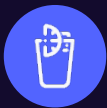


# PALOMA

# INSIGHTS

NATIONAL





## What are the top and trending occasions associated with Palomas?

### On-Premise Occasion Mentions as a Proportion of Total Paloma Mentions

POWERED BY [GROUND SIGNAL.AI](#)

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

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

For example: Consumers are 124% more likely to mention Brunch when posting about Paloma than in their overall on-premise posts.

Occasion	Volume	Index vs. Total On-Premise*
HAPPY HOUR	<div></div>	↑658%
BRUNCH	<div></div>	↑124%
DATE NIGHT	<div></div>	↗19%
LATE NIGHT	<div></div>	↗21%
GIRLS' NIGHT	<div></div>	↑124%

\*Index compared to share of occasion mentions nationally

#### Top Growing On-Premise Occasion Mentions

For example: Trivia share of Paloma occasion mentions increased by 236% nationally over the past three years.

Occasion Ranked by Consumer Mention	3-Year Growth** (2022-2024)
LATE NIGHT	↗15%
SPORTS	↗35%
BIRTHDAY	+14%
GIRLS' NIGHT	↗24%
TRIVIA	↑236%

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

## What are the top and trending environments associated with Palomas?

### On-Premise Environment Mentions as a Proportion of Total Paloma Mentions

POWERED BY [GROUND SIGNAL.AI](#)

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

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

For example: Consumers are 41% more likely to mention Beach when posting about Paloma than in their overall on-premise posts.

Environment	Volume	Index vs. Total On-Premise*
PATIO	<div></div>	↑339%
BEACH	<div></div>	↗41%
ROOFTOP	<div></div>	↑132%
TAPROOM	<div></div>	↑120%
KARAOKE	<div></div>	+8%
SPEAKEASY	<div></div>	↑278%

\*Index compared to share of occasion mentions nationally

#### Top Growing On-Premise Environment Mentions

For example: Karaoke share of Paloma environment mentions increased by 94% nationally over the past three years.

Environment Ranked by Consumer Mentions	3-Year Growth** (2022-2024)
BEACH	↑57%
LIVE MUSIC	↑100%
KARAOKE	↑94%
SPEAKEASY	↗26%
WATERFRONT	↑60%
SWIMMING POOL	↗22%

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





## What are the top and trending cocktails associated with Palomas?

### Cocktail Flavor Mentions as a Proportion of Total Paloma Mentions

POWERED BY [GROUND SIGNAL.AI](#)

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

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

For example: Consumers are 698% more likely to mention Grapefruit when posting about Paloma than in their overall on-premise posts.

Flavor/Ingredient	Volume	Index vs. Total On-Premise*
SPICY		↑120%
GRAPEFRUIT		↑698%
BLOOD ORANGE		↑143%
HIBISCUS		↑262%
WATERMELON		↗28%
PEACH		↗36%

\*Index compared to share of flavor mentions nationally

#### Top Growing On-Premise Flavor Mentions

For example: Peach share of Paloma flavor mentions increased by 162% nationally over the past three years.

Flavor/Ingredient Ranked by Consumer Mention	3-Year Growth** (2022-2024)
ESPRESSO	↑54%
PEACH	↑162%
POMEGRANATE	↗23%
COCONUT	↑74%
GUAVA	↑60%
HONEY	↗49%

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

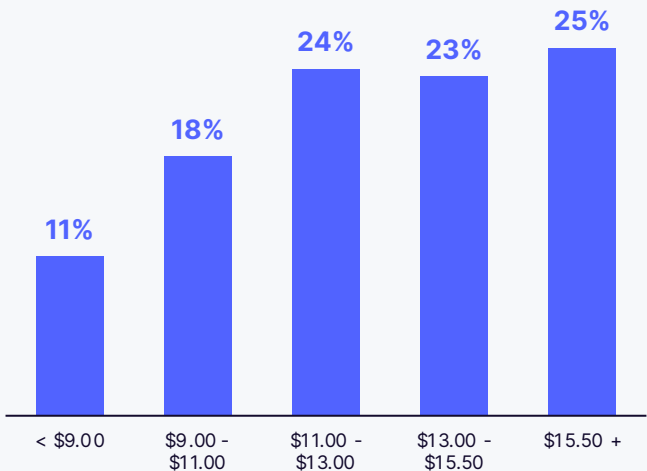
## What does this cocktail typically cost? Which flavors/ingredients appear most often on menus?

### Paloma Price Distribution on Menu Nationally

POWERED BY [GROUND SIGNAL.AI](#)



**\$12.67**  
Average Price  
Nationally



### Top Paloma Flavors/Ingredients on Menu Nationally

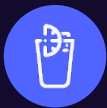
POWERED BY [GROUND SIGNAL.AI](#)



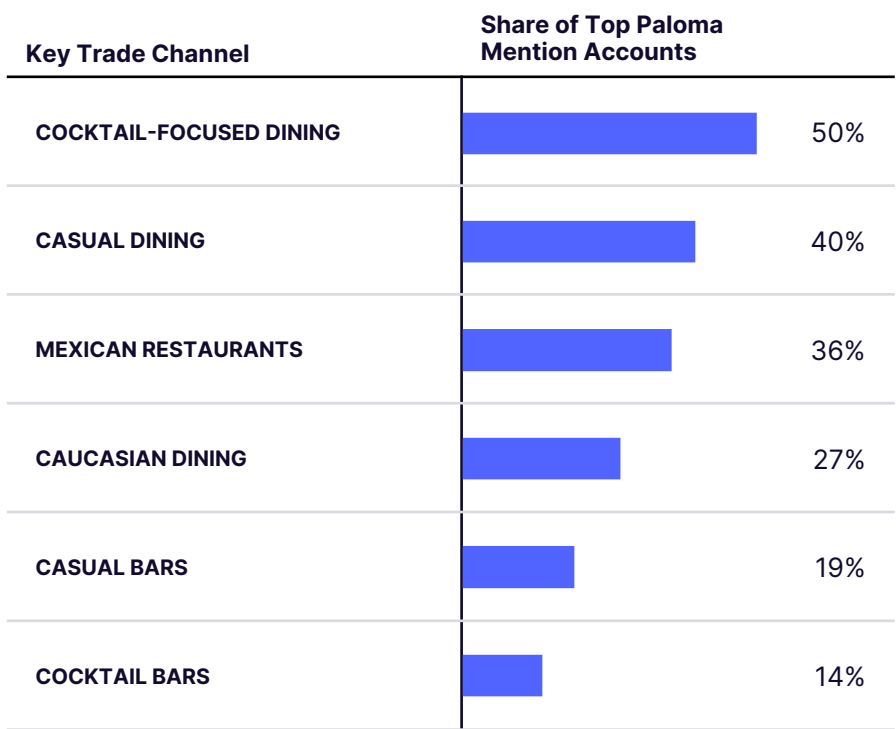
Flavor/Ingredient	Paloma Share*
GRAPEFRUIT	76%
LIME	65%
SPICY	6.6%
ORANGE	5.2%
LEMON	3.6%
GRAPE	3.4%

\*Percentage of Palomas featuring Flavor/Ingredient





Which Key Trade Channels (KTCs) are most likely to feature top Paloma mention accounts?



40% of top Paloma mention accounts are in the Casual Dining KTC.



Which KTCs have driven Tequila depletions over the past three years in top Paloma mention accounts nationally?

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

POWERED BY [GROUND SIGNAL.AI](#)

