

# NCAA FOOTBALL INSIGHTS

NATIONAL





## What are the top and trending cocktails associated with NCAA Football?

### On-Premise Cocktail Mentions as a Proportion of Total NCAA Football Mentions

POWERED BY [GROUND SIGNAL.AI](#)

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

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

For example: Consumers are 210% more likely to mention Mimosa when posting about NCAA Football than in their overall on-premise posts.

Cocktail	Volume	Index vs. Total On-Premise*
MIMOSA		↑210%
BLOODY MARY		↑264%
SPRITZ		↑15%
IRISH COFFEE		↑250%
LEMON DROP		↑18%

\*Index compared to share of cocktail mentions nationally

#### Top Growing On-Premise Cocktail Mentions

For example: Margarita share of NCAA Football cocktail mentions increased by 14% nationally over the past three years.

Cocktail Ranked by Consumer Mention	3-Year Growth** (2022-2024)
MARGARITA	+14%
ESPRESSO MARTINI	↑504%
SPRITZ	↑1109%
IRISH COFFEE	↑26%
SANGRIA	↑51%

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

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

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

POWERED BY [GROUND SIGNAL.AI](#)

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

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

For example: Consumers are 680% more likely to mention Spicy when posting about NCAA Football than in their overall on-premise posts.

Flavor	Volume	Index vs. Total On-Premise*
SPICY		↑680%
ESPRESSO		↑30%
COCONUT		↑506%
APPLE		↑458%
MANGO		↑262%

\*Index compared to share of flavor mentions nationally

#### Top Growing On-Premise Flavor Mentions

For example: Espresso share of NCAA Football cocktail flavor mentions increased by 763% nationally over the past three years.

Flavor Ranked by Consumer Mentions	3-Year Growth** (2022-2024)
ESPRESSO	↑762%

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





## What are the top and trending occasions associated with NCAA Football?

### On-Premise Occasion Mentions as a Proportion of Total NCAA Football Mentions

POWERED BY [GROUND SIGNAL.AI](#)

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

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

For example: Consumers are 1,590% more likely to mention Sports when posting about NCAA Football than in their overall on-premise posts.

Occasion	Volume	Index vs. Total On-Premise*
SPORTS		↑1590%
FOOTBALL		↑4742%
BRUNCH		↗15%
HAPPY HOUR		↑62%
TAILGATE		↑1268%

\*Index compared to share of occasion mentions nationally

#### Top Growing On-Premise Occasion Mentions

For example: Football share of NCAA Football occasion mentions increased by 21% nationally over the past three years.

Occasion Ranked by Consumer Mention	3-Year Growth** (2022-2024)
FOOTBALL	↗21%
FRIENDS	↗30%
BRUNCH	↗45%
PARTY	+13%
HAPPY HOUR	↗17%

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

## What are the top and trending environments associated with NCAA Football?

### On-Premise Environment Mentions as a Proportion of Total NCAA Football Mentions

POWERED BY [GROUND SIGNAL.AI](#)

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

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

For example: Consumers are 265% more likely to mention Patio when posting about NCAA Football than in their overall on-premise posts.

Environment	Volume	Index vs. Total On-Premise*
PATIO		↑265%
KARAOKE		↑105%
GAMBLING		↑127%
TAPROOM		↑98%
ROOFTOP		+12%
HOOKAH		↑166%

\*Index compared to share of occasion mentions nationally

#### Top Growing On-Premise Environment Mentions

For example: Patio share of NCAA Football environment mentions increased by 21% nationally over the past three years.

Environment Ranked by Consumer Mentions	3-Year Growth** (2022-2024)
PATIO	↗21%
GOLF	↗22%
DANCING	↗36%
KARAOKE	↗29%
ROOFTOP	↑55%
HOOKAH	↑198%

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



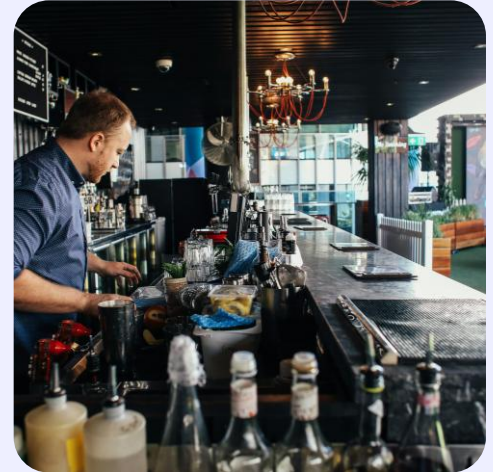


Which Key Trade Channels (KTCs) are most likely to feature top NCAA Football mention accounts?

Key Trade Channel	Share of Top NCAA Football Mention Accounts	
CASUAL BARS	<div></div>	43%
CAUCASIAN SPORTS BARS	<div></div>	16%
CASUAL DINING	<div></div>	14%
HIGH-ENERGY BARS	<div></div>	13%
CAUCASIAN DINING	<div></div>	9.2%
MULTICULTURAL BARS	<div></div>	8.9%



43% of top NCAA Football mention accounts are in the Casual Bars KTC.



Which KTCs have driven overall spirits depletions in top NCAA Football mention accounts nationally?

## Top Opportunity Key Trade Channels for Overall Spirits Depletions (9L/Yr)

POWERED BY [GROUND SIGNAL.AI](#)

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

KEY TRADE CHANNEL	AVERAGE ACCOUNT OVERALL SPIRITS DEPLETIONS (9L/YR)		AVERAGE ACCOUNT OVERALL SPIRITS DEPLETIONS VS. NATIONAL OVERALL SPIRITS BENCHMARK
COCKTAIL-FOCUSED NIGHTLIFE	<div></div>	320.5	↑ 410%
HIGH-ENERGY SPORTS BARS	<div></div>	278.9	↑ 343%
AFAM BARS	<div></div>	236.8	↑ 276%
MULTICULTURAL SPORTS BARS	<div></div>	222.3	↑ 253%
CASUAL MEXICAN RESTAURANTS	<div></div>	168.3	↑ 168%
MULTICULTURAL DINING	<div></div>	167.8	↑ 167%
NATIONAL OVERALL SPIRITS BENCHMARK	<div></div>	62.9	





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

## Top Cocktails on Menu in Top NCAA Football Mention Accounts

POWERED BY [GROUND SIGNAL.AI](#)



Cocktail	Cocktail Share*
MARGARITA	12%
SHOT	4.7%
OLD FASHIONED	4.0%
MULE	3.5%
LONG ISLAND ICED TEA	3.3%
MARTINI	2.9%

\*Cocktail Share as a percentage of total cocktails

## Top Cocktail Flavors on Menu in Top NCAA Football Mention Accounts

POWERED BY [GROUND SIGNAL.AI](#)



Flavor/Ingredient	Cocktail Share*
LIME	25%
ORANGE	12%
LEMON	11%
PINEAPPLE	9.8%
PEACH	7.0%
GINGER	6.6%

\*Cocktail Share as a percentage of total cocktails

How are spirits categories performing in terms of sales velocity in top NCAA Football mention accounts?

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

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	36%	6.9	↑150%	↑82%
WHISKEY	28%	3.1	+13%	↗45%
AMERICAN WHISKEY	18%	3.4	↗22%	↗42%
VODKA	16%	5	↑82%	↗35%
RUM	8.3%	5	↑81%	↗33%
LIQUEURS	7.0%	2.2	↘22%	+10%
NATIONAL ALL SPIRITS BENCHMARK		2.8		

