



GROUND SIGNAL

MAY 2025

# PATIO INSIGHTS

NATIONAL





## What are the top and trending cocktails associated with Patio?

### On-Premise Cocktail Mentions as a Proportion of Total Patio Mentions

POWERED BY [GROUND SIGNAL.AI](#)

High ↑  
Mid ↑  
Neutral +/-  
Mid ↓  
High ↓

#### Top Over-Indexing On-Premise Cocktail Mentions

For example: Consumers are 35% more likely to mention Mimosa when posting about Patio than in their overall on-premise posts.

Cocktail	Volume	Index vs. Total On-Premise*
MARGARITA	<div></div>	↑16%
MIMOSA	<div></div>	↑35%
SPRITZ	<div></div>	↑84%
BLOODY MARY	<div></div>	↑23%
FROZEN DRINKS	<div></div>	↑51%

\*Index compared to share of cocktail mentions nationally

#### Top Growing On-Premise Cocktail Mentions

For example: Spritz share of Patio cocktail mentions increased by 56% nationally over the past three years.

Cocktail Ranked by Consumer Mention	3-Year Growth** (2022-2024)
MARTINI	↑28%
SPRITZ	↑56%
ESPRESSO MARTINI	↑98%
PINA COLADA	↑15%
LEMON DROP	↑113%

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

## What are the top and trending cocktail flavors associated with Patio?

### On-Premise Cocktail Flavor Mentions as a Proportion of Total Patio Mentions

POWERED BY [GROUND SIGNAL.AI](#)

High ↑  
Mid ↑  
Neutral +/-  
Mid ↓  
High ↓

#### Top Over-Indexing On-Premise Flavor Mentions

For example: Consumers are 42% more likely to mention Peach when posting about Patio than in their overall on-premise posts.

Flavor	Volume	Index vs. Total On-Premise*
WATERMELON	<div></div>	↑44%
PEACH	<div></div>	↑42%
MANGO	<div></div>	↑17%
CUCUMBER	<div></div>	↑46%
BLOOD ORANGE	<div></div>	↑64%
COCONUT	<div></div>	↑19%

\*Index compared to share of flavor mentions nationally

#### Top Growing On-Premise Flavor Mentions

For example: Tropical share of Patio cocktail flavor mentions increased by 1,684% nationally over the past three years.

Flavor Ranked by Consumer Mentions	3-Year Growth** (2022-2024)
ESPRESSO	↑94%
COCONUT	+14%
TROPICAL	↑1684%
LAVENDER	+11%
BERRY	↑34%
LIME	↑549%

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





## What are the top and trending occasions associated with Patio?

### On-Premise Occasion Mentions as a Proportion of Total Patio Mentions

POWERED BY [GROUND SIGNAL.AI](#)

High ↑  
Mid ↑  
Neutral +/-  
Mid ↓  
High ↓

#### Top Over-Indexing On-Premise Occasion Mentions

For example: Consumers are 309% more likely to mention Happy Hour when posting about Patio than in their overall on-premise posts.

Occasion	Volume	Index vs. Total On-Premise*
DINNER	<div></div>	↑18%
HAPPY HOUR	<div></div>	↑309%
BRUNCH	<div></div>	↑132%
PARTY	<div></div>	↑41%
BBQ	<div></div>	↑79%

\*Index compared to share of occasion mentions nationally

#### Top Growing On-Premise Occasion Mentions

For example: Trivia share of Patio occasion mentions increased by 37% nationally over the past three years.

Occasion Ranked by Consumer Mention	3-Year Growth** (2022-2024)
TRIVIA	↑37%
MEMORIAL DAY	↑31%
MOTHER'S DAY	↑56%
BASKETBALL	↑33%
PICKLEBALL	↑201%

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

## What are the top and trending environments associated with Patio?

### On-Premise Environment Mentions as a Proportion of Total Patio Mentions

POWERED BY [GROUND SIGNAL.AI](#)

High ↑  
Mid ↑  
Neutral +/-  
Mid ↓  
High ↓

#### Top Over-Indexing On-Premise Environment Mentions

For example: Consumers are 40% more likely to mention Hookah when posting about Patio than in their overall on-premise posts.

Environment	Volume	Index vs. Total On-Premise*
DOG-FRIENDLY	<div></div>	↑234%
HOOKAH	<div></div>	↑40%

\*Index compared to share of occasion mentions nationally

#### Top Growing On-Premise Environment Mentions

For example: Karaoke share of Patio environment mentions increased by 35% nationally over the past three years.

Environment Ranked by Consumer Mentions	3-Year Growth** (2022-2024)
DANCING	↑16%
GOLF	↑28%
KARAOKE	↑35%
COUNTRY CLUB	↑56%
GAMBLING	↑29%
ROCK MUSIC	+11%

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





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

Key Trade Channel	Share of Top Patio Mention Accounts	
CASUAL DINING	<div></div>	34%
CAUCASIAN DINING	<div></div>	29%
COCKTAIL-FOCUSED DINING	<div></div>	27%
CASUAL BARS	<div></div>	21%
HIGH-ENERGY DINING	<div></div>	9.5%
HIGH-ENERGY BARS	<div></div>	6.3%



29% of top Patio mention accounts are in the Caucasian Dining KTC.



Which KTCs have driven Tequila depletions over the past three years in top Patio 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
MULTICULTURAL NIGHTLIFE	<div></div>	155.2	↑349%
NIGHTCLUBS	<div></div>	154.4	↑347%
AFAM BARS	<div></div>	120.9	↑250%
MULTICULTURAL CHAINS	<div></div>	120.6	↑249%
COCKTAIL-FOCUSED MEXICAN RESTAURANTS	<div></div>	115.8	↑235%
HIGH-ENERGY SPORTS BARS	<div></div>	87.6	↑153%
NATIONAL TEQUILA BENCHMARK	<div></div>	34.5	





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

### Top Cocktails on Menu in Top Patio Mention Accounts

POWERED BY [GROUND SIGNAL.AI](#)



Cocktail	Cocktail Share*
MARGARITA	11%
MARTINI	5.1%
OLD FASHIONED	3.7%
MIMOSA	3.6%
SANGRIA	3.2%
BLOODY MARY	2.9%

\*Cocktail Share as a percentage of total cocktails

### Top Cocktail Flavors on Menu in Top Patio Mention Accounts

POWERED BY [GROUND SIGNAL.AI](#)



Flavor/Ingredient	Cocktail Share*
LIME	24%
LEMON	16%
ORANGE	14%
PINEAPPLE	7.3%
GINGER	6.6%
COFFEE	6.0%

\*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 top Patio mention accounts?

### Spirits Category Sales Performance (9L/Yr) in Top Patio Mention Accounts

POWERED BY [GROUND SIGNAL.AI](#)

High ↑    Mid ↓  
 Mid ↑    High ↓  
 Neutral +/-

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	31%	4	↑52%	+12%
WHISKEY	21%	1.8	↓31%	-4%
VODKA	19%	4.4	↑65%	↑22%
LIQUEURS	11%	2.3	-14%	↑19%
RUM	9.3%	3.8	↑43%	-6%
GIN	4.4%	2.2	↓18%	+12%
NATIONAL ALL SPIRITS BENCHMARK		2.7		

