



WHISKEY SOUR INSIGHTS

NATIONAL





What are the top and trending occasions associated with Whiskey Sours?

On-Premise Occasion Mentions as a Proportion of Total Whiskey Sour Mentions






POWERED BY [GROUND SIGNAL.AI](#)

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

Top Over-Indexing On-Premise Occasion Mentions



For example: Consumers are 61% more likely to mention Dinner when posting about Whiskey Sour than in their overall on-premise posts.






Occasion	Volume	Index vs. Total On-Premise*
 HAPPY HOUR	<div></div>	↑636%
 DINNER	<div></div>	↑61%
 BRUNCH	<div></div>	↗26%
 DATE NIGHT	<div></div>	↑122%
 LATE NIGHT	<div></div>	↗46%

*Index compared to share of occasion mentions nationally

Top Growing On-Premise Occasion Mentions



For example: Brunch share of Whiskey Sour occasion mentions increased by 11% nationally over the past three years.

Occasion Ranked by Consumer Mention	3-Year Growth** (2022-2024)
 HAPPY HOUR	+12%
 BRUNCH	+11%
 BIRTHDAY	+14%
 BBQ	↗36%
 ST. PATRICK'S DAY	↑118%

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

What are the top and trending environments associated with Whiskey Sours?

On-Premise Environment Mentions as a Proportion of Total Whiskey Sour Mentions







POWERED BY [GROUND SIGNAL.AI](#)

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

Top Over-Indexing On-Premise Environment Mentions



For example: Consumers are 1,177% more likely to mention Speakeasy when posting about Whiskey Sour than in their overall on-premise posts.







Environment	Volume	Index vs. Total On-Premise*
 PATIO	<div></div>	↑367%
 SPEAKEASY	<div></div>	↑1177%
 BEACH	<div></div>	+0%
 TAPROOM	<div></div>	↑99%
 WATERFRONT	<div></div>	↑208%
 PRIVATE EVENTS	<div></div>	↑154%

*Index compared to share of occasion mentions nationally

Top Growing On-Premise Environment Mentions



For example: Beach share of Whiskey Sour environment mentions increased by 96% nationally over the past three years.

Environment Ranked by Consumer Mentions	3-Year Growth** (2022-2024)
 PATIO	↑112%
 SPEAKEASY	↗16%
 BEACH	↑96%
 TAPROOM	↗29%
 WATERFRONT	↑190%
 PRIVATE EVENTS	↑479%

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





What are the top and trending cocktails associated with Whiskey Sours?

Cocktail Flavor Mentions as a Proportion of Total Whiskey Sour Mentions

POWERED BY [GROUND SIGNAL.AI](#)

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

Top Over-Indexing On-Premise Flavor Mentions

For example: Consumers are 171% more likely to mention Peach when posting about Whiskey Sour than in their overall on-premise posts.

Flavor/Ingredient	Volume	Index vs. Total On-Premise*
BLACKBERRY		↑419%
PEACH		↑171%
APPLE		↑194%
PINEAPPLE		↑141%
STRAWBERRY		↑23%
BLUEBERRY		↑160%

*Index compared to share of flavor mentions nationally

Top Growing On-Premise Flavor Mentions

For example: Blueberry share of Whiskey Sour flavor mentions increased by 197% nationally over the past three years.

Flavor/Ingredient Ranked by Consumer Mention	3-Year Growth** (2022-2024)
BLACKBERRY	↑32%
PEACH	+12%
APPLE	↑20%
PINEAPPLE	↑57%
STRAWBERRY	↑36%
BLUEBERRY	↑197%

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

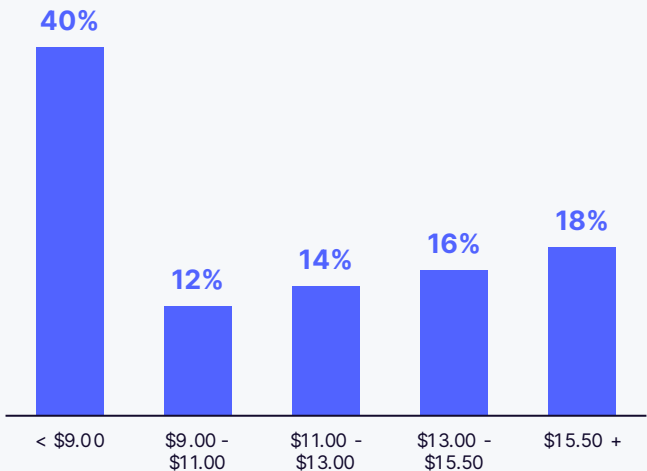
What does this cocktail typically cost? Which flavors/ingredients appear most often on menus?

