



GROUND SIGNAL

JULY 2025

TEQUILA INSIGHTS

NATIONAL





What are the top and trending cocktails associated with Tequila?

On-Premise Cocktail Mentions as a Proportion of Total Tequila Mentions

POWERED BY [GROUND SIGNAL.AI](#)

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

Top Over-Indexing On-Premise Cocktail Mentions

For example: Consumers are 204% more likely to mention Margarita when posting about Tequila than in their overall on-premise posts.

Cocktail	Volume	Index vs. Total On-Premise*
MARGARITA		↑204%
SPICY MARGARITA		↑128%
PALOMA		↑94%
TEQUILA SUNRISE		↑180%
TEQUILA SODA		↑56%

*Index compared to share of cocktail mentions nationally

Top Growing On-Premise Cocktail Mentions

For example: Martini share of Tequila cocktail mentions increased by 67% nationally over the past three years.

Cocktail Ranked by Consumer Mention	3-Year Growth** (2022-2024)
MARTINI	↑67%
PALOMA	↑15%
MIMOSA	↑38%
MOJITO	+12%
ESPRESSO MARTINI	↑153%

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

What are the top and trending cocktail flavors associated with Tequila?

On-Premise Cocktail Flavor Mentions as a Proportion of Total Tequila Mentions

POWERED BY [GROUND SIGNAL.AI](#)

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

Top Over-Indexing On-Premise Flavor Mentions

For example: Consumers are 89% more likely to mention Spicy when posting about Tequila than in their overall on-premise posts.

Flavor	Volume	Index vs. Total On-Premise*
SPICY		↑89%
MANGO		↑119%
STRAWBERRY		↑49%
WATERMELON		↑110%
PINEAPPLE		↑78%
PEAR		↑54%

*Index compared to share of flavor mentions nationally

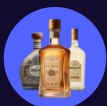
Top Growing On-Premise Flavor Mentions

For example: Espresso share of Tequila cocktail flavor mentions increased by 143% nationally over the past three years.

Flavor Ranked by Consumer Mentions	3-Year Growth** (2022-2024)
ESPRESSO	↑143%
COCONUT	+12%
BLUEBERRY	↑27%
APPLE	↑20%
COFFEE	↑58%
LYCHEE	↑36%

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





What are the top and trending occasions associated with Tequila?

On-Premise Occasion Mentions as a Proportion of Total Tequila Mentions

POWERED BY [GROUND SIGNAL.AI](#)

High ↑
Mid ↑
Neutral +/-

Top Over-Indexing On-Premise Occasion Mentions

For example: Consumers are 530% more likely to mention Happy Hour when posting about Tequila than in their overall on-premise posts.

Occasion	Volume	Index vs. Total On-Premise*
HAPPY HOUR		↑530%
CINCO DE MAYO		↑1723%
PARTY		↗30%
BRUNCH		↑61%
LATE NIGHT		↗48%

*Index compared to share of occasion mentions nationally

Top Growing On-Premise Occasion Mentions

For example: Happy Hour share of Tequila occasion mentions increased by 14% nationally over the past three years.

Occasion Ranked by Consumer Mention	3-Year Growth** (2022-2024)
HAPPY HOUR	+14%
CINCO DE MAYO	↗22%
PARTY	↗25%
BRUNCH	+13%
SPORTS	↗25%

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

What are the top and trending environments associated with Tequila?

On-Premise Environment Mentions as a Proportion of Total Tequila Mentions

POWERED BY [GROUND SIGNAL.AI](#)

High ↑
Mid ↑
Neutral +/-

Top Over-Indexing On-Premise Environment Mentions

For example: Consumers are 262% more likely to mention Patio when posting about Tequila than in their overall on-premise posts.

Environment	Volume	Index vs. Total On-Premise*
PATIO		↑262%
BEACH		+6%
KARAOKE		↑124%
ROOFTOP		↑78%
NIGHTCLUB		↑67%
SPEAKEASY		↑163%

*Index compared to share of occasion mentions nationally

Top Growing On-Premise Environment Mentions

For example: Dancing share of Tequila environment mentions increased by 38% nationally over the past three years.

