



MINT JULEP INSIGHTS

NATIONAL





What are the top and trending occasions associated with Mint Juleps?






On-Premise Occasion Mentions as a Proportion of Total Mint Julep Mentions

POWERED BY [GROUND SIGNAL.AI](#)

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

Top Over-Indexing On-Premises Occasion Mentions






For example: Consumers are 125% more likely to mention Party when posting about Mint Julep than in their overall on-premise posts.

Occasion	Volume	Index vs. Total On-Premise*
 KENTUCKY DERBY	<div></div>	↑23675%
 PARTY	<div></div>	↑125%
 SPORTS	<div></div>	↑71%
 CINCO DE MAYO	<div></div>	↑718%
 HOCKEY	<div></div>	↑165%

*Index compared to share of occasion mentions nationally

Top Growing On-Premises Occasion Mentions

For example: Cinco De Mayo share of Mint Julep occasion mentions increased by 270% nationally over the past three years.

Occasion Ranked by Consumer Mention	3-Year Growth** (2022-2024)
 SPORTS	↗22%
 CINCO DE MAYO	↑270%
 ANNIVERSARY	↑198%
 BIRTHDAY	↗22%
 TRIVIA	↑70%

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

What are the top and trending environments associated with Mint Juleps?







On-Premise Environment Mentions as a Proportion of Total Mint Julep Mentions

POWERED BY [GROUND SIGNAL.AI](#)

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

Top Over-Indexing On-Premise Environment Mentions







For example: Consumers are 267% more likely to mention Rooftop when posting about Mint Julep than in their overall on-premise posts.

Occasion	Volume	Index vs. Total On-Premise*
 PATIO	<div></div>	↑366%
 ROOFTOP	<div></div>	↑267%
 JAZZ	<div></div>	↑70%
 GAMBLING	<div></div>	↑66%
 COUNTRY CLUB	<div></div>	↑55%
 TAPROOM	<div></div>	↗36%

*Index compared to share of occasion mentions nationally

Top Growing On-Premise Environment Mentions

For example: Golf share of Mint Julep environment mentions increased by 45% nationally over the past three years.

Environment Ranked by Consumer Mentions	3-Year Growth** (2022-2024)
 LIVE MUSIC	↗24%
 ROOFTOP	↗36%
 GOLF	↗45%
 BEACH	↗27%
 KARAOKE	↗16%
 PRIVATE EVENTS	↑74%

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





What are the top and trending cocktails associated with Mint Juleps?

Cocktail Flavor Mentions as a
Proportion of Total Mint Julep Mentions

POWERED BY GROUND SIGNAL.AI

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

Top Over-Indexing
On-Premise Flavor Mentions

For example: Consumers are 722% more likely to mention Blackberry when posting about Mint Julep than in their overall on-premise posts.

Flavor/Ingredient	Volume	Index vs. Total On-Premise*
PEACH		↑423%
BLACKBERRY		↑722%
STRAWBERRY		↑137%
ELDERFLOWER		↑456%
LAVENDER		↑312%
BLUEBERRY		↑150%

*Index compared to share of flavor mentions nationally

Top Growing
On-Premise Flavor Mentions

For example: Blackberry share of Mint Julep flavor mentions increased by 39% nationally over the past three years.

Flavor/Ingredient Ranked by Consumer Mention	3-Year Growth** (2022-2024)
PEACH	↑35%
BLACKBERRY	↑39%
ESPRESSO	↑58%
PASSIONFRUIT	↑296%
CRANBERRY	↑98%

