

COGNAC INSIGHTS

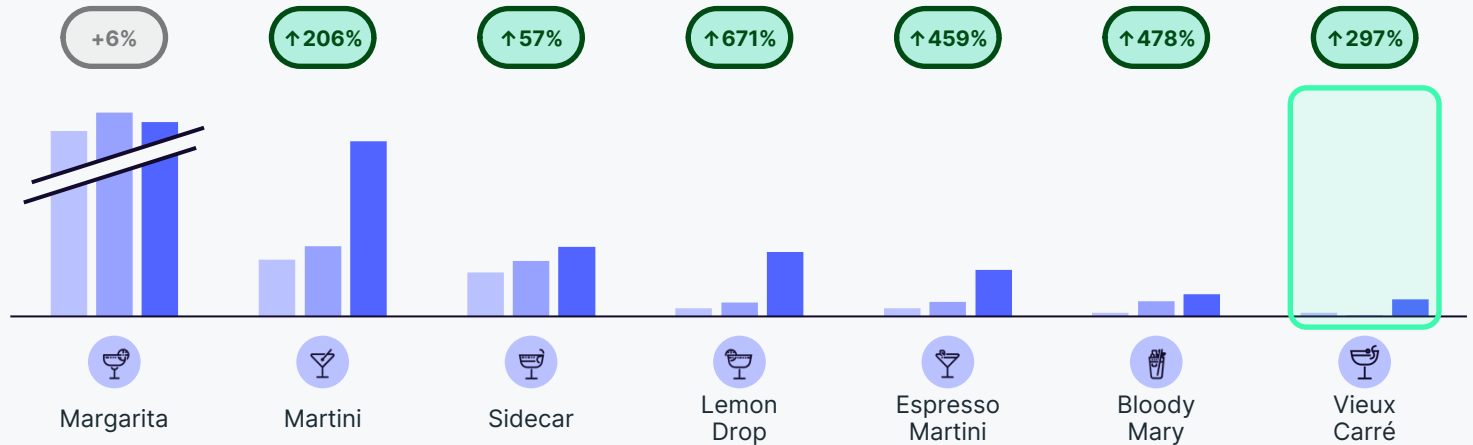
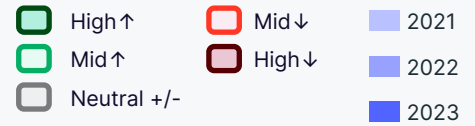




What are the top cocktails associated with Cognac?

Top Cognac Cocktail Mentions as a Proportion of Cocktail Mentions

POWERED BY GROUND SIGNAL



Did you know the **Vieux Carré** has nearly **quadrupled in popularity** since 2021?

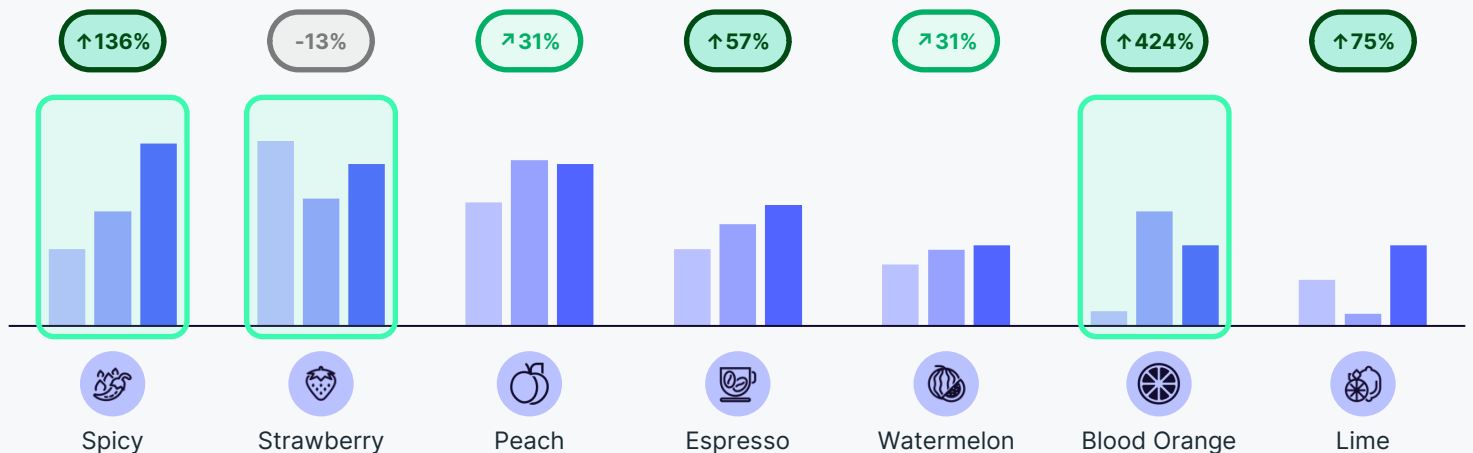
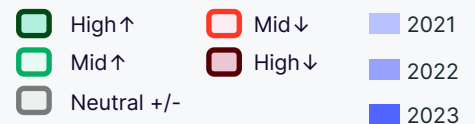


What are the top Cognac flavors?

