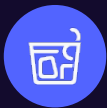




NEGRONI INSIGHTS

NATIONAL





What are the top and trending occasions associated with Negronis?

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

POWERED BY [GROUND SIGNAL.AI](#)

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

Top Over-Indexing On-Premise Occasion Mentions



For example: Consumers are 15% more likely to mention Friends when posting about Negroni than in their overall on-premise posts.

Occasion	Volume	Index vs. Total On-Premise*
HAPPY HOUR	<div></div>	↑600%
FRIENDS	<div></div>	↑15%
DINNER	<div></div>	↑63%
BRUNCH	<div></div>	+14%
DATE NIGHT	<div></div>	↑59%

*Index compared to share of occasion mentions nationally

Top Growing On-Premise Occasion Mentions



For example: Party share of Negroni occasion mentions increased by 26% nationally over the past three years.

Occasion Ranked by Consumer Mention	3-Year Growth** (2022-2024)
HAPPY HOUR	↑15%
PARTY	↑26%
POP-UP	↑60%
GIRLS' NIGHT	↑130%
SPORTS	↑97%

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

What are the top and trending environments associated with Negronis?

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

POWERED BY [GROUND SIGNAL.AI](#)

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

Top Over-Indexing On-Premise Environment Mentions



For example: Consumers are 1,164% more likely to mention Speakeasy when posting about Negroni than in their overall on-premise posts.

Environment	Volume	Index vs. Total On-Premise*
PATIO	<div></div>	↑218%
SPEAKEASY	<div></div>	↑1164%
AWARD-WINNING	<div></div>	↑713%
JAZZ	<div></div>	↑129%
ROOFTOP	<div></div>	↑102%
FINE DINING	<div></div>	↑283%

*Index compared to share of occasion mentions nationally

Top Growing On-Premise Environment Mentions

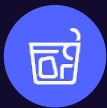


For example: Dancing share of Negroni environment mentions increased by 42% nationally over the past three years.

Environment Ranked by Consumer Mentions	3-Year Growth** (2022-2024)
SPEAKEASY	↑48%
AWARD-WINNING	↑70%
DANCING	↑42%
TAPROOM	↑209%
PRIVATE EVENTS	↑18%
GOLF	↑64%

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





What are the top and trending cocktails associated with Negronis?

Cocktail Flavor Mentions as a Proportion of Total Negroni Mentions

POWERED BY GROUND SIGNAL.AI

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

Top Over-Indexing On-Premise Flavor Mentions

For example: Consumers are 14% more likely to mention Strawberry when posting about Negroni than in their overall on-premise posts.

Flavor/Ingredient	Volume	Index vs. Total On-Premise*
COFFEE		↑ 315%
STRAWBERRY		+14%
CHOCOLATE		↑ 96%
PEAR		↑ 91%
BLOOD ORANGE		↑ 113%
GRAPEFRUIT		↑ 293%

*Index compared to share of flavor mentions nationally

Top Growing On-Premise Flavor Mentions

For example: Spicy share of Negroni flavor mentions increased by 18% nationally over the past three years.

Flavor/Ingredient Ranked by Consumer Mention	3-Year Growth** (2022-2024)
PEAR	↑ 58%
SPICY	↑ 18%
GRAPEFRUIT	↑ 36%
PEACH	↑ 66%
APPLE	↑ 37%
POMEGRANATE	↑ 56%

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

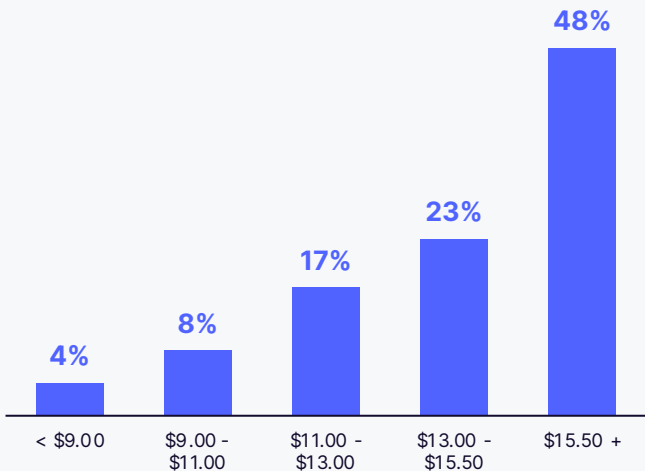
What does this cocktail typically cost? Which flavors/ingredients appear most often on menus?

Negroni Price Distribution on Menu Nationally

POWERED BY GROUND SIGNAL.AI



\$14.53
Average Price
Nationally



Top Negroni Flavors/Ingredients on Menu Nationally

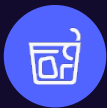
POWERED BY GROUND SIGNAL.AI



Flavor/Ingredient	Negroni Share*
ORANGE	18%
STRAWBERRY	3.6%
LEMON	3.1%
COFFEE	2.8%
GRAPEFRUIT	2.0%
CHOCOLATE	1.7%

*Percentage of Negronis featuring Flavor/Ingredient





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

Key Trade Channel	Share of Top Negroni Mention Accounts	
COCKTAIL-FOCUSED DINING	<div></div>	49%
CAUCASIAN DINING	<div></div>	24%
COCKTAIL BARS	<div></div>	24%
CASUAL BARS	<div></div>	22%
COCKTAIL-FOCUSED ITALIAN RESTAURANTS	<div></div>	16%
MODERN FINE DINING	<div></div>	15%



24% of top Negroni mention accounts are in the Caucasian Dining KTC.



Which KTCs have driven Gin depletions over the past three years in top Negroni mention accounts nationally?

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

POWERED BY [GROUND SIGNAL.AI](#)

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

KEY TRADE CHANNEL	AVERAGE ACCOUNT GIN DEPLETIONS (9L/YR)		AVERAGE ACCOUNT GIN DEPLETIONS VS. NATIONAL GIN BENCHMARK
RESORTS	<div></div>	36.7	↑344%
LUXURY HOTELS	<div></div>	25.3	↑206%
COCKTAIL-FOCUSED NIGHTLIFE	<div></div>	15.9	↑92%
CELEBRATION-FOCUSED TRADITIONAL FINE DINING	<div></div>	15.3	↑85%
COCKTAIL-FOCUSED STEAK RESTAURANTS	<div></div>	14.3	↑73%
HIGH-ENERGY NIGHTLIFE	<div></div>	13.5	↑63%
NATIONAL GIN BENCHMARK	<div></div>	8.3	