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

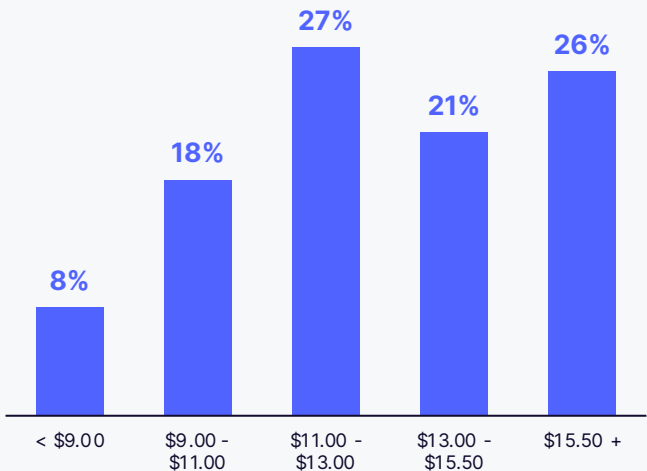
How much does a Mint Julip typically cost? Which brands appear most often on cocktail menus?

Mint Julep Price Distribution
on Menu Nationally

POWERED BY GROUND SIGNAL.AI



\$13.01
Average Price
Nationally



Top Mint Julep Brands
on Menu Nationally

POWERED BY GROUND SIGNAL.AI



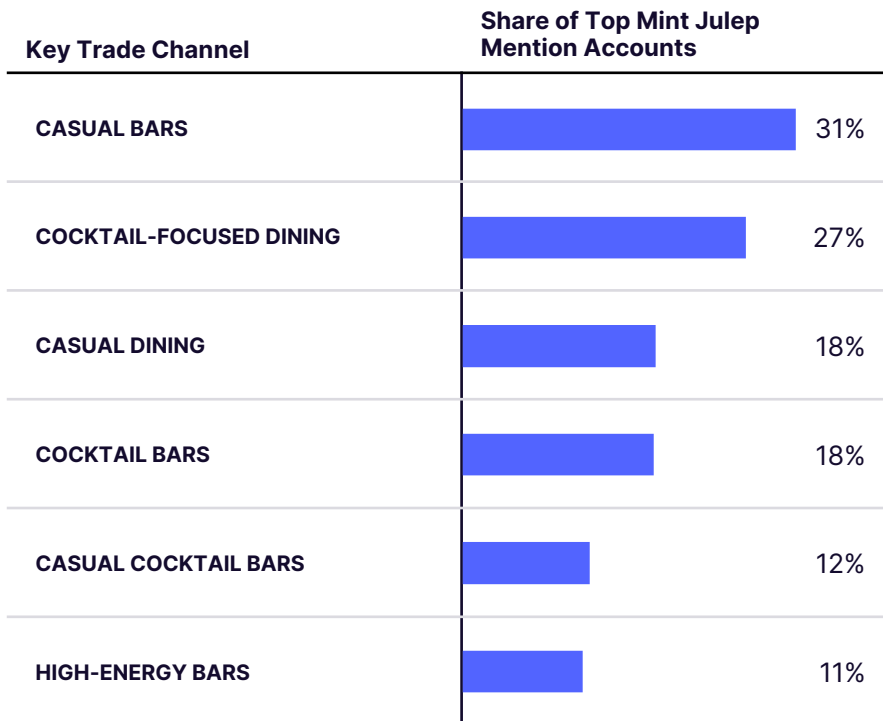
Brand	Mint Julep Share*
WOODFORD RESERVE	8.0%
MAKER'S MARK	7.8%
BULLEIT	3.4%
BUFFALO TRACE	2.6%
OLD FORESTER	2.6%
FOUR ROSES	1.9%
KNOB CREEK	1.4%
JIM BEAM	1.2%
BASIL HAYDEN'S	0.8%
WILD TURKEY	0.6%

*Percentage of Mint Juleps featuring Brand





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



27% of top Mint Julep mention accounts are in the Cocktail-Focused Dining KTC.



Which KTCs have driven Whiskey sales velocity over the past three years in top Mint Julep mention accounts nationally?

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

POWERED BY [GROUND SIGNAL.AI](#)

High ↑ Mid ↓
Mid ↑ High ↓
Neutral +/-