Spicy and **Strawberry** are the most popular Cognac flavors; **Blood Orange** has grown by more than **400%** since 2021.

Top Cognac Flavor Mentions as a Proportion of Flavor Mentions

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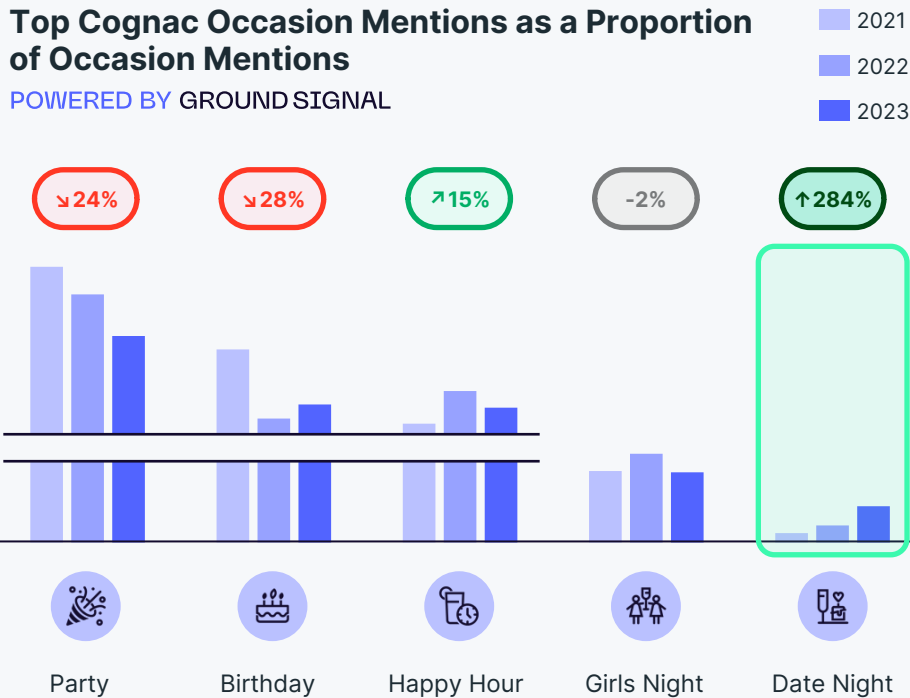




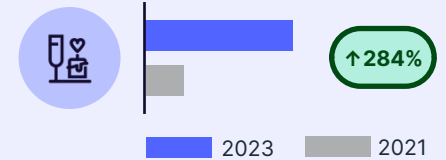
What are the top occasions associated with Cognac?

