

HIGH-ENERGY NIGHTLIFE INSIGHTS

NATIONAL





What are the top and trending cocktails associated with High-Energy Nightlife?

On-Premise Cocktail Mentions as a Proportion of Total High-Energy Nightlife Mentions

POWERED BY [GROUND SIGNAL.AI](#)

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

Top Over-Indexing On-Premise Cocktail Mentions

For example: Consumers are 471% more likely to mention Shots when posting about High-Energy Nightlife than in their overall on-premise posts.

Cocktail	Volume	Index vs. Total On-Premise*
MIMOSA		↑ 67%
SHOTS		↑ 471%
LEMON DROP		↑ 214%
RUM PUNCH		↑ 334%
BELLINI		↗ 37%

*Index compared to share of cocktail mentions nationally

Top Growing On-Premise Cocktail Mentions

For example: Martini share of High-Energy Nightlife cocktail mentions increased by 18% nationally over the past three years.

Cocktail Ranked by Consumer Mention	3-Year Growth** (2022-2024)
MARGARITA	+14%
MARTINI	↗ 18%
LEMON DROP	↑ 94%
MOCKTAILS	↑ 160%
ESPRESSO MARTINI	↑ 55%

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

What are the top and trending cocktail flavors associated with High-Energy Nightlife?

On-Premise Cocktail Flavor Mentions as a Proportion of Total High-Energy Nightlife Mentions

POWERED BY [GROUND SIGNAL.AI](#)

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

Top Over-Indexing On-Premise Flavor Mentions

For example: Consumers are 66% more likely to mention Raspberry when posting about High-Energy Nightlife than in their overall on-premise posts.

Flavor	Volume	Index vs. Total On-Premise*
LYCHEE		↑ 59%
RASPBERRY		↑ 66%
APPLE		↑ 55%
CUCUMBER		↗ 36%
PICKLE		↑ 152%
TROPICAL		↗ 23%

*Index compared to share of flavor mentions nationally

Top Growing On-Premise Flavor Mentions

For example: Raspberry share of High-Energy Nightlife cocktail flavor mentions increased by 68% nationally over the past three years.

Flavor Ranked by Consumer Mentions	3-Year Growth** (2022-2024)
ESPRESSO	↗ 33%
LYCHEE	↑ 129%
RASPBERRY	↑ 68%
CUCUMBER	↑ 90%
TROPICAL	↑ 1848%
ELDERFLOWER	↑ 102%

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





What are the top and trending occasions associated with High-Energy Nightlife?

On-Premise Occasion Mentions as a Proportion of Total High-Energy Nightlife Mentions

POWERED BY [GROUND SIGNAL.AI](#)

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

Top Over-Indexing On-Premise Occasion Mentions



For example: Consumers are 38% more likely to mention Friends when posting about High-Energy Nightlife than in their overall on-premise posts.

Occasion	Volume	Index vs. Total On-Premise*
PARTY	<div></div>	↑222%
FRIENDS	<div></div>	↑38%
BIRTHDAY	<div></div>	↑32%
LATE NIGHT	<div></div>	↑241%
GIRLS' NIGHT	<div></div>	↑191%

*Index compared to share of occasion mentions nationally

Top Growing On-Premise Occasion Mentions



For example: Anniversary share of High-Energy Nightlife occasion mentions increased by 15% nationally over the past three years.

Occasion Ranked by Consumer Mention	3-Year Growth** (2022-2024)
HAPPY HOUR	↑30%
ANNIVERSARY	↑15%
NEW YEARS	↑23%
MEMORIAL DAY	↑58%
CINCO DE MAYO	↑104%

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

What are the top and trending environments associated with High-Energy Nightlife?

On-Premise Environment Mentions as a Proportion of Total High-Energy Nightlife Mentions

POWERED BY [GROUND SIGNAL.AI](#)

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

Top Over-Indexing On-Premise Environment Mentions



For example: Consumers are 43% more likely to mention Dancing when posting about High-Energy Nightlife than in their overall on-premise posts.

Environment	Volume	Index vs. Total On-Premise*
LIVE MUSIC	<div></div>	↑33%
DANCING	<div></div>	↑43%
EDM	<div></div>	↑192%
NIGHTCLUB	<div></div>	↑372%
LGBT	<div></div>	↑76%
ROCK MUSIC	<div></div>	↑102%

*Index compared to share of occasion mentions nationally

Top Growing On-Premise Environment Mentions



For example: Karaoke share of High-Energy Nightlife environment mentions increased by 14% nationally over the past three years.

Environment Ranked by Consumer Mentions	3-Year Growth** (2022-2024)
DANCING	+13%
ROCK MUSIC	+14%
KARAOKE	+14%
LINE DANCING	↑71%
PATIO	+11%
PRIVATE EVENTS	+11%

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





Which cocktails and cocktail flavors/ingredients appear most frequently on menus in High-Energy Nightlife?

Top Cocktails on Menu in High-Energy Nightlife

POWERED BY [GROUND SIGNAL.AI](#)



Cocktail	Cocktail Share*
MARGARITA	6.9%
SHOT	6.0%
MARTINI	5.8%
OLD FASHIONED	2.7%
MULE	2.6%
MOJITO	2.2%

*Cocktail Share as a percentage of total cocktails

Top Cocktail Flavors on Menu in High-Energy Nightlife

POWERED BY [GROUND SIGNAL.AI](#)



Flavor/Ingredient	Cocktail Share*
LIME	22%
LEMON	15%
ORANGE	12%
PINEAPPLE	11%
PEACH	6.9%
GINGER	6.4%

*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 High-Energy Nightlife?

Spirits Category Sales Performance (9L/Yr) in High-Energy Nightlife

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	43%	8.8	↑232%	↑144%
WHISKEY	19%	3.4	↗28%	↑80%
VODKA	18%	5.6	↑111%	↑56%
RUM	8.4%	5.7	↑115%	↗41%
LIQUEURS	7.0%	2.6	+0%	↗38%
GIN	2.8%	3.0	+14%	↑56%
NATIONAL ALL SPIRITS BENCHMARK		2.7		

