

MAI TAI INSIGHTS

NATIONAL





What are the top and trending occasions associated with Mai Tais?

On-Premise Occasion Mentions as a Proportion of Total Mai Tai Mentions

POWERED BY GROUND SIGNAL.AI

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

Top Over-Indexing On-Premise Occasion Mentions



For example: Consumers are 37% more likely to mention Dinner when posting about Mai Tai than in their overall on-premise posts.

Occasion	Volume	Index vs. Total On-Premise*
HAPPY HOUR		↑528%
DINNER		↑37%
TRAVEL		↑253%
BBQ		↑40%
TRIVIA		↑26%

*Index compared to share of occasion mentions nationally

Top Growing On-Premise Occasion Mentions



For example: Party share of Mai Tai occasion mentions increased by 22% nationally over the past three years.

Occasion Ranked by Consumer Mention	3-Year Growth** (2022-2024)
FRIENDS	↑23%
PARTY	↑22%
SPORTS	↑43%
TRIVIA	↑37%
SPRING BREAK	↑28%

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

What are the top and trending environments associated with Mai Tais?

On-Premise Environment Mentions as a Proportion of Total Mai Tai Mentions

POWERED BY GROUND SIGNAL.AI

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

Top Over-Indexing On-Premise Environment Mentions



For example: Consumers are 92% more likely to mention Patio when posting about Mai Tai than in their overall on-premise posts.

Environment	Volume	Index vs. Total On-Premise*
BEACH		↑333%
PATIO		↑92%
SWIMMING POOL		↑373%
WATERFRONT		↑450%
SPEAKEASY		↑180%
DIVE BAR		↑141%

*Index compared to share of occasion mentions nationally

Top Growing On-Premise Environment Mentions



For example: Waterfront share of Mai Tai environment mentions increased by 11% nationally over the past three years.

Environment Ranked by Consumer Mentions	3-Year Growth** (2022-2024)
BEACH	+11%
LIVE MUSIC	↑66%
WATERFRONT	+11%
ROCK MUSIC	↑269%
GAMBLING	↑82%
BEACH CLUB	↑28%

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





What are the top and trending cocktails associated with Mai Tais?

Cocktail Flavor Mentions as a Proportion of Total Mai Tai Mentions

POWERED BY GROUND SIGNAL.AI

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

Top Over-Indexing On-Premise Flavor Mentions

For example: Consumers are 442% more likely to mention Tropical when posting about Mai Tai than in their overall on-premise posts.

Flavor/Ingredient	Volume	Index vs. Total On-Premise*
MANGO		↑ 279%
TROPICAL		↑ 442%
PINEAPPLE		↑ 209%
COCONUT		↑ 198%
STRAWBERRY		↗ 21%
BANANA		↑ 332%

*Index compared to share of flavor mentions nationally

Top Growing On-Premise Flavor Mentions

For example: Hibiscus share of Mai Tai flavor mentions increased by 25% nationally over the past three years.

Flavor/Ingredient Ranked by Consumer Mention	3-Year Growth** (2022-2024)
TROPICAL	↑ 296%
HIBISCUS	↗ 25%
SPICY	↑ 108%
BLOOD ORANGE	↗ 19%
PEACH	↗ 19%
APPLE	↗ 38%

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

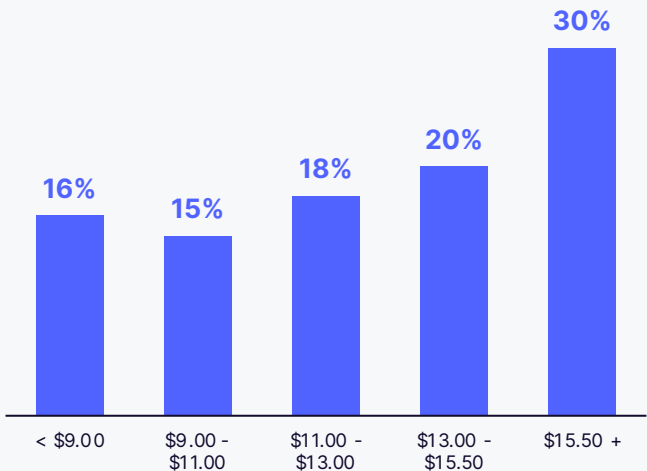
What does this cocktail typically cost? Which flavors/ingredients appear most often on menus?

Mai Tai Price Distribution on Menu Nationally

POWERED BY GROUND SIGNAL.AI



\$12.84
Average Price
Nationally



Top Mai Tai Flavors/Ingredients on Menu Nationally

POWERED BY GROUND SIGNAL.AI



Flavor/Ingredient	Mai Tai Share*
PINEAPPLE	40%
ORANGE	39%
LIME	34%
ALMOND	29%
TROPICAL	14%
COCONUT	7.1%

*Percentage of Mai Tais featuring Flavor/Ingredient





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

Key Trade Channel	Share of Top Mai Tai Mention Accounts	
CASUAL DINING	<div></div>	38%
COCKTAIL-FOCUSED DINING	<div></div>	30%
ASIAN RESTAURANTS	<div></div>	24%
CAUCASIAN DINING	<div></div>	24%
CASUAL BARS	<div></div>	20%
COCKTAIL BARS	<div></div>	17%



30% of top Mai Tai mention accounts are in the Cocktail-Focused Dining KTC.



Which KTCs have driven Rum depletions over the past three years in top Mai Tai mention accounts nationally?

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

POWERED BY [GROUND SIGNAL.AI](#)

High ↑ Mid ↓
Mid ↑ High ↓
Neutral +/-

KEY TRADE CHANNEL	AVERAGE ACCOUNT RUM DEPLETIONS (9L/YR)		AVERAGE ACCOUNT RUM DEPLETIONS VS. NATIONAL RUM BENCHMARK
FAMILY HOTELS	<div></div>	141.9	↑494%
PREMIUM HOTELS	<div></div>	121.0	↑406%
MID-TIER HOTELS	<div></div>	76.6	↑220%
COCKTAIL-FOCUSED MULTICULTURAL DINING	<div></div>	62.5	↑161%
MULTICULTURAL HIGH-ENERGY DINING	<div></div>	53.4	↑123%
CASUAL COCKTAIL BARS	<div></div>	36.0	↑51%
NATIONAL RUM BENCHMARK	<div></div>	23.9	