Top Cognac Occasion Mentions as a Proportion of Occasion Mentions

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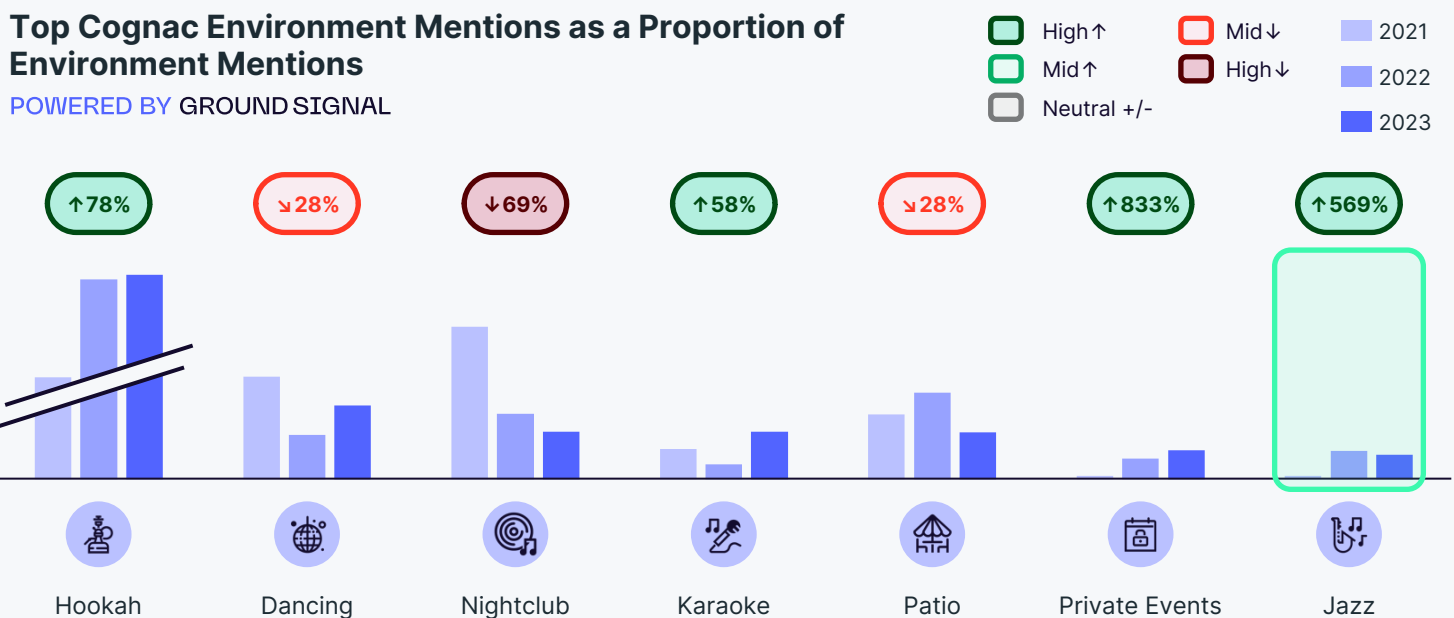
Mentions of Cognac on **Date Night** are up **nearly 300%** since 2021!



What are the top environments associated with Cognac?

Top Cognac Environment Mentions as a Proportion of Environment Mentions

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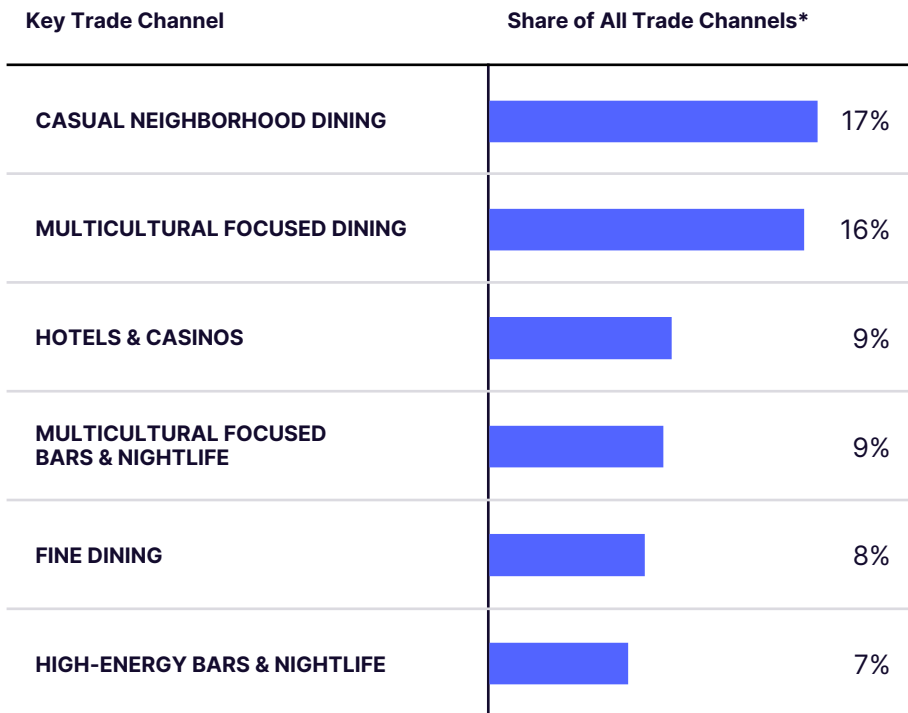


Did you know **Jazz** with Cognac has grown in popularity by **more than 500%** since 2021?





What are the top Key Trade Channels where people are drinking Cognac in 2024?



*Note: Trade channel categories are not mutually exclusive.



Multicultural Focused Sports Bars outperformed Cognac's national benchmark by **268%** in 2023!



How does Cognac perform in its top trade channels?

Top 2023 Trade Channels for Cognac Sales Velocity (9L/Yr)

POWERED BY GROUND SIGNAL

High ↑ Mid ↓
Mid ↑ High ↓
Neutral +/-

