

NFL INSIGHTS

NATIONAL





What are the top and trending cocktails associated with NFL?

On-Premise Cocktail Mentions as a Proportion of Total NFL Mentions

POWERED BY GROUND SIGNAL.AI

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

Top Over-Indexing On-Premise Cocktail Mentions

For example: Consumers are 153% more likely to mention Mimosa when posting about NFL than in their overall on-premise posts.

Cocktail	Volume	Index vs. Total On-Premise*
MIMOSA		↑153%
BLOODY MARY		↑229%
SHOTS		↑318%
SANGRIA		+10%
LEMON DROP		↑111%

*Index compared to share of cocktail mentions nationally

Top Growing On-Premise Cocktail Mentions

For example: Margarita share of NFL cocktail mentions increased by 27% nationally over the past three years.

Cocktail Ranked by Consumer Mention	3-Year Growth** (2022-2024)
MARGARITA	↗27%
MARTINI	↗25%
SHOTS	↗28%
SANGRIA	↑51%
LEMON DROP	↑437%

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

What are the top and trending cocktail flavors associated with NFL?

On-Premise Cocktail Flavor Mentions as a Proportion of Total NFL Mentions

POWERED BY GROUND SIGNAL.AI

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

Top Over-Indexing On-Premise Flavor Mentions

For example: Consumers are 98% more likely to mention Orange when posting about NFL than in their overall on-premise posts.

Flavor	Volume	Index vs. Total On-Premise*
ORANGE		↑98%
SPICY		↑71%
PEANUT BUTTER		↑1405%
APPLE		↑243%
MANGO		↑59%
LIME		↑186%

*Index compared to share of flavor mentions nationally

Top Growing On-Premise Flavor Mentions

For example: Espresso share of NFL cocktail flavor mentions increased by 207% nationally over the past three years.

Flavor Ranked by Consumer Mentions	3-Year Growth** (2022-2024)
ESPRESSO	↑207%
SPICY	↑81%
PEANUT BUTTER	↑405%
APPLE	↗26%
MANGO	↑58%
LIME	↑68%

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





What are the top and trending occasions associated with NFL?

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

POWERED BY GROUND SIGNAL.AI

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

Top Over-Indexing On-Premise Occasion Mentions

For example: Consumers are 1,116% more likely to mention Sports when posting about NFL than in their overall on-premise posts.

Occasion	Volume	Index vs. Total On-Premise*
SPORTS	<div></div>	↑1116%
SUPER BOWL	<div></div>	↑4397%
FOOTBALL	<div></div>	↑3601%
HAPPY HOUR	<div></div>	+12%
TAILGATE	<div></div>	↑703%

*Index compared to share of occasion mentions nationally

Top Growing On-Premise Occasion Mentions

For example: Super Bowl share of NFL occasion mentions increased by 94% nationally over the past three years.

Occasion Ranked by Consumer Mention	3-Year Growth** (2022-2024)
SUPER BOWL	↑94%
PARTY	↑66%
FRIENDS	↑18%
HAPPY HOUR	↑36%
BRUNCH	+11%

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

What are the top and trending environments associated with NFL?

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

POWERED BY GROUND SIGNAL.AI

High ↑
Mid ↑
Neutral +/-
Mid ↓
High ↓

Top Over-Indexing On-Premise Environment Mentions

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

Environment	Volume	Index vs. Total On-Premise*
GAMBLING	<div></div>	↑309%
PATIO	<div></div>	↑40%
KARAOKE	<div></div>	↑94%
HIP HOP	<div></div>	↑107%
HOOKAH	<div></div>	↑335%
TAPROOM	<div></div>	↑85%

*Index compared to share of occasion mentions nationally

Top Growing On-Premise Environment Mentions

For example: Live Music share of NFL environment mentions increased by 11% nationally over the past three years.

Environment Ranked by Consumer Mentions	3-Year Growth** (2022-2024)
LIVE MUSIC	+11%
DANCING	+11%
KARAOKE	↑37%
ROOFTOP	+11%
DOG-FRIENDLY	↑21%
COUNTRY CLUB	↑88%

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





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

Key Trade Channel	Share of Top NFL Mention Accounts
CASUAL BARS	34%
CASUAL DINING	18%
HIGH-ENERGY BARS	12%
CAUCASIAN DINING	8.8%
MULTICULTURAL NIGHTLIFE	5.3%
HIGH-ENERGY NIGHTLIFE	4.5%



34% of top NFL mention accounts are in the Casual Bars KTC.



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

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

POWERED BY GROUND SIGNAL.AI

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

KEY TRADE CHANNEL	AVERAGE ACCOUNT OVERALL SPIRITS DEPLETIONS (9L/YR)	AVERAGE ACCOUNT OVERALL SPIRITS DEPLETIONS VS. NATIONAL OVERALL SPIRITS BENCHMARK
HIGH-ENERGY HOTELS	1095.4	↑1642%
COCKTAIL-FOCUSED NIGHTLIFE	438.6	↑597%
HISPANIC NIGHTLIFE	427.3	↑579%
PREMIUM NIGHTLIFE	401.5	↑538%
MULTICULTURAL NIGHTCLUBS	385.5	↑513%
AFAM BARS	277.5	↑341%
NATIONAL OVERALL SPIRITS BENCHMARK	62.9	





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

Top Cocktails on Menu in Top NFL Mention Accounts

POWERED BY GROUND SIGNAL.AI



Cocktail	Cocktail Share*
MARGARITA	13%
OLD FASHIONED	4.2%
MARTINI	3.5%
MOJITO	3.3%
SHOT	3.3%
MULE	2.8%

*Cocktail Share as a percentage of total cocktails

Top Cocktail Flavors on Menu in Top NFL Mention Accounts

POWERED BY GROUND SIGNAL.AI



Flavor/Ingredient	Cocktail Share*
LIME	28%
ORANGE	12%
LEMON	12%
PINEAPPLE	9.9%
GINGER	6.6%
PEACH	6.4%

*Cocktail Share as a percentage of total cocktails

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

Spirits Category Sales Performance (9L/Yr) in Top NFL 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%	7.2	↑162%	↑91%
WHISKEY	25%	3.1	+14%	↗46%
AMERICAN WHISKEY	16%	3.5	↗25%	↗46%
VODKA	15%	5.7	↑105%	↑52%
RUM	8.9%	5.6	↑103%	↗49%
LIQUEURS	8.1%	2.6	-6%	↗32%
NATIONAL ALL SPIRITS BENCHMARK		2.8		

