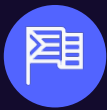


PRIDE MONTH INSIGHTS

NATIONAL





What are the top and trending cocktails associated with Pride Month?

On-Premise Cocktail Mentions as a Proportion of Total Pride Month Mentions

POWERED BY [GROUND SIGNAL.AI](#)

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

Top Over-Indexing On-Premise Cocktail Mentions

For example: Consumers are 91% more likely to mention Mocktails when posting about Pride Month than in their overall on-premise posts.

Cocktail	Volume	Index vs. Total On-Premise*
MIMOSA		↑165%
MOCKTAILS		↑91%
FROZEN DRINKS		↑67%
SPRITZ		↑30%
SANGRIA		↑31%

*Index compared to share of cocktail mentions nationally

Top Growing On-Premise Cocktail Mentions

For example: Mocktails share of Pride Month cocktail mentions increased by 250% nationally over the past three years.

Cocktail Ranked by Consumer Mention	3-Year Growth** (2022-2024)
MIMOSA	+12%
MOCKTAILS	↑250%
SPRITZ	↑59%
ESPRESSO MARTINI	↑50%
PINA COLADA	↑50%

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

What are the top and trending cocktail flavors associated with Pride Month?

On-Premise Cocktail Flavor Mentions as a Proportion of Total Pride Month Mentions

POWERED BY [GROUND SIGNAL.AI](#)

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

Top Over-Indexing On-Premise Flavor Mentions

For example: Consumers are 174% more likely to mention Pineapple when posting about Pride Month than in their overall on-premise posts.

Flavor	Volume	Index vs. Total On-Premise*
PEAR		↑196%
PINEAPPLE		↑174%
WATERMELON		↑71%
ELDERFLOWER		↑245%
MANGO		↑36%
PEACH		↑51%

*Index compared to share of flavor mentions nationally

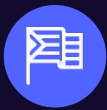
Top Growing On-Premise Flavor Mentions

For example: Elderflower share of Pride Month cocktail flavor mentions increased by 115% nationally over the past three years.

Flavor Ranked by Consumer Mentions	3-Year Growth** (2022-2024)
PEAR	↑866%
PINEAPPLE	↑38%
ELDERFLOWER	↑115%
PEACH	↑61%
RASPBERRY	↑222%
BLUEBERRY	↑383%

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





What are the top and trending occasions associated with Pride Month?

On-Premise Occasion Mentions as a Proportion of Total Pride Month Mentions

POWERED BY [GROUND SIGNAL.AI](#)

- High ↑



Mid ↑

Neutral +/-
- Mid ↓

High ↓

Top Over-Indexing On-Premise Occasion Mentions






For example: Consumers are 209% more likely to mention Block Party when posting about Pride Month than in their overall on-premise posts.

Occasion	Volume	Index vs. Total On-Premise*
 DRAG BRUNCH	<div></div>	↑1302%
 BLOCK PARTY	<div></div>	↑209%

*Index compared to share of occasion mentions nationally

Top Growing On-Premise Occasion Mentions

For example: Brunch share of Pride Month occasion mentions increased by 18% nationally over the past three years.

Occasion <small>Ranked by Consumer Mention</small>	3-Year Growth** <small>(2022-2024)</small>
 PARTY	↗33%
 BRUNCH	↗18%
 HAPPY HOUR	↗26%
 ANNIVERSARY	+10%
 TRIVIA	↑101%

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

What are the top and trending environments associated with Pride Month?

On-Premise Environment Mentions as a Proportion of Total Pride Month Mentions

POWERED BY [GROUND SIGNAL.AI](#)

- High ↑



Mid ↑

Neutral +/-
- Mid ↓

High ↓

Top Over-Indexing On-Premise Environment Mentions







For example: Consumers are 4% more likely to mention Nightclub when posting about Pride Month than in their overall on-premise posts.

Environment	Volume	Index vs. Total On-Premise*
 LGBT	<div></div>	↑2293%
 NIGHTCLUB	<div></div>	+4%

*Index compared to share of occasion mentions nationally

Top Growing On-Premise Environment Mentions

For example: Karaoke share of Pride Month environment mentions increased by 101% nationally over the past three years.

Environment <small>Ranked by Consumer Mentions</small>	3-Year Growth** <small>(2022-2024)</small>
 DANCING	↗44%
 LIVE MUSIC	↗35%
 KARAOKE	↑101%
 EDM	↗29%
 PATIO	↗39%
 ROOFTOP	↗21%

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





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

Key Trade Channel	Share of Top Pride Month Mention Accounts	
CASUAL BARS	<div></div>	16%
COCKTAIL-FOCUSED DINING	<div></div>	13%
CASUAL DINING	<div></div>	11%
HIGH-ENERGY NIGHTLIFE	<div></div>	8.8%
HIGH-ENERGY BARS	<div></div>	7.2%
CASUAL NIGHTLIFE	<div></div>	5.8%



13% of top Pride Month mention accounts are in the Cocktail-Focused Dining KTC.



Which KTCs have driven Vodka depletions over the past three years in top Pride Month mention accounts nationally?

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

POWERED BY [GROUND SIGNAL.AI](#)

High ↑ Mid ↓
Mid ↑ High ↓
Neutral +/-

KEY TRADE CHANNEL	AVERAGE ACCOUNT VODKA DEPLETIONS (9L/YR)		AVERAGE ACCOUNT VODKA DEPLETIONS VS. NATIONAL VODKA BENCHMARK
EVENTS HOTELS	<div></div>	139.5	↑237%
COCKTAIL-FOCUSED HIGH-ENERGY HOTELS	<div></div>	103.0	↑149%
HIGH-ENERGY HOTELS	<div></div>	97.9	↑136%
HISPANIC BARS	<div></div>	86.3	↑108%
HISPANIC NIGHTCLUBS	<div></div>	86.0	↑108%
MULTICULTURAL ELEVATED + FINE DINING	<div></div>	77.1	↑86%
NATIONAL VODKA BENCHMARK	<div></div>	41.4	





Which cocktails and cocktail flavors/ingredients appear most frequently on menus in top Pride Month mention accounts?

Top Cocktails on Menu in Top Pride Month Mention Accounts

POWERED BY [GROUND SIGNAL.AI](#)



Cocktail	Cocktail Share*
MARGARITA	7.7%
MARTINI	4.4%
MIMOSA	3.4%
OLD FASHIONED	3.3%
BLOODY MARY	2.6%
SHOT	2.5%

*Cocktail Share as a percentage of total cocktails

Top Cocktail Flavors on Menu in Top Pride Month Mention Accounts

POWERED BY [GROUND SIGNAL.AI](#)



Flavor/Ingredient	Cocktail Share*
LIME	23%
LEMON	17%
ORANGE	13%
PINEAPPLE	8.0%
GINGER	6.5%
COFFEE	6.0%

*Cocktail Share as a percentage of total cocktails

How are spirits categories performing in terms of sales velocity over the past three years in top Pride Month mention accounts?

Spirits Category Sales Performance (9L/Yr) in Top Pride Month 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	33%	7.8	↑195%	↑117%
VODKA	19%	8.1	↑206%	↑127%
WHISKEY	19%	3.2	↗20%	↑68%
RUM	10%	7.1	↑167%	↑74%
LIQUEURS	8.7%	3.4	↗28%	↑77%
GIN	5.2%	4.5	↑68%	↑131%
NATIONAL ALL SPIRITS BENCHMARK		2.7		