Environment Ranked by Consumer Mentions	3-Year Growth** (2022-2024)
DANCING	↗38%
LIVE MUSIC	↗17%
KARAOKE	↑64%
SPEAKEASY	↗23%
WATERFRONT	↗19%
GAMBLING	↗15%

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



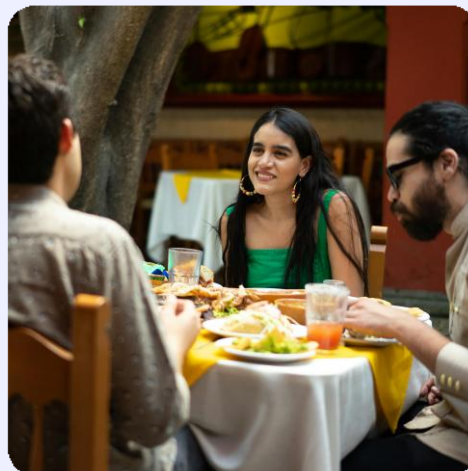


Which Key Trade Channels (KTCs) are most likely to feature top Tequila mention accounts?

Key Trade Channel	Share of Top Tequila Mention Accounts	
CASUAL MEXICAN RESTAURANTS	<div></div>	26%
COCKTAIL-FOCUSED HIGH-ENERGY DINING	<div></div>	5.7%
COCKTAIL-FOCUSED MEXICAN RESTAURANTS	<div></div>	4.7%
CASUAL COCKTAIL BARS	<div></div>	3.6%
PREMIUM COCKTAIL BARS	<div></div>	1.6%
PREMIUM HOTELS	<div></div>	1.4%



26% of top Tequila mention accounts are in the Casual Mexican Restaurants KTC.



Which KTCs have driven Tequila depletions in top Tequila mention accounts nationally?

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

POWERED BY [GROUND SIGNAL.AI](#)

High ↑ Mid ↓
Mid ↑ High ↓
Neutral +/-

KEY TRADE CHANNEL	AVERAGE ACCOUNT TEQUILA DEPLETIONS (9L/YR)		AVERAGE ACCOUNT TEQUILA DEPLETIONS VS. NATIONAL TEQUILA BENCHMARK
COCKTAIL-FOCUSED MEXICAN RESTAURANTS	<div></div>	153.6	↑ 459%
LUXURY HOTELS	<div></div>	128.3	↑ 366%
HIGH-ENERGY SPORTS BARS	<div></div>	103.1	↑ 275%
PREMIUM HOTELS	<div></div>	75.7	↑ 175%
COCKTAIL-FOCUSED HIGH-ENERGY DINING	<div></div>	73.2	↑ 166%
CASUAL MEXICAN RESTAURANTS	<div></div>	68.9	↑ 151%
NATIONAL TEQUILA BENCHMARK	<div></div>	27.5	





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

Top Cocktails on Menu in Top Tequila Mention Accounts

POWERED BY [GROUND SIGNAL.AI](#)



Cocktail	Cocktail Share*
MARGARITA	53%
PALOMA	5.3%
SPICY MARGARITA	2.8%
CLASSIC MARGARITA	2.6%
FROZEN MARGARITA	2.2%
LONG ISLAND ICED TEA	1.5%

*Cocktail Share as a percentage of total cocktails

Top Cocktail Flavors on Menu in Top Tequila Mention Accounts

POWERED BY [GROUND SIGNAL.AI](#)



Flavor/Ingredient	Cocktail Share*
LIME	42%
ORANGE	12%
SPICY	12%
MANGO	8.1%
STRAWBERRY	8.0%
PINEAPPLE	6.9%

*Cocktail Share as a percentage of total cocktails

How are Tequila price tiers performing in terms of sales velocity in top Tequila mention accounts?

Tequila Price Tier Sales Performance (9L/Yr) in Top Tequila Mention Accounts

POWERED BY [GROUND SIGNAL.AI](#)



TEQUILA PRICE TIER	SHARE OF TOTAL TEQUILA VOLUME (%)	SALES VELOCITY (9L/YR)	SALES VELOCITY VS. NATIONAL SAME PRICE TIER BENCHMARK
PREMIUM	42%	9.4	↗ 48%
ULTRA PREMIUM	40%	4.1	↗ 29%
STANDARD	11%	10.4	↑ 110%
SUPER PREMIUM	5.3%	2.2	↗ 27%
PRESTIGE	0.8%	0.8	↗ 15%
VALUE	0.7%	18.3	↑ 137%
NATIONAL ALL TEQUILA BENCHMARK		4.5	

