers are 136% more likely to mention Mango when posting about Cinco De Mayo than in their overall on-premise posts.

Flavor	Volume	Index vs. Total On-Premise*
SPICY		↑157%
MANGO		↑136%
STRAWBERRY		↑56%
WATERMELON		↑107%
LIME		↑323%
PINEAPPLE		↑115%

\*Index compared to share of flavor mentions nationally

#### Top Growing On-Premise Flavor Mentions

For example: Espresso share of Cinco De Mayo cocktail flavor mentions increased by 614% nationally over the past three years.

Flavor Ranked by Consumer Mentions	3-Year Growth** (2022-2024)
SPICY	+12%
LIME	↑983%
ESPRESSO	↑614%
CUCUMBER	↗46%
PASSIONFRUIT	↗32%
TROPICAL	↑1377%

\*\*Change in share of mentions nationally from 2022 to 2024





## What are the top and trending occasions associated with Cinco De Mayo?

### On-Premise Occasion Mentions as a Proportion of Total Cinco De Mayo Mentions

POWERED BY GROUND SIGNAL.AI

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

#### Top Over-Indexing On-Premise Occasion Mentions



For example: Consumers are 375% more likely to mention Kentucky Derby when posting about Cinco De Mayo than in their overall on-premise posts.

Occasion	Volume	Index vs. Total On-Premise*
PARTY	<div></div>	↗38%
KENTUCKY DERBY	<div></div>	↑375%
BLOCK PARTY	<div></div>	↑455%
DRAG BRUNCH	<div></div>	+12%
DAY DRINKING	<div></div>	↗22%

\*Index compared to share of occasion mentions nationally

#### Top Growing On-Premise Occasion Mentions



For example: Brunch share of Cinco De Mayo occasion mentions increased by 402% nationally over the past three years.

Occasion Ranked by Consumer Mention	3-Year Growth** (2022-2024)
PARTY	↗35%
BRUNCH	↑402%
FAMILY	+10%
BIRTHDAY	↗24%
SPORTS	↗29%

\*\*Change in share of mentions nationally from 2022 to 2024

## What are the top and trending environments associated with Cinco De Mayo?

### On-Premise Environment Mentions as a Proportion of Total Cinco De Mayo Mentions

POWERED BY GROUND SIGNAL.AI

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

#### Top Over-Indexing On-Premise Environment Mentions



For example: Consumers are 164% more likely to mention Patio when posting about Cinco De Mayo than in their overall on-premise posts.

Environment	Volume	Index vs. Total On-Premise*
DANCING	<div></div>	↗26%
PATIO	<div></div>	↑164%
KARAOKE	<div></div>	↗46%
ROOFTOP	<div></div>	↑92%
NIGHTCLUB	<div></div>	↑143%
TAPROOM	<div></div>	↗31%

\*Index compared to share of occasion mentions nationally

#### Top Growing On-Premise Environment Mentions



For example: Swimming Pool share of Cinco De Mayo environment mentions increased by 89% nationally over the past three years.

Environment Ranked by Consumer Mentions	3-Year Growth** (2022-2024)
DANCING	↗30%
ROOFTOP	↗33%
SWIMMING POOL	↑89%
JAZZ	↗32%
PRIVATE EVENTS	↗33%
WATERFRONT	↗15%

\*\*Change in share of mentions nationally from 2022 to 2024





## Which Key Trade Channels (KTCs) are most likely to feature top Cinco De Mayo mention accounts?

Key Trade Channel	Share of Top Cinco De Mayo Mention Accounts	
MEXICAN RESTAURANTS	<div></div>	57%
CASUAL DINING	<div></div>	52%
CASUAL MEXICAN RESTAURANTS	<div></div>	46%
CASUAL BARS	<div></div>	14%
HIGH-ENERGY BARS	<div></div>	7.1%
HIGH-ENERGY NIGHTLIFE	<div></div>	5.2%



52% of top Cinco De Mayo mention accounts are in the Casual Dining KTC.



## Which KTCs have driven Tequila depletions over the past three years in top Cinco de Mayo mention accounts nationally?

### Top Opportunity Key Trade Channels for Tequila Depletions (9L/Yr)

POWERED BY [GROUND SIGNAL.AI](#)

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

KEY TRADE CHANNEL	AVERAGE ACCOUNT TEQUILA DEPLETIONS (9L/YR)		AVERAGE ACCOUNT TEQUILA DEPLETIONS VS. NATIONAL TEQUILA BENCHMARK
MULTICULTURAL NIGHTCLUBS	<div></div>	203.2	↑184%
COCKTAIL-FOCUSED NIGHTLIFE	<div></div>	199.7	↑180%
COCKTAIL-FOCUSED HIGH-ENERGY DINING	<div></div>	147.0	↑106%
MULTICULTURAL SPORTS BARS	<div></div>	128.8	↑80%
COCKTAIL-FOCUSED MULTICULTURAL DINING	<div></div>	126.6	↑77%
HIGH-ENERGY SPORTS BARS	<div></div>	112.3	↑57%
NATIONAL TEQUILA BENCHMARK	<div></div>	71.5	





Which cocktails and cocktail flavors/ingredients appear most frequently on menus in top Cinco De Mayo mention accounts?

### Top Cocktails on Menu in Top Cinco De Mayo Mention Accounts



POWERED BY [GROUND SIGNAL.AI](#)

Cocktail	Cocktail Share*
MARGARITA	33%
SANGRIA	4.4%
FROSÉ	3.5%
MOJITO	3.2%
MARTINI	2.8%
PALOMA	2.7%

\*Cocktail Share as a percentage of total cocktails

### Top Cocktail Flavors on Menu in Top Cinco De Mayo Mention Accounts



POWERED BY [GROUND SIGNAL.AI](#)

Flavor/Ingredient	Cocktail Share*
LIME	30%
ORANGE	13%
PINEAPPLE	9.0%
LEMON	7.7%
STRAWBERRY	6.9%
MANGO	6.6%

\*Cocktail Share as a percentage of total cocktails

How are spirits categories performing in terms of average account depletions over the past three years in top Cinco De Mayo mention accounts?

### Spirits Category Sales Performance (9L/Yr) in Top Cinco De Mayo Mention Accounts

POWERED BY [GROUND SIGNAL.AI](#)

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

SPIRITS CATEGORY	SHARE OF TOTAL SPIRITS VOLUME (%)	SALES VELOCITY (9L/YR)	SALES VELOCITY VS. NATIONAL ALL SPIRITS BENCHMARK	SALES VELOCITY VS. NATIONAL SAME CATEGORY BENCHMARK
TEQUILA	51%	5.1	↑93%	↗42%
LIQUEURS	14%	4.0	↗49%	↑106%
VODKA	12%	4.1	↑54%	+14%
WHISKEY	11%	1.9	↘30%	-2%
RUM	7.5%	3.8	↗44%	-6%
GIN	1.9%	1.8	↘33%	-8%
NATIONAL ALL SPIRITS BENCHMARK		2.7		