Whiskey Sour Price Distribution on Menu Nationally

POWERED BY [GROUND SIGNAL.AI](#)



\$11.09
Average Price
Nationally



Top Whiskey Sour Flavors/Ingredients on Menu Nationally

POWERED BY [GROUND SIGNAL.AI](#)



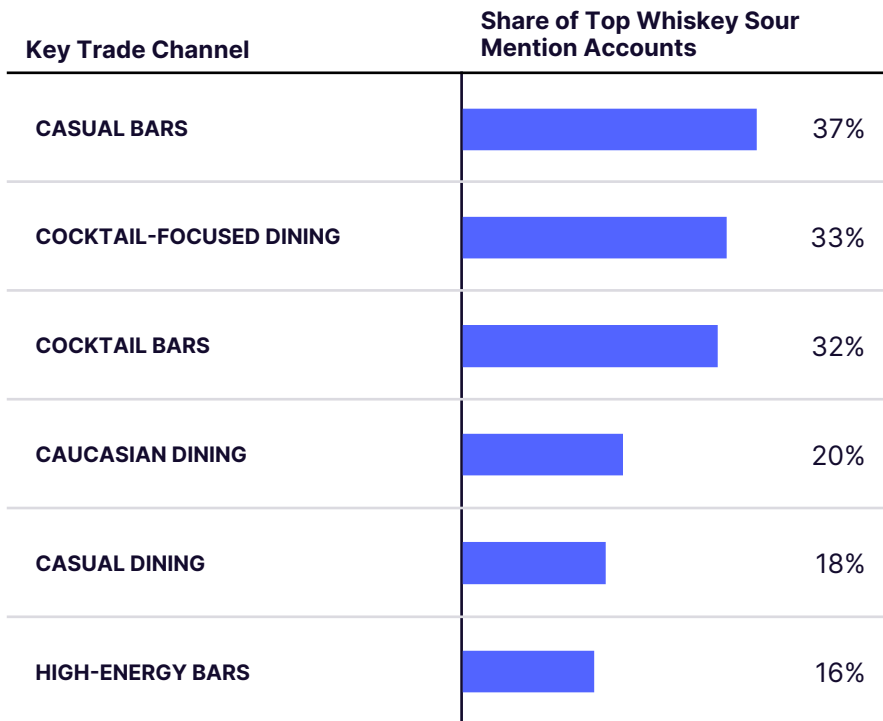
Flavor/Ingredient	Whiskey Sour Share*
LEMON	53%
CHERRY	7.6%
ORANGE	7.5%
HONEY	5.6%
LIME	4.7%
YUZU	4.2%

*Percentage of Whiskey Sours featuring Flavor/Ingredient





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



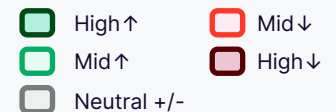
33% of top Whiskey Sour mention accounts are in the Cocktail-Focused Dining KTC.



Which KTCs have driven US Whiskey depletions over the past three years in top Whiskey Sour mention accounts nationally?

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

POWERED BY [GROUND SIGNAL.AI](#)



KEY TRADE CHANNEL	AVERAGE ACCOUNT US WHISKEY DEPLETIONS (9L/YR)	AVERAGE ACCOUNT US WHISKEY DEPLETIONS VS. NATIONAL US WHISKEY BENCHMARK
RESORTS	75.7	↑383%
FAMILY HOTELS	49.8	↑217%
PREMIUM COCKTAIL BARS	40.9	↑161%
MULTICULTURAL HIGH-ENERGY DINING	40.5	↑158%
CASUAL COCKTAIL BARS	35.4	↑125%
COCKTAIL-FOCUSED HIGH-ENERGY DINING	30.6	↑95%
NATIONAL US WHISKEY BENCHMARK	15.7	

